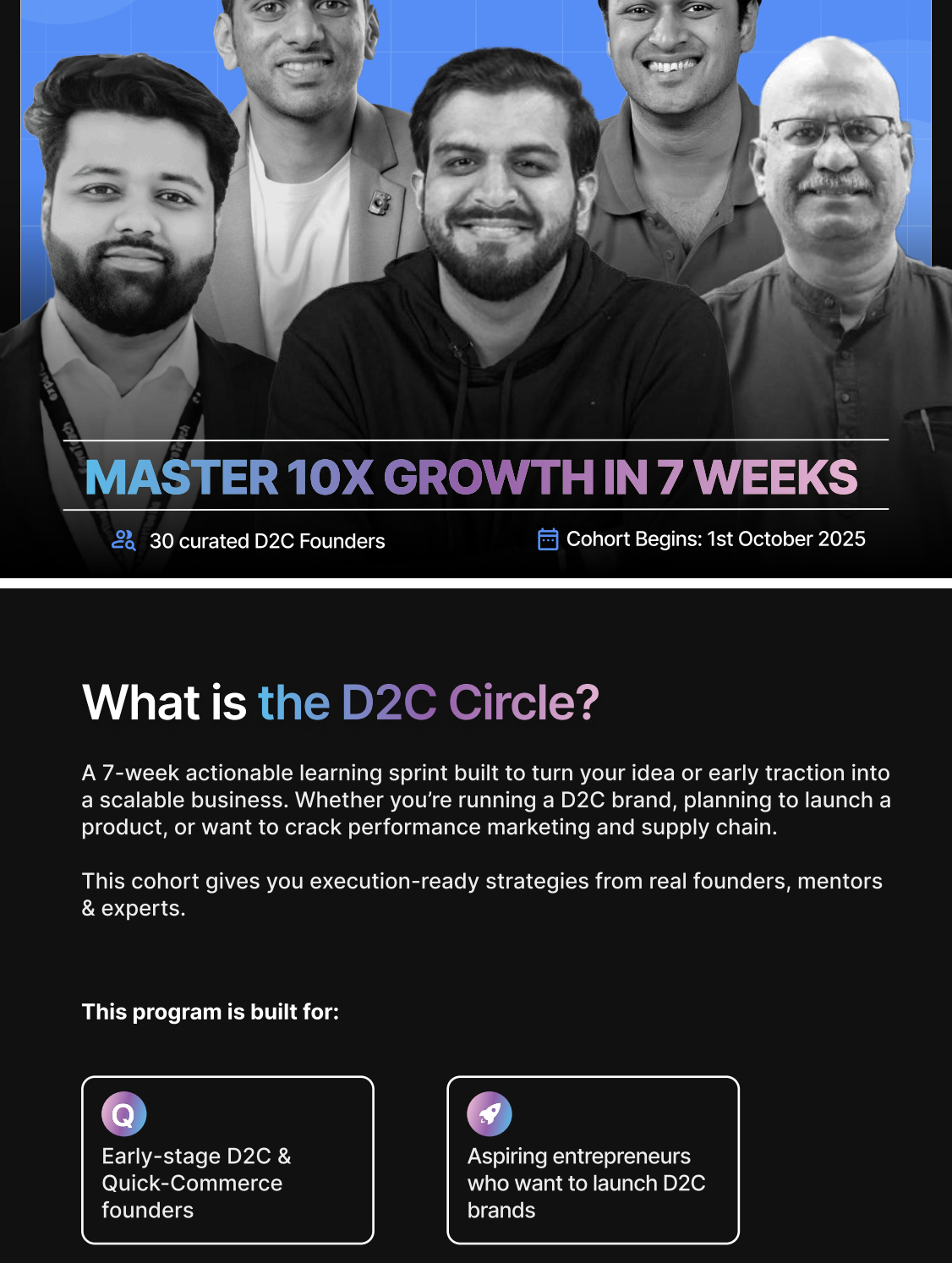


# D2C Circle by Expertbells

Scale Smarter. Sell Faster. (7 Weeks to Transform Your Brand)



**MASTER 10X GROWTH IN 7 WEEKS**

30 curated D2C Founders

Cohort Begins: 1st October 2025

## What is the D2C Circle?

A 7-week actionable learning sprint built to turn your idea or early traction into a scalable business. Whether you're running a D2C brand, planning to launch a product, or want to crack performance marketing and supply chain.

