Start with a prototype
Graduate with an MVP

Join RubriX
Learn from entrepreneurs
& product specialists

Apply Now

Why RubriX?

For every 7 product ideas, only 1 idea yields a successful product, mainly due to the gap in end-user empathy and clear understanding of the product development life cycle.

RubriX – T-Hub's product development program – aims to help entrepreneurs move their software and hardware prototypes to a minimum viable product (MVP) stage with reduced development time and costs.

For founders looking at a structured approach to building a great product and timely risk mitigation, **RubriX** is a must-attend.

PROGRAM BENEFITS

» Lean product design, development & launch with minimal turnaround time and costs
» Understand product development lifecycle and product management principles
» Get clear answers to Go/No Go/Pivot decisions
» Clearly-defined phases & goals to de-risk MVP journey
» Discover the right infrastructure & tech to be deployed
» Improved confidence in opportunity and solution

APPLY NOW

QUALIFICATION CRITERIA

If you fulfil these criteria, RubriX is perfectly suited to your needs:

» **Startup attributes**
   o   PoC/Prototype ready startup, registered in India, with a clear technology play either in software, hardware or both

» **Founder attributes**
   o   You are a founder with prior experience in Corporates/Consulting/Entrepreneurship
   o   You are a team of at least two full-time founders with complementary skillsets

APPLY NOW

FOCUS AREAS

| Fintech | Sustainability | HealthTech | HR Tech | Mobility | IoT | Embedded Systems | Enterprise | AgriTech |

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