

# INNOVATION AND INCUBATION POLICY



CHAITANYA BHARATHI  
INSTITUTE OF TECHNOLOGY (A)  
Affiliated to Osmania University

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### 1. Introduction:

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY(CBIT), established in the Year 1979, esteemed as the Premier Engineering Institute in the States of Telangana and Andhra Pradesh, was promoted by a Group of Visionaries from varied Professions of Engineering, Medical, Legal and Management, with an Objective to facilitate the Best Engineering and Management Education to the Students and contribute towards meeting the need of Skilled and Technically conversant Engineers and Management Professionals, for the Country that embarked on an Economic Growth Plan. CBIT has established its Business incubator with MSME in the year 2019 (hence forth will be called as **CBIT-MSME**) and in the final process of getting approval NITI AAYOG for Atal Community Innovation Center-ACIC (To be registered as Section 8 company with the name “**ACIC-CBIT**” with due approval from ACIC authorities).

The main aim of the incubator goes hand in hand with MSME and ACIC objectives. The main goal is to nurture ideas from professionals / students/ local community and foster such entrepreneurial ideas in a supportive environment before they become attractive for venture capital. The Incubation center aims to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments, provide support and training for students and innovators who are interested in converting their social ideas into social startup. Incubation Centre, CBIT will provide necessary infrastructure, prototype development support, research assistance, help in getting funding, business consulting assistance, mentoring and guidance to make their idea into a successful venture. Incubation Centre (s) at CBIT will be adopting the proposed Incubation Policy to provide guidance and management structure to facilitate development of entrepreneurship and Innovation.

The proposed Innovation and Incubation policy will be applicable for all startups, incubates under ACIC-CBIT & CBIT-MSME Incubation centers managed by CBIT and also for other Incubation center which will be established by CBIT in future.

The vision and objectives of the Incubation Centre, CBIT is as follows.

#### **Vision:**

To provide support and conducive environs for students and other innovators in converting their ideas into startup and creation of successful entrepreneurs.

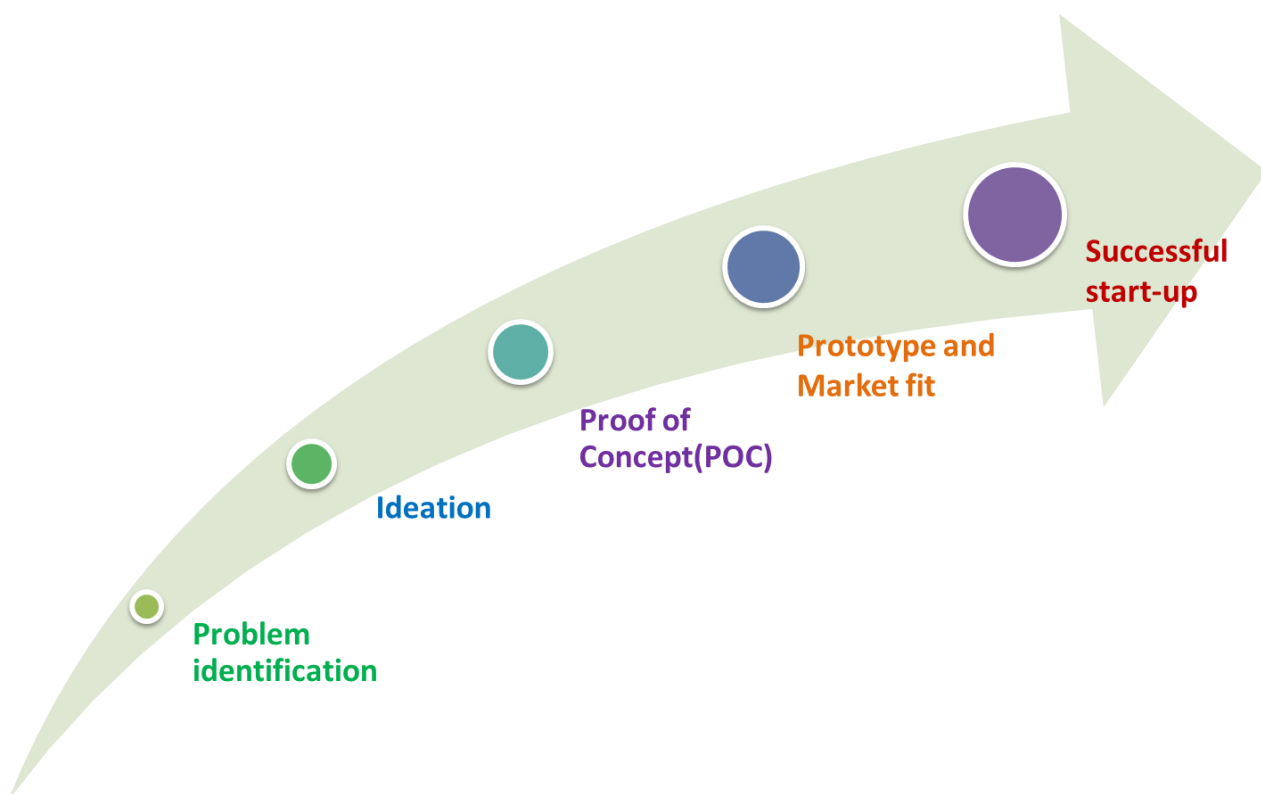
#### **Mission:**

Incubation Centre, CBIT will create an ecosystem that will foster, support innovation and knowledge-based entrepreneurship amongst the students and other incubates to transform

knowledge into creation of wealth and social value through successful ventures.

