



T-Hub

RubriX

Program Brief

#risewithrubrix

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About T-Hub

T-Hub (Technology Hub) is an innovation hub and ecosystem enabler. Based out of Hyderabad, India, T-Hub leads India's pioneering innovation ecosystem and is the world's largest innovation campus. Over the seven years, T-Hub has pivoted around the 6Ms (Mentors, Market, Motivation, Manpower, Money, Methodologies) and 2Ps (Partnerships & Policy advisory) framework with a mission of driving results and collaboration for entrepreneurs' success. It has delivered 100+ innovation programs so far, creating an impact for startups, corporations, and other innovation ecosystem stakeholders. Since inception, it has provided over 2000 national and international startups with access to better technology, talent, mentors, customers, corporates, investors, and government agencies.

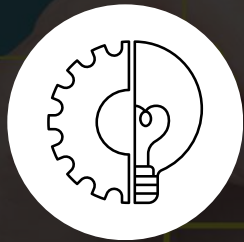


www.t-hub.co



About RubriX

RubriX is a 100 day long cohort-based rapid product-development program that is a flagship initiative of T-Hub. This program aims to help entrepreneurs build their Minimum Viable Products (MVPs) with global standards from their existing prototypes with reduced development time and costs.



Partner with us to shape the future of innovative products

Team RubriX believes that we can help startups efficiently and effectively build their MVPs through the 5D framework, while also providing opportunities for networking and collaboration. In addition to the technical support provided by our program, we also offer a dedicated track of Founder Essentials to nurture founders and help them build innovative products.

We believe that a partnership with you to support this program would be mutually beneficial and provide a valuable opportunity for startups to get the support and guidance they need to build great products that change the world.

Program Interventions



Workshops

Workshops are an integral part of the RubriX program and provide valuable learning and development opportunities for startups. These workshops, taken by experts, cover a wide range of topics, such as Design, Market landscape, Research, IPRs, etc



Mentor Hours

Each startup is allocated a dedicated mentor who would take the startup across the product development journey. These mentors provide startups with the support and guidance they need and validate their progress, which helps them succeed in the fast-paced world of product development



Expert Hours

Industry and domain experts in product development support the cohort startups by providing 1:1 mentoring, tools and templates needed to complete modules, sandboxes for quick deployment of code and access to resources



Office Hours

The program team, during office hours, supports startups in finishing assigned tasks and identifies and aligns resources to accelerate the development of products. Program partners can host few Office hours to expose the startups to their tech stack and best practices



Tools & Resources

The cohort startups have exclusive access to tools and resources provided by partners, and they get to interact with technical teams from partner companies for hands-on experience with these resources

Track 1

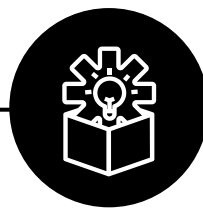
Product Development

The 5D framework is a structured approach to product development that helps startups develop high-quality products that meet global standards and can compete in the global market.



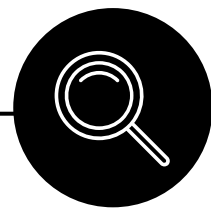
Define

Market Landscape | User Research | Scoping | Problem - Solution fit | Design Thinking | Customer Journey | Prototype Validation



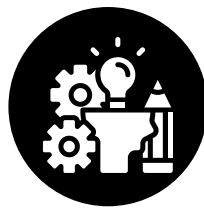
Design

Product Requirement Document | Business Finance Modelling | Product Roadmap - User Flows | Intellectual Property Rights | Wireframes Mockups



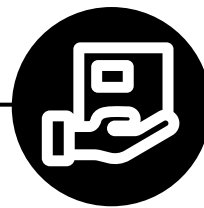
Discover

Tech Stack | Release Plan | Resource planning | Infrastructure Plan | Financial Review | Governance, Risk, Compliance Environmental, Social | Financial Review



Develop

DevOps | System Architecture | Agile Coaching | Sprint Planning & Execution | Sprint Reviews



Deliver

Beta Testing | Pilots | Extended support | Partner Interventions

Track 2

Founders Essentials

Having the right founders mindset is essential for any entrepreneur who wants to build a successful and sustainable product. This mindset includes the ability to craft compelling stories and narratives, to have a strong understanding of finance and business modelling, and to be willing to listen to and learn from failure stories.

RubriX program structure also includes elements to cultivate a founder's mindset that values these attributes, as we believe they are key to driving innovation and to adapt and thrive in an ever-changing business landscape.

01

Art of Storytelling

02

Business Finance Modelling

03

Founder's Mindset

04

Startup clinics

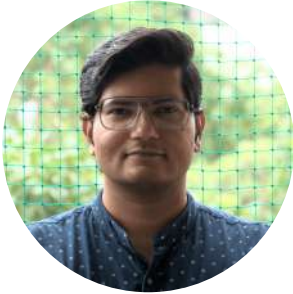


Program Partners

RubriX 2.0 is supported by industry experts with extensive experience in helping companies develop innovative products. Our program partners provide workshops, 1:1 expert sessions, and support startups throughout the product development process.



The Team



Vinay Peddinti

Vinay is a serial entrepreneur with 8+ years of experience in the startup ecosystem. He has expertise in business management, product development, and partnerships and is dedicated to creating innovative products that make a positive impact. Vinay has applied his product development skills and knowledge gained from his course at the Indian School of Business (ISB) to create RubriX,



Krishna Kumar

Krishna is an individual with a passion for entrepreneurship and helping startups, He has 2+ years of experience in Project management, Business Analytics and Business Development. Completing his MBA in Business Analytics from BML Munjal University, Krishna's approach to work is data driven and impact oriented.



Sai Kumar Bashireddy

Sai Kumar loves designing elegant and engaging product experiences for humans. Sai has a vast experience as a UX researcher. Over a period of time he has worked with multiple startup's and leading companies helping their product teams with curated insights. Sai has used both Qualitative and Quantitative methods to understand metrics, emotions and human behaviours.



Program Timelines

