Hero

Hero FOR STARTUPS

t-hub

Transforming Mobility for Bharat & Beyond

Empowering Mobility Innovation for a
Sustainable Future

Hero For Startups (HFS) is a pioneering initiative by Hero MotoCorp, an accelerator program designed to engage with and empower the startup ecosystem in India. Through this program, Hero, in collaboration with T-Hub, seeks to collaborate with startups to co-create innovative solutions that address critical challenges in the mobility sector.

By fostering an environment of collaboration, Hero aims to accelerate the growth of startups, providing them with the resources, mentorship, and support necessary to scale their solutions and contribute meaningfully to the future of mobility.

Focus Areas

Accoustic Simulation	Autonomous Mobility	Material Science
Advanced Simulation	Battery Technology	Sustainability
Alternative Fuel - Hydrogen For 2W	Charging Infrastructure	Disruptive EV Tech
AR/VR	Connected Vehicles - Safety, Comfort and Data Monetisation	Emerging Mobility
Customer and Market Intelligence	Human Machine Interface	Mobility platforms as a service
LLM on Edge	Industry 4.0 / Digital Factory	Digital Twin Technology

Program Vision

To transform the future of mobility by fostering innovation, nurturing startup growth, and integrating impactful solutions into the global mobility ecosystem.

Fostering Innovation	Collaboration with Indian Startups	Accelerating Growth	Sustainability & Impact
Encouraging the development of cutting-edge technologies in the mobility sector by leveraging the innovative potential of startups.	Working closely with emerging startups and providing them with the tools and support needed to solve real-world business challenges.	Mentor and accelerate the growth of startups, helping them scale their solutions and integrate them into Hero MotoCorp's product line.	Ensuring that the innovations developed are sustainable and contribute to the long-term goals of transforming mobility for India and beyond.

Why Hero for Startups?

- **Hero's Unique Position**
- **Unmatched Opportunities**
- **Financial and Strategic Support**
- **Access to Expertise and Mentorship**
- **Market Reach and Visibility**

Eligibility Criteria

Startup Stage
Early-stage or growth-stage startups with a PoC or MVP

Alignment
Solutions addressing Hero's focus areas with measurable impact

Team Strength
Committed team with domain expertise and a clear roadmap

Market Readiness
Startups with traction or piloted projects in relevant domains

Screening & Evaluation Process

Level 1
Basic Screening
Relevance, team structure, and product stage

01

Level 2
Intermediate Evaluation
Technology scalability and alignment

02

Level 3
Advanced Evaluation
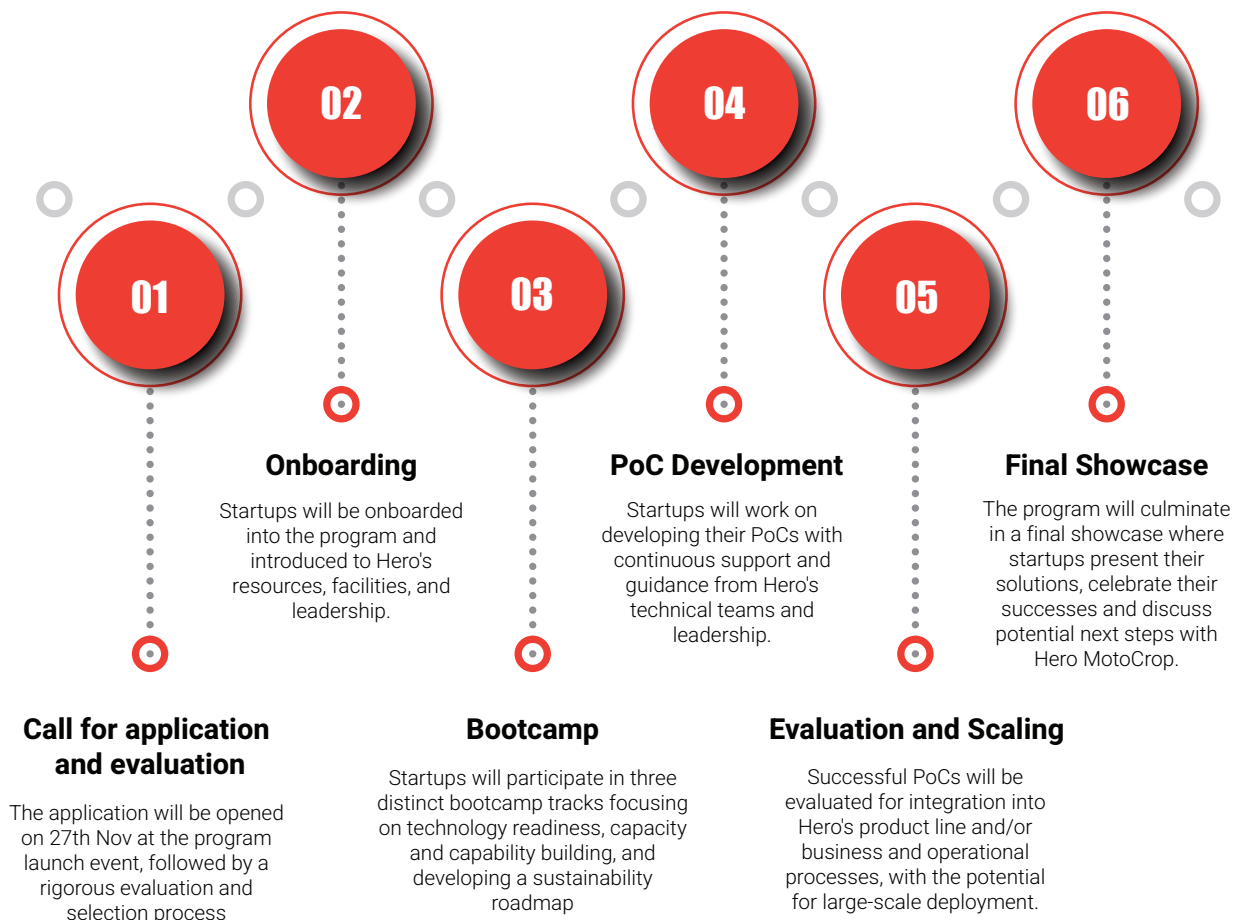Jury pitch focusing on innovation, sustainability, and impact

03

Financial and Strategic Support

Each selected startup will get a chance to receive grants up to **INR 40 Lakhs**
Grants will be disbursed in **tranches upon milestone completion**

Program Timeline

The Hero For Startups program is designed to run over 10-12 months, with the following key phases:

02

04

06

01

03

05

Onboarding

Startups will be onboarded into the program and introduced to Hero's resources, facilities, and leadership.

PoC Development

Startups will work on developing their PoCs with continuous support and guidance from Hero's technical teams and leadership.

Final Showcase

The program will culminate in a final showcase where startups present their solutions, celebrate their successes and discuss potential next steps with Hero MotoCrop.

Call for application and evaluation

The application will be opened on 27th Nov at the program launch event, followed by a rigorous evaluation and selection process

Bootcamp

Startups will participate in three distinct bootcamp tracks focusing on technology readiness, capacity and capability building, and developing a sustainability roadmap

Evaluation and Scaling

Successful PoCs will be evaluated for integration into Hero's product line and/or business and operational processes, with the potential for large-scale deployment.

Hero FOR STARTUPS

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