

THE TOWER OF
TOMORROW'S
ENTERPRISES

THE STARTUP CITY

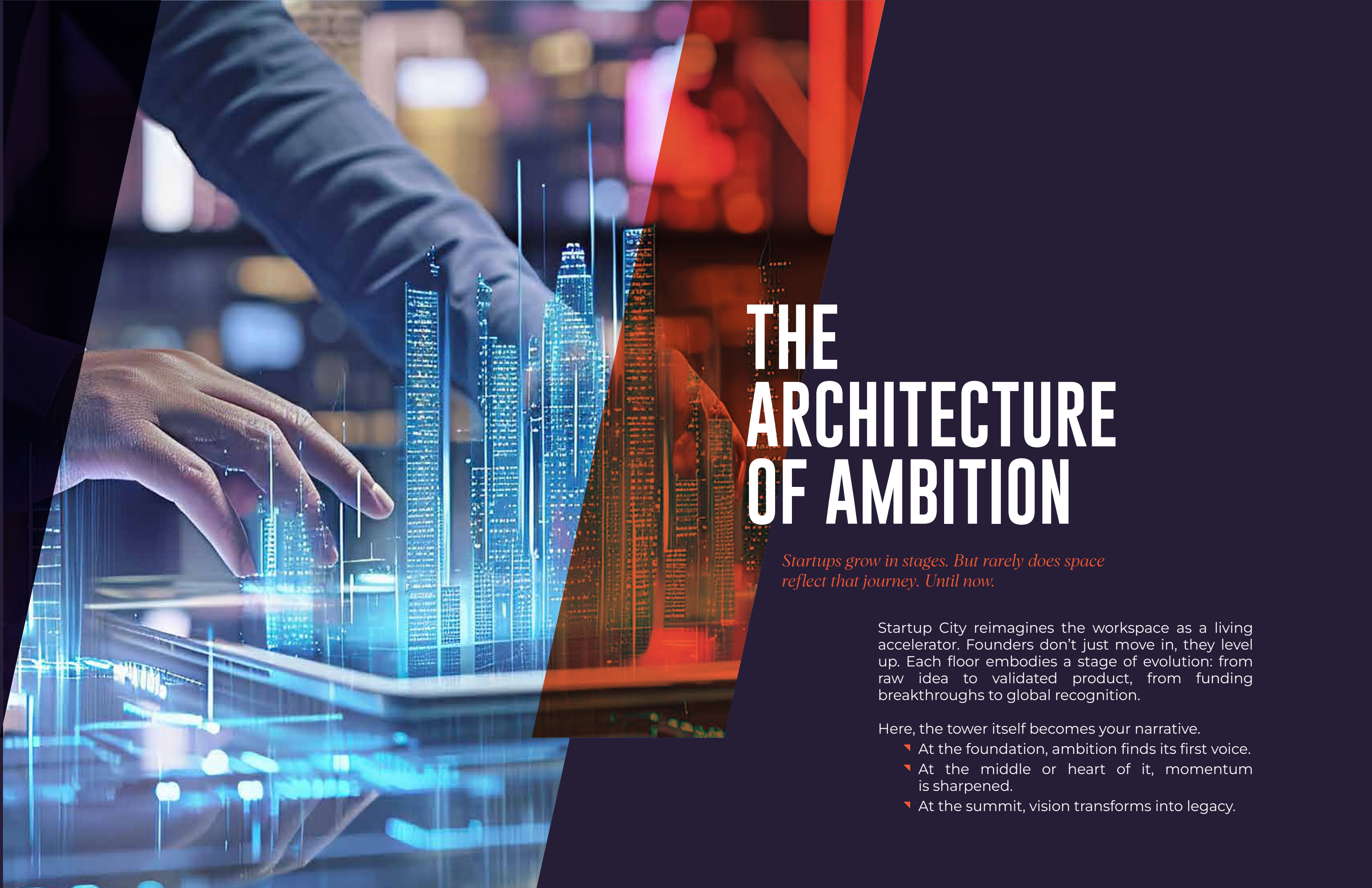
A VERTICAL JOURNEY OF INNOVATION

*Some towers rise above cities.
This one rises above convention.*

Startup City is the world's first vertical ecosystem for founders. A landmark designed not just to host enterprises but to chart their journeys. From the first spark of an idea to the recognition of unicorn stature, every floor is a stage, every milestone a step upward.

