

#### The 10X Challenge: Scale @ Speed

Last year's NPC, we focused on a clarion call on bringing all stakeholders together to help build products from India. A lot has moved in the last year — Government of India released the National Policy on Software Products that aims to build a USD 80 bn sector by 2025, more B2B product companies — Icertis, Dhruva became unicorns, large MNCs acquired Indian product companies, IT Service companies sharpened their focus on products etc. Against this backdrop, the theme of NPC 2019 focuses on the 10X Challenge: Scale @ Speed.

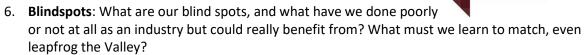
So, what does the theme really stand for?

- 10X Challenge is the vision to grow the product sector from USD 8 bn in 2019 to USD 80 bn in 2025. This requires existing companies to rapidly grow their products, new companies to be set up that can grab emerging opportunities, large enterprise to build their product portfolio and India to be the hub for all things related to products.
- Scale@Speed is the imperative for entrepreneurs to focus on scaling up and to do this at speed. The pace of change combined with the rapid digitisation of enterprises has created the imperative of speed.

So how will NPC really address this theme? Through keynotes, panels, workshops, unconference, NPC will share insights on

- 1. **Scale**: What will break and what will we have to do differently as we scale 10x? [80B industry fix that metric btw]
  - Scaling in India (breakthrough success stories)
  - Scaling Globally (SV perspective)
  - Scaling Sales and Marketing
  - Scaling Culture & Teams
  - Scaling challenges and fixes
- 2. **Ecosystem:** Competition is good but Coopetition is better. How can the ecosystem share & propagate learnings?
  - Partnering to Scale Challenge / Alliances; Leveraging Platforms
  - Industry academia: Key to Global product leadership
  - Enterprise / SI Collaboration
  - Entrepreneur peer groups
- 3. **Markets**:
  - India Business Perspective what's working, what's not
  - Global Business Perspective the big adoption trends
  - How to innovate Business in the hyper-scale Digital Era
  - Bleeding Edge Business Innovation
- 4. **Whitespaces**: What are the new trends & opportunities, what are adjacent spaces to expand?
  - SaaS
  - Agri, Health, TechStack for MakeinIndiaForIndia
  - DeepTech
- 5. Innovation: How to innovate your Business for the Hyper-Scale Digital Era?
  - Scaling Technology to 1M (Product-Market Fit), then to 10M, then beyond
  - Scaling Teams and Culture for Innovation
  - R&D Leadership
  - Human Leadership- Design, Innovation, Storytelling & Problem Solving
  - Breakthrough innovation

## #NPC2019



# 7. Showstopper

- How the showstopper made it big by thinking big

#### And,

<u>8 Focused Summits</u> on diverse subjects, verticals and sectors that are, at one point, so different from each other but at the same time, so intertwined with one another:

## Day 1: Nov 5, 2019:

Fintech Summit:	Mobility Summit	Bharat Summit:	SaaS Summit:
<ul> <li>Credit score:         Factors that add         to building ones         credit score. How         merger of banks         would impact the         user data         management,         etc.</li> <li>Open Banking -         Regulatory (Tech         &amp; Bank) &amp; Digital         Payments in         Banking</li> <li>NPA: current         scenario that         challenges the         stability and how         FinTech play a big         role in restoring         the faith in the         banking system</li> <li>NBFC Crisis and         its impact: why          and what it needs</li> <li>Blockchain         masterclass on         game changing         potential in the         Indian banking         sector both from         a regulatory and         decentralization         perspective.</li> </ul>	Answering questions on the backdrop of an unprecedented transformation due to a triple convergence of changing consumer preferences, internet access and newer business models.  • The changing landscape of vehicle ownership • How shared mobility is making a dent in urban mobility – passengers as well as cargo • Will EVs become mainstream in the next 5 years? • How are new cutting-edge technologies like drones, Hyperloop and others going to change the landscape of mobility? • Traffic Jam @ The Last Mile	Who are the key stakeholders making strides and how are they creating lasting societal impact while building businesses in Bharat? How are the ecosystem players and infrastructure providers coming together to build Bharat-first products and businesses? We will try to find answers and explore:  • The innovation in sectors such as healthcare, edtech, agritech and others in Bharat.  • Changing landscape of infrastructure, internet and policy.  • The intersection of two worlds in Bharat economy – for-profit founders, corporates, incubators & investors and the non-profit entrepreneurs, policy makers, governments, incubators and other change makers.	<ul> <li>Transformers:         Shifting from         Services to         Products</li> <li>Product         Market Fit         that scales</li> <li>Pricing a SaaS         Product to         Perfection</li> <li>Inbound         Marketing:         Can prospects         love you         before you've         spoken to         them?</li> <li>Inside Sales:         How to Sell         12,000 miles         away while         leaning back in         India</li> <li>Metrics That         Matter:         Making         different         teams in your         SaaS org to         hum together.</li> </ul>



# Day 2: Nov 6, 2019

Hogith Took Commits	RetailTech Summit:	Duad Marint & Dasiera	IoT Davisos Summite
<u>HealthTech Summit:</u>	<u>ketairrech Summit:</u>	Prod Mgmt & Design	<u>IoT –Devices Summit:</u>
Nurturing HealthTech Innovation Eco-System for Scaling  From Global brance setting up base in Indian Companies	From Global brands setting up base in India to Indian Companies going global, we are in a phase where new-age	Summit:  What got you to \$1M won't get you to \$100M:  Scaling discovery and insight:  Adding a new	5G and Edge computing, along with IoT platforms and frameworks, are key enablers for Industry 4.0 and a whole range of new
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Health Stack	future		compression, encryption etc.