**Objectives:**

- To create awareness about the importance of entrepreneurship among the students and local community
- To promote new technology/ knowledge/ innovation based startups.
- To promote design thinking process among the incubates and provide the platform for speedy commercialisation of technology
- To enhance the domain knowledge / skills to develop the innovative products / services
- To build a vibrant startup ecosystem, by establishing a network between academia, financial institutions, industries, and other institutes.



Journey of a start up at ACIC

Figure representing Journey of a start up at Incubation Centre

## **2. Scope of this Policy:**

The scope of this document is to define the policies and procedures for the operational matters related to the Incubation Center, Chaitanya Bharathi Institute of Technology. The scope of incubatee entry/exit policy covers all the prospective Incubation candidates, pre-incubatees, student, alumni and public incubatees (physical and virtual) including existing firms interested in incubating spin-off ideas. It covers the following processes:

1. Thrust Areas
2. Eligibility
3. Admission procedure
4. Selection Process
5. Infrastructure and Services provided to incubates
6. Mandatory Mentorship
7. Period of Incubation/ Exit
8. Intellectual Property evaluation
9. Seed funding
10. Periodic assessment
11. Consideration
12. Conflicts of interest
13. Disclaimer
14. Agreements
15. Auditing/Accounting & Compliances norms

The policy is subjected to periodical review and amendments. It will be the responsibility of the companies admitted to Incubation Centre at CBIT to update themselves from time to time on the amendments in Incubation policy and procedures. Incubation Centre, CBIT reserves the rights to make an exception of all or any of the terms of policy for a particular company or a promoter on a case to case basis.

## **3. Thrust Areas**

Incubation Centre, CBIT will support students and innovators who are having an idea with high impact and which has very good opportunity to be a successful startup. Any Individual / group of people (students or general public or mix of the two) can initially propose an idea (to Incubation Centre, CBIT) with prime features as mentioned below

- (a) Innovativeness
- (b) Commercial viability
- (c) Technical feasibility
- (d) Social sensibility
- (e) Scalability

INCUBATION CENTER CBIT accepts ideas from diverse domains as mentioned below

- ✓ Bio Technology
- ✓ Building Materials/Construction Technology
- ✓ Electricity, New and Renewable Energy and Environmental sustainability
- ✓ Energy conservation, Energy efficient Motors and Equipments
- ✓ Electric Mobility
- ✓ Emission Control Systems and products
- ✓ Solar Photovoltaic systems and design optimisation
- ✓ Education
- ✓ Information & Communication Technology (ICT)
- ✓ Manufacturing Automation and Engineering
- ✓ Additive Manufacturing
- ✓ Water, Sanitation and Solid-Liquid Waste Management
- ✓ Waste heat Recovery Systems
- ✓ Telecommunication
- ✓ Cyber Security
- ✓ Artificial Intelligence and Remote Monitoring
- ✓ Drone Technology
- ✓ Other emerging areas of social / national importance

#### **4. Types of Start-up Ventures/Enterprises**

Incubation Centre, CBIT is set up to promote innovation and entrepreneurship by converting and translating technology ideas and innovation in various disciplines of science and engineering into products, processes and services for commercial exploitation and the benefit of society to accomplish its goal. Incubation Centre's support to enterprises may fall under one of the following categories.

**Category I :** Ventures that qualify as a nursery Incubation project initiated by one or more members of the academic staff, students and/or alumni of CBIT or other premier institutes, or some other technology promotion agency with a view to trying out a novel technological idea for upgradation to a commercial proposition, scaling up a laboratory proven concept, and setting up a technology business enterprise.

**Category II:** Technology-based startup company promoted by some of the existing Entrepreneur desirous of R&D partnership with the Institute (Incubation Centre, CBIT) or company with a view to trying out a novel technological idea for upgradation to a commercial proposition along with Incubation Centre, CBIT.

**Category III:** Technology/R&D unit of an existing small/medium size enterprise, industry association or a R&D Company who desires to have close technology interface with Incubation Centre, CBIT.