This cohort gives you execution-ready strategies from real founders, mentors & experts.

This program is built for:



**Early-stage D2C & Quick-Commerce founders**



**Aspiring entrepreneurs who want to launch D2C brands**



**Anyone looking to scale their startup 10X**



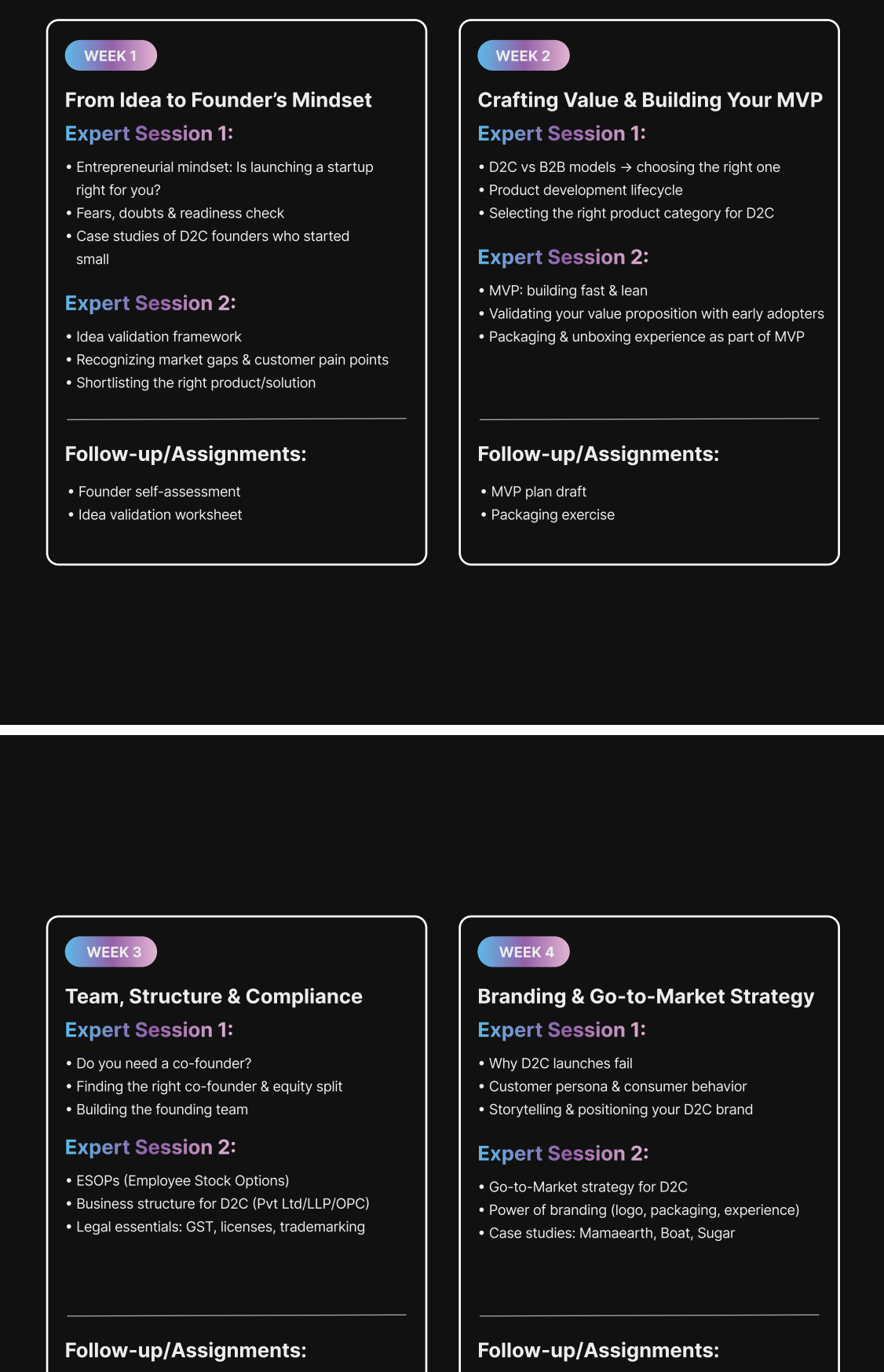
**Operators, freelancers & marketers curious about how D2C actually works**

