



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



- 6. **Blindspots:** What are our blind spots, and what have we done poorly or not at all as an industry but could really benefit from? What must we learn to match, even leapfrog the Valley?
- 7. **Showstopper**
 - How the showstopper made it big by thinking big

And,

8 Focused Summits 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:

<u>Fintech Summit:</u>	<u>Mobility Summit</u>	<u>Bharat Summit:</u>	<u>SaaS Summit:</u>
<ul style="list-style-type: none"> • Credit score: Factors that add to building ones credit score. How merger of banks would impact the user data management, etc. • Open Banking - Regulatory (Tech & Bank) & Digital Payments in Banking • NPA: current scenario that challenges the stability and how FinTech play a big role in restoring the faith in the banking system • NBFC Crisis and its impact: why and what it needs • Blockchain masterclass on game changing potential in the Indian banking sector both from a regulatory and decentralization perspective. 	<p>Answering questions on the backdrop of an unprecedented transformation due to a triple convergence of changing consumer preferences, internet access and newer business models.</p> <ul style="list-style-type: none"> • 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 	<p>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:</p> <ul style="list-style-type: none"> • 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 style="list-style-type: none"> • Transformers: Shifting from Services to Products • Product Market Fit that scales • Pricing a SaaS Product to Perfection • Inbound Marketing: Can prospects love you before you've spoken to them? • Inside Sales : How to Sell 12,000 miles away while leaning back in India • Metrics That Matter: Making different teams in your SaaS org to hum together.



Day 2: Nov 6, 2019

<u>HealthTech Summit:</u>	<u>RetailTech Summit:</u>	<u>Prod Mgmt & Design Summit:</u>	<u>IoT –Devices Summit:</u>
<p>Nurturing HealthTech Innovation Eco-System for Scaling</p> <ul style="list-style-type: none"> • Crossing the barriers beyond Proof of Concept • Micro & Marco economics in HealthTech Investments • Advances possible through fundamental scientific breakthrough and knowledge • How to serve the Billion Population of India • Accelerating the Healthcare Delivery through Technology Adoption • Optimism in achieving Strategic Development Goals (SDG) across the nations. Impending need for International collaboration • Scaling Indian Health Infrastructure through India Health Stack 	<p>From Global brands setting up base in India to Indian Companies going global, we are in a phase where new-age entrepreneurs are reaching deep in rural markets on one side and discovering niche markets on the other. With this Summit, we aim to address how Technology, New business models, Experiential service and evolving Business Principles will drive the next phase of growth in the Retail Sector.</p> <ul style="list-style-type: none"> • Future of Business models & Challenges • Humanless Retail • How Technologies are shaping the Retail Industry • Open Innovation: Is it the way to scale with speed! • Placing bets! How are investors reading the Retail Sector • Surviving the grind: How entrepreneurs are evolving and preparing for the future 	<p>What got you to \$1M won't get you to \$100M:</p> <ul style="list-style-type: none"> • Scaling discovery and insight: • Adding a new product line for scale • Entering new geographies • Data driven product optimization • Strategies for 10X scale • Platform Strategy • Building Next Gen Tech - Grounds Scaled Tech • Original HCI Design that Scales - Designing for scale • GCCs in India - Challenges, Opportunities and Best Practices for Scaling Product Analytics & Design 	<p>5G and Edge computing, along with IoT platforms and frameworks, are key enablers for Industry 4.0 and a whole range of new businesses like autonomous vehicles, smart city grids, health, automated factories, Content streaming and data analytics and actually acts as important step towards genuine digital transformation.</p> <ul style="list-style-type: none"> • Challenges in mass adoption of short range wireless sensor network devices or equivalent. • Address practical issues and gaps that thwart adoption en masse • How corporates, govt and technology can & should work together to achieve progress. • Building robust and scalable architecture in the connected world. • Security, emerging workloads, manageability requirements in this world. Protecting data at rest, transit, compression, encryption etc.