Here, space itself becomes a narrative of growth, measured not in square feet, but in milestones.





THE ARCHITECTURE OF AMBITION

Startups grow in stages. But rarely does space reflect that journey. Until now.

Startup City reimagines the workspace as a living accelerator. Founders don't just move in, they level up. Each floor embodies a stage of evolution: from raw idea to validated product, from funding breakthroughs to global recognition.

Here, the tower itself becomes your narrative.

- At the foundation, ambition finds its first voice.
- At the middle or heart of it, momentum is sharpened.
- At the summit, vision transforms into legacy.

THE GATEWAY

Ground Floor – 2nd Floor

Where Ideas Step Into Light

At the base lies possibility, a buzzing lobby that doubles as a demo arena, hackathon pit, and event stage. Here, aspiration first encounters opportunity, and visionaries take their initial step toward recognition, with the most promising teams invited to continue their journey in **The Founders' Forge**.



THE FOUNDERS FORGE

3rd – 8th Floor

Where Ideas Become Real

This is the tower's beating heart, where shared workstations brim with the energy of first hires and brainstorm pods spark with ideas. Here, sketches grow into prototypes, products gain early traction, and founders discover their rhythm. With each breakthrough comes the chance to enter into structured acceleration programs at **The Launchpad**.

THE LAUNCHPAD

9th – 14th Floors

Where Momentum Begins

These levels are designed for acceleration. Structured programs, domain experts, and service partners surround each venture, sharpening operations and driving scale. It's where startups move from promise to performance, and momentum begins to take flight, ultimately opening doors to the advanced Innovation Labs reserved for the most forward-moving enterprises.





THE INNOVATION LABS

15th – 18th Floors

Where Tomorrow is Engineered

These levels are built for breakthroughs. These are not just offices, but sanctuaries for deep work. AI/ML studios, biotech labs, and prototyping spaces nurture bold ideas and transformative solutions. It's here that patents take shape, discoveries come alive, and new industries are imagined. From these labs, doors open to **The Capital Gateway** where vision meets investment.

THE CAPITAL GATEWAY

19th – 21st Floors

Where Vision Meets Venture

This is the seat of capital, where investors, angels, and venture firms converge. Its corridors are alive with conversations that turn ideas into funding. Here, ambition secures the backing it deserves, with successful founders welcomed into the **Wisdom Levels** for mentorship and global perspective.



THE WISDOM LEVELS

22nd – 24th Floors

Where Leadership is Forged

True scale demands governance and foresight. These levels bring together global mentors, academic alliances, and masterclasses in leadership. Here, enterprises learn not just to grow, but to endure. Wisdom becomes the architecture of resilience, and are rewarded with access to the Balance Levels, where ambition is sustained through well-being.

THE BALANCE LEVELS

25th – 26th Floors

Where Well-being Fuels Enterprise

The most enduring companies are built on balance. Wellness studios, meditation zones, and cultural spaces ensure that ambition is supported by sustainability. These levels reaffirm that productivity thrives when teams are cared for, with strong cultures invited onward to the exclusivity of the Sky Club.



THE SKY CLUB

27th Floor

Where Recognition Meets Prestige

At this height, the skyline becomes an audience. Media stages, curated showcases, and distinguished gatherings turn enterprises into industry leaders. It is a vantage point of recognition, where the journey upward is celebrated as achievement and the brightest names are elevated to Unicorn status with access to the crown of the tower.