## Why Does it Exist?

Too many D2C founders and aspiring brand builders are stuck burning cash on ads, guessing strategies from YouTube, or lost in 'growth hacks' that don't work.

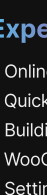
D2C Circle exists to cut the noise — whether you're already selling or preparing to launch.

A 7-week tactical growth accelerator to launch, grow, or 10X your D2C brand with India's top mentors, live sessions, and zero guesswork.

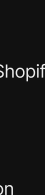


## Why Join This Cohort

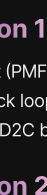
Key Benefits You'll Unlock



**Learn from Experts Who've Scaled**  
Gain insider strategies from top D2C operators, founders, and brand builders.



**Actionable, Not Just Inspirational**  
Get tactical systems you can apply immediately — to ads, retention, ops, and fundraising.



**Peer Circle of Builders & Beginners**  
A powerful community of 30 entrepreneurs and aspiring founders all focused on growth.



**Pitch & Grow with Expert Feedback**  
End with a fundable pitch deck, clear growth strategy, and live mentor feedback.



**Access to Exclusive Growth Tools**  
Templates, dashboards, SOPs, checklists — everything you need to execute like a pro.



**Founders Community**  
Get daily support, feedback, and clarity from mentors and peers throughout the 7 weeks.

## What You Will Learn

A complete D2C playbook

### Product & Branding

- Find your winning edge: Product, ICP, PMF
- Build brand DNA: Values, Visuals, Voice
- Tell stories that sell: Narrative, content & emotion

### Marketing & Sales

- Performance marketing on Meta & Google
- Q-commerce playbooks: Zepto, Blinkit, Instamart
- Masterclass: Growth on Amazon, Flipkart & Nykaa
- Influencer & community marketing tactics

### Operations & Logistics

- Website UX, WhatsApp & automation triggers
- Retention engine: Emails, LTV, loyalty loops
- Fulfillment, vendor, and supply chain mastery
- Costing, margins, and ops efficiency

### Funding & Scaling

- Understand CAC, burn, unit economics
- Finance & cash flow management for founders
- Build your fundraising strategy
- Final Demo Day: Present your GTM & investor-ready pitch deck

## 7-Week Growth Sprint

### WEEK 1

#### From Idea to Founder's Mindset

##### Expert Session 1:

- Entrepreneurial mindset: Is launching a startup right for you?
- Fears, doubts & readiness check
- Case studies of D2C founders who started small

##### Expert Session 2:

- Idea validation framework
- Recognizing market gaps & customer pain points
- Shortlisting the right product/solution

##### Follow-up/Assignments:

- Founder self-assessment
- Idea validation worksheet

### WEEK 2

#### Crafting Value & Building Your MVP

##### Expert Session 1:

- D2C vs B2B models → choosing the right one
- Customer development lifecycle
- Selecting the right product category for D2C

##### Expert Session 2:

- MVP: building fast & lean
- Validating your value proposition with early adopters
- Packaging & unboxing experience as part of MVP

##### Follow-up/Assignments:

- MVP plan draft
- Packaging exercise

### WEEK 3

#### Team, Structure & Compliance

##### Expert Session 1:

- Do you need a co-founder?
- Identifying the right co-founder & equity split
- Building the founding team

##### Expert Session 2:

- ESOPs (Employee Stock Options)
- Business structure for D2C (Pvt Ltd/LLP/OPC)
- Legal essentials: GST, licenses, trademarking

##### Follow-up/Assignments:

- Team structure draft
- Compliance checklist

### WEEK 4

#### Branding & Go-to-Market Strategy

##### Expert Session 1:

- Why D2C launches fail
- Customer persona & consumer behavior
- Storytelling & positioning your D2C brand

##### Expert Session 2:

- Go-to-Market strategy for D2C
- Power of branding (logo, packaging, experience)
- Case studies: Mamaearth, Boat, Sugar

##### Follow-up/Assignments:

- Brand positioning exercise
- Audience persona worksheet

### WEEK 5

#### Distribution, Website & Retail

##### Expert Session 1:

- Online distribution models: Ecommerce, Shopify, Quick Commerce
- Building your own D2C Website (Shopify, WooCommerce, Wix)
- Setting up payments, shipping, automation

##### Expert Session 2:

- Offline distribution & Retail Store strategy
- Omnichannel presence: blending online + offline
- Partnerships with modern trade & general trade

##### Follow-up/Assignments:

- Website wireframe planning exercise
- Draft your online + offline channel strategy

### WEEK 6

#### Product-Market Fit & Unit Economics

##### Expert Session 1:

- Product-Market Fit (PMF): what it is & how to measure
- Customer feedback loop & iterations
- Growth hacks for D2C brands

##### Expert Session 2:

- Unit economics: CAC, LTV, ROAS, Gross Margin, Break-even
- Analytics tools (Shopify, Google Analytics, Mixpanel)
- Scaling roadmap

##### Follow-up/Assignments:

- PMF check framework
- Unit economics calculator exercise

### WEEK 7

#### Funding & Demo Day

##### Expert Session 1:

- Funding journey: bootstrapping, angel, VC
- What investors look for in D2C startups
- D2C-focused accelerators & grants

##### Expert Session 2:

- Investor pitch deck for D2C
- Ensuring your pitch
- Mock pitch practice

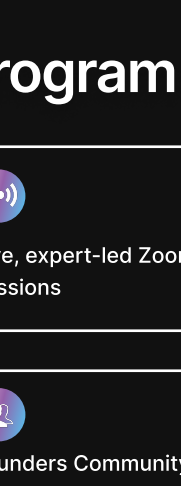
##### Follow-up/Assignments:

- Draft pitch deck submission
- Demo Day / Mock Investor Pitch

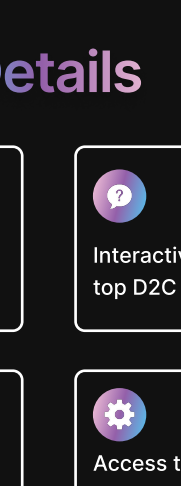
**Want to Build a Growth-Ready, Fundable D2C Brand?**

[Apply Now](#)

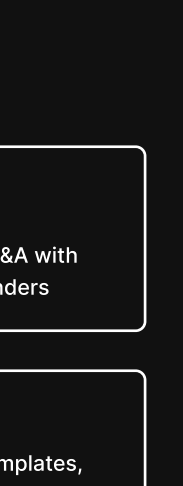
## Learn from India's Top D2C Mentors



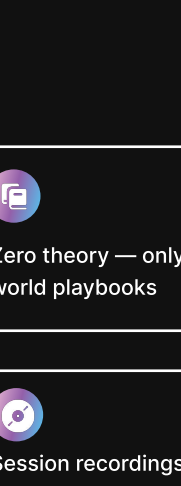
**Arjun Vaidya**  
Founder, Zepto (D2C Super)