THE UNICORN LOUNGE

Terrace Crown

Where Legacy Shines

At the crown of the tower, ambition reaches its zenith. An infinity terrace, global networking arenas, and a hall of fame immortalize those who have scaled the full journey. This is where success is no longer measured in growth alone, but in the legacy it leaves behind.



ALPHATHUM THE STAGE FOR TOMORROW

Startup City rises within Alphathum — one of India's most iconic business addresses. A landmark of scale and vision, Alphathum has redefined what a commercial ecosystem can be: an environment where global enterprises, growing ventures, and ambitious startups thrive side by side.

Spread across 25 acres with 21 lakh sq. ft. of workspace, Alphathum is built to be more than infrastructure; it is designed as a platform for leadership and innovation. From its intelligently planned towers and one of the world's largest rooftop infinity pools, to its sky gardens, fine dining, and zen-inspired green areas, Alphathum is a destination that symbolizes ambition itself.

Within this thriving environment, Startup City finds its natural home. Here, the entrepreneurial spirit is not only supported but celebrated, with every layer of Alphathum's architecture and community contributing to the growth of tomorrow's enterprises.



DESIGN & INFRASTRUCTURE

Alphathum's design philosophy is clear: to provide an environment where businesses scale effortlessly and sustainably. Startup City inherits and builds upon this foundation, giving startups access to the same world-class infrastructure that anchors global corporations.

Scale at its Core:

Three high-rise towers rising over 100 meters, engineered with steel structures and earthquake-resistant Zone IV design.

Seamless Mobility:

55 high-speed lifts, mechanically ventilated basements, and inter-building walkways ensure effortless movement across the ecosystem.

Future-Ready Connectivity:

Integrated solutions for voice, data, and high-speed internet, backed by a centralized Building Management System to optimize performance and energy use.

Sustainable by Design:

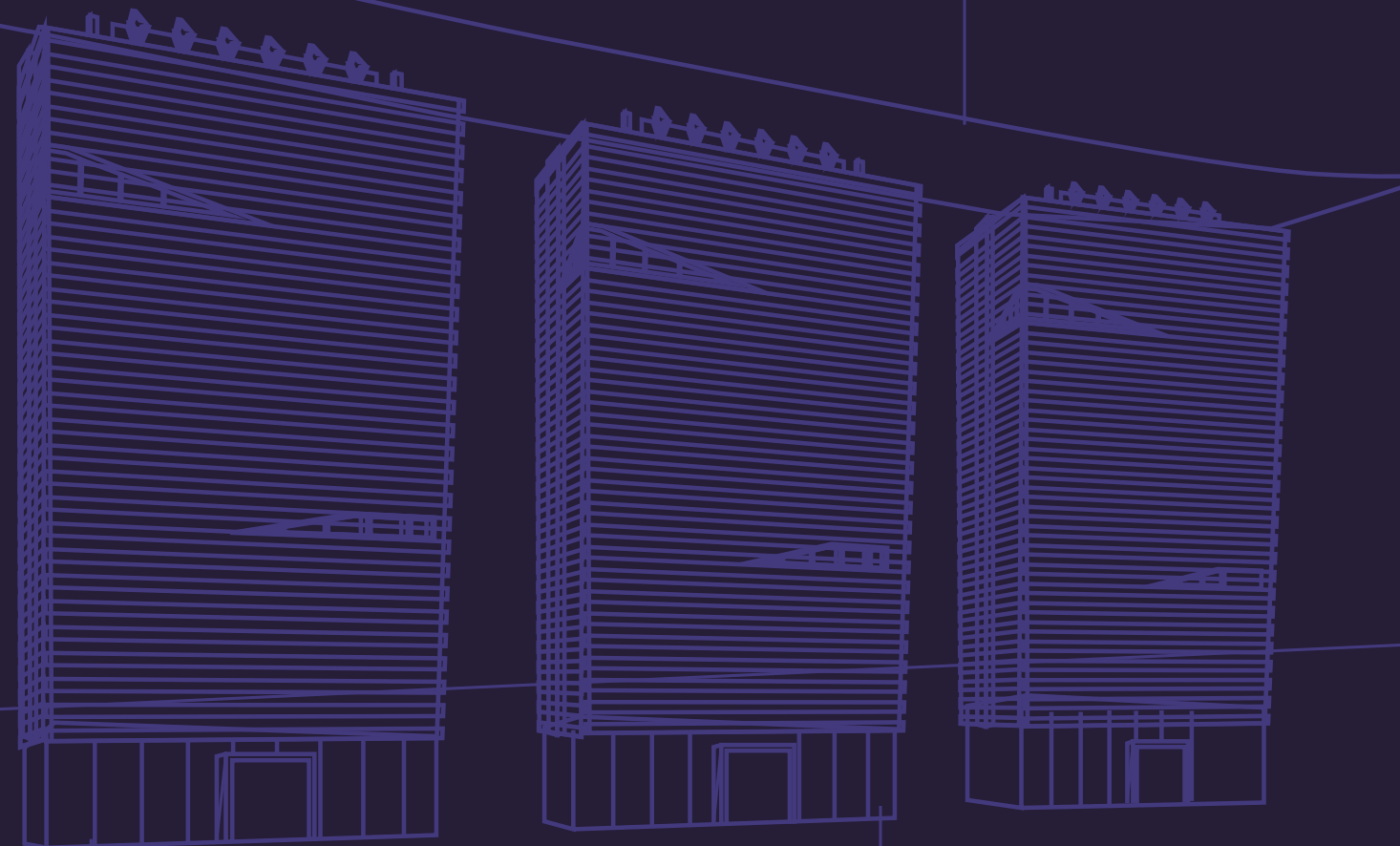
35% green cover, climatically responsive architecture, green roofing for insulation, and systems for waste minimization and recycling.