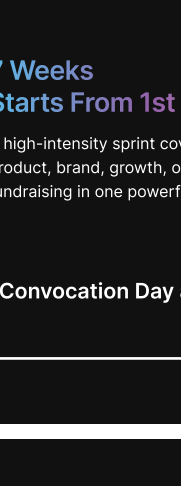
**Rahul Jain**  
Co-Founder, Mamaearth (Beauty Super)



**Vaibhav Anra**  
VP Marketing at Zepto (Marketing Strategist)



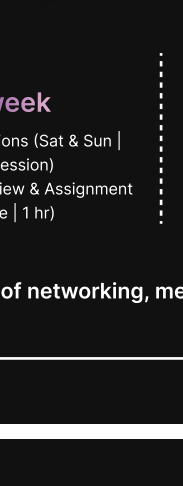
**Sunny Wadhvani**  
Founder, Greenween (E-commerce Expert)



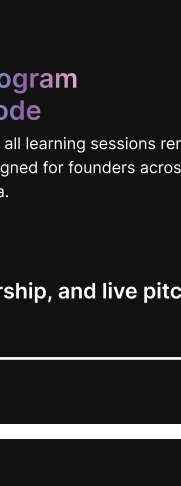
**Prakash Nimbulkar**  
Co-Founder, Chemist (QVC Advisor)



**Akash Kumar**  
D2C Mentor (Startup Mentor)



**Harshit Gupta**  
Marketing Lead, Zepto (Digital Marketing Expert)



**Ajay Rungta**  
Ex-Founder, Startup Advisor

## Program Details



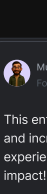
**Live, expert-led Zoom sessions**



**Interactive Q&A with top D2C founders**



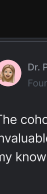
**Zero theory — only real-world playbooks**



**Founders Community + WhatsApp groups for peer + mentor support**



**Access to templates, dashboards & cohort-only resources**



**Session recordings available for limited-time access**

### Program Duration

#### 7 Weeks

Starts From 1st Oct. 2025

A high-intensity sprint covering product, brand, growth, ops & fundraising in one powerful journey.

#### 6-8 hours/week

- 2 Live Sessions (Sat & Sun) | 2 hrs (Per Session)
- Weekly Review & Assignment Briefing (Tue | 1 hr)

#### Program Mode

Join all learning sessions remotely designed for founders across India.

Convocation Day at Gurugram: a power day of networking, mentorship, and live pitches.

## Program Details

### Process

1

#### Submit Application

Submit your application. We carefully review each application to curate a focused, high-intent founder cohort.

2

#### Application Review

Every application will be reviewed by our team to ensure the right fit. We select founders with traction, clarity, and readiness to scale.

3

#### Enrolment Fee

If selected, you'll be required to pay the program fee of ₹24,990 (incl. GST) to secure your spot in the D2C Circle cohort.

#### D2C Circle

#### Regular Program Fee

**₹24,990/-** ₹46,990

Per Seat

#### What You Get:

- 14 Live Sessions + 7 Follow up Sessions
- 2 D2C Mentors + 6 Expert Masterclasses
- Practical Assignments & Frameworks
- 1:1 Pitch Review from Mentors
- WhatsApp Founder Community
- Convocation Day - Gurugram

**Build. Scale. Fund. Faster.**

Join 30 driven founders inside India's most actionable D2C sprint.

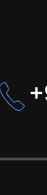
[Apply Now](#)

**Limited to 30 Curated Founders Only**

Apply Now at [expertbells.com/d2ccircle](https://expertbells.com/d2ccircle)

## What Founders Are Saying

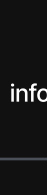
Real voices. Real growth. Here's how the D2C Circle and Expertbells Community made a difference:



**Manish**  
Founder  
This entrepreneurship cohort was interactive and incredibly useful for me. It transformed my experience with insights that made a lasting impact!