Security & Resilience:

Advanced fire detection, intrusion monitoring, and traffic planning that can handle over 4,000 cars with ease.

Lifestyle Within Reach:

From sky gardens to fine dining, from cultural hubs to recreational amenities, Alphathum balances business with lifestyle, ensuring people work at their best.



For startups, this means more than just office space. It means plugging into an ecosystem already designed for leaders where the infrastructure scales with their ambition, and every need, from digital connectivity to wellness, is already thought through.

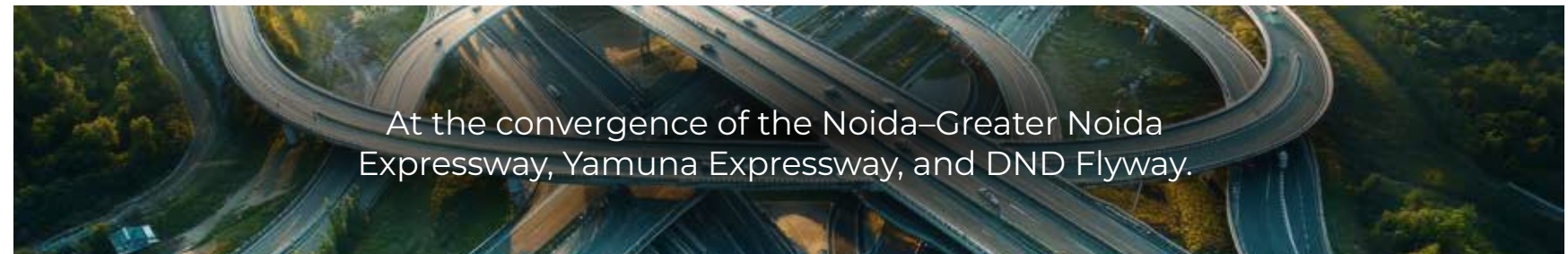
Startup City takes this proven Alphathum advantage and reshapes it for the founder's journey, giving each stage of growth a space not just to exist, but to accelerate.