**Shruthi Singh**  
Co-founder  
This Cohort is a game changer for me. Really learned so much in this cohort, which is quite practical and interactive.



**Dr. Pooja Wadhwa**  
Founder  
This cohort was highly beneficial, providing invaluable insights that have greatly enhanced my knowledge and understanding.



**Neha Wadia**  
Founder  
It was a very warm and insightful cohort session. The mentor listened to my pitch thoroughly, shared valuable insights, identified the gaps I needed to improve, and addressed the struggles I am currently facing as a founder. Overall, it was a highly valuable experience filled with warnings and practical guidance.



**Abhinav Das**  
Founder  
I thank the Expertbells team from the bottom of my heart for their prompt and active support, and especially their excellent update and information system. Expertbells cohort program has been one of the most trusted and valuable experiences for founders. I truly wish the team continued success and a bright future ahead.



**Rish Kumar Gupta**  
Founder  
I was clueless about how to move forward with my idea at such an early stage. The Expertbells cohort program made it so much easier to cut through the noise and clarify highlighted the things I should prioritize first. It gave me much-needed clarity and direction.



**Manish Singh**  
Founder  
The Expertbells cohort gave me actionable strategies that boosted my startup growth and connected me with the right investors.



**Harshit Gupta**  
Marketing Lead at Zepto, Marketing Expert  
This program clarified my fundraising and connected me with the right investors.



**Shruti**  
Founder  
The cohort provided step-by-step guidance that helped me confidently launch my business.

## About Expertbells

Expertbells is India's leading mentorship and startup growth platform, offering 1-on-1 personalized sessions with top startup experts to help founders grow with guidance—not guesswork. Whether it's validating your idea, building your MVP, scaling operations, or raising funds, we've got you covered.

### WHO WE ARE

We are a mentorship-first growth platform—empowering founders with expert guidance, practical knowledge, proven growth strategies, and a strong network. From early-stage planning to full-scale growth, Expertbells connects you with the right mentors and tools to launch, scale, and succeed.

**Want to build a growth-ready, fundable D2C brand?**

Apply Now at [expertbells.com/d2ccircle](https://expertbells.com/d2ccircle)

## FAQs

### Who is the D2C Circle for?

This program is built for aspiring entrepreneurs, students, and early or growth-stage D2C/Q-commerce founders who want to learn real-world D2C systems and scale fast — without trial and error.

**Even if your product isn't launched yet** — this is built to help you prepare, validate, and win

### What's included in the ₹24,990/- plus GST fee?

You get everything you need to accelerate your brand's growth (or launch one):

- 14 Live Sessions + 7 Follow up Sessions
- 2 D2C Mentors + 6 Expert Masterclasses
- Practical Assignments & Frameworks
- 1:1 Pitch Review from Mentors
- WhatsApp Founder Community
- Convocation Day - Gurugram

**No upsells. No hidden costs. Just real value.**

### Is this program live or recorded?

The program is 100% live and interactive, with sessions conducted on Zoom.

**Get real-time feedback from mentors, ask questions,** and revise on the spot. Final Demo Day + Convocation happens offline in Gurugram.

### Will this work if I haven't launched yet or don't have revenue?

**Yes!** It's ideal for anyone who wants to understand D2C end-to-end — even if you're still building your first product or exploring ideas.

**You'll gain frameworks, strategies, and community support** that cut months of guesswork.

### Will I get personalized feedback?

**A: 100%. Feedback here isn't generic** — it's built for you.

- 1:1 pitch breakdowns
  - Live mentor reviews
  - Weekly founder Q&As
- Every session, every review tailored to your startup's journey.

expertbells

Thank You for Exploring The D2C Circle by Expertbells

We're Excited to Support your Journey

Reach Out Anytime

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