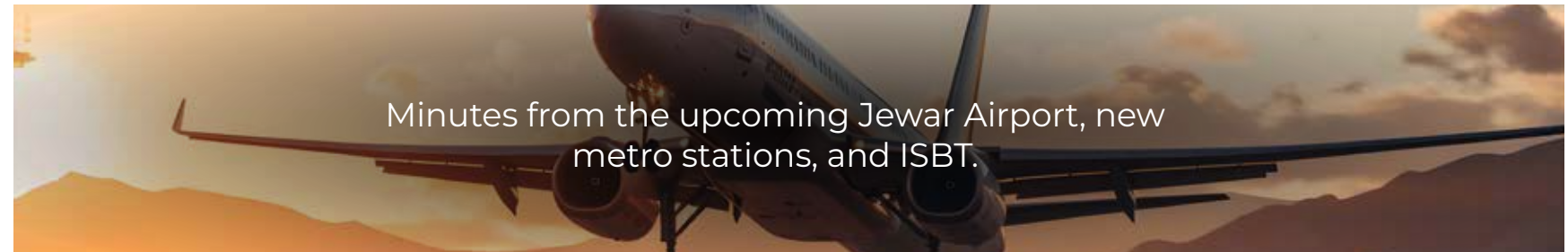
LOCATION ADVANTAGE

The New Axis of Enterprise

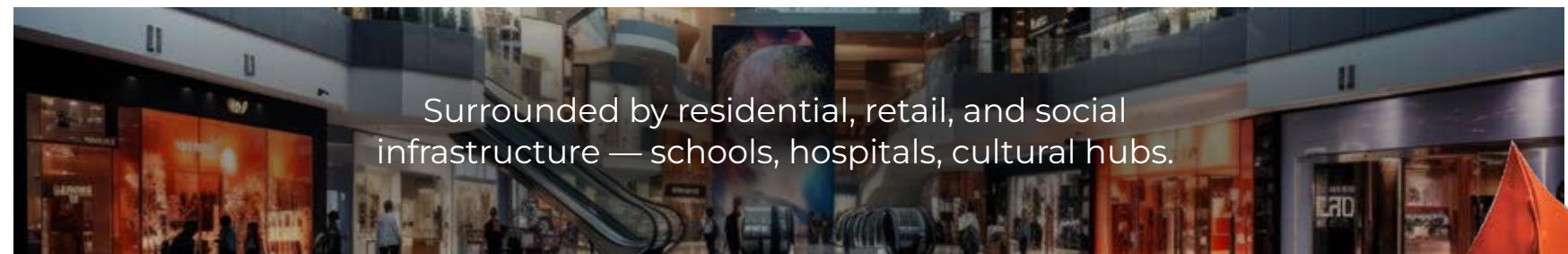
Located in Sector 90, Noida, Startup City stands at the intersection of India's most connected business corridors.



At the convergence of the Noida–Greater Noida Expressway, Yamuna Expressway, and DND Flyway.



Minutes from the upcoming Jewar Airport, new metro stations, and ISBT.



Surrounded by residential, retail, and social infrastructure — schools, hospitals, cultural hubs.



Anchored by global enterprises already in the neighborhood — Infosys, KPMG, Samsung, TCS, Wipro, Genpact, Accenture.



Supported by new-age infrastructure: the expressway links, and an expanding electric mobility network.

This is not just a location. It is the epicenter of tomorrow's enterprise landscape.

ALPHATHUM
Sector 90



A silhouette of a person in a suit stands with their back to the camera, looking out over a sprawling city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city lights are visible in the distance. The person's reflection is visible on the floor they are standing on. The overall mood is contemplative and aspirational.

A COLLECTIVE OF PIONEERS

Startup City is more than a tower of companies. It is a curated community of founders, mentors, and investors who share a skyline, a culture, and a mission.

It is ambition made vertical. Every stage of enterprise has its space here, from the first pitch to the crowning of legacy. This is not an office. It is the architecture of aspiration. A tower where startups rise, and enterprises are created.



Site Office: Plot No. 1, Sector 90, Noida

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