## **5. Virtual Incubation**

Virtual Incubation concept which will also be promoted by Incubation Centre, CBIT for Entrepreneurship. CBIT's alumni and other innovators are allowed to open their company for virtual Incubation at Incubation Centre, CBIT i.e opportunity for them to use Incubation Centre, CBIT as a platform for developing innovative business products without being physically present at the Incubation Centre, CBIT. Product development activities will be coordinated and managed by faculty mentor/s. The startup company becomes the 'Virtual Incubatee' of Incubation Centre, CBIT. The Incubation Centre, CBIT shall offer all administrative, business and technical support needed to the incubatee and startups on chargeable basis. The financial details will be discussed and finalized by Incubation Centre, CBIT and the entrepreneur through a consultancy Agreement. The registration fee for virtual incubates will also be applicable however security deposit will not be applicable. Through this scheme, the virtual incubatee will be allowed to use CBIT's Library facilities and intellectual resources of CBIT. This will also help faculties and students to be exposed to the industrial business environment.

## **6. Source of Incubatees**

- Incubation Centre, CBIT will organize ideathons, boot camps, Idea fests, and/ or Idea fair for general public / alumni / students from other campuses as startup idea screening event(s) either on its own or in collaboration with one or more event partners. Shortlisted finalists from such programs will be identified as potential incubatees in Incubation Centre, CBIT.
- Incubatees can also be selected if they approach directly. After considering the credentials pertaining to commitment, attitude and track record, the team/individual and evaluating the guidelines mentioned in may be given the status of incubatee at Incubation Centre, CBIT.
- Ideas screening committee constituting Center coordinator, Manager, one technical expert and one business expert can evaluate the idea and induct the promoter/s as incubatee.

## **7. Eligibility Criteria:**

Any Individual / group of people (students or general public or mix of the two) desirous of availing Incubation facilities has to apply in the prescribed format along with required documents as per Annexure. After successful evaluation of their documents, if they deemed to be eligible, he/she shall be called as Incubatee.

Any company that is or proposing to be engaged in imparting educational courses and/or training program including vocational programs or is planning to undertake such activities during or after its

Incubation at the Incubation Centre, CBIT, is not deemed eligible for Incubation and their application will not be entertained.

**8. Admission Procedure:** Following admission procedure would be followed:

All the applicants have to go through the following process right from submission of the required documents to the presentation of the promoter to the IIC, for getting eligibility as an incubatee in the Incubation Centre, CBIT.

#### **8.1 Documents to be submitted**

- PAN/Aadhar card
- Permanent address proof
- Executive Summary or Business Plan (shall present the executive summary to an internal review committee for comments on technical and business feasibility of the idea)\*
- Two references
- Filled-in application with passport size photograph of promoters
- Signed agreement (between incubatee & incubator) indicating incubatee agreeing to abide by the rules and regulations to be adhered to by incubates.

#### **8.2 Evaluation Criteria**

- Strength of the product idea in terms of its technology content, innovation, timeliness, market potential, Need and Scope.
- Profile of the core team/ promoters
- Intellectual Property generated and the potential of the idea for IP creation
- Financial/ Commercial Viability and 3 year projections of Profit & Loss Account, Balance Sheet and Cash Flows
- Funds requirement and viability of raising finance
- Commercial potential, demand and requirement in India
- Time to market and Break-even period
- Scalability
- Faculty/Industry Mentor Details and Recommendation Letter(Optional)

\*Budding innovators will be provided guidance in developing the business plan by the Incubation Centre.

#### **8.3 Presentation to Evaluation Committee of IIC**

If the initial evaluation of the business plan / executive summary is positive, Incubation Centre, CBIT will arrange a meeting with the Promoter, during which the promoter will be expected to



present a presentation describing critical aspects of the business plan to an evaluation committee. The presentation will be followed by questions. After the presentation, a final decision will be made regarding the Promoter's entry into the incubator. The expert panel will carefully evaluate the business idea, Social Impact, market availability, potential value of the technology, growth prospects, innovative content and promoter team strength of the applicant. The expert panel will recommend a meritorious applicant for incubation. The expert panel will consist of experienced and qualified professionals from specific industry, leading bankers, seasoned venture capitalists, academicians and successful alumni entrepreneurs. The constitution of the evaluation committee will be decided by the Incubation Centre, CBIT based on the expertise needed.

#### **8.4 Research & Due Diligence:**

Throughout the application process, on an as-needed basis, Incubation Centre, CBIT will perform research and due diligence of the Promoter, the management team, the industry, and current and future competitive elements facing the business. Incubation Centre, CBIT may require further information from the applicant, and may ask the applicant to revise the executive summary and/or presentation. Incubation Centre, CBIT may at its discretion seek advice of various government bodies like AIM , DSIR, DST, MNRE, NRDC, MSME, etc.

#### **8.5 Security Deposit:**

Before commencement of the Incubation period, the incubatee has to pay a refundable security deposit of Rs. 4000 (Rupees Four Thousand only) to Incubation Centre, CBIT. This amount would be paid back to the incubatee after completion of the Incubation period– provided the incubatee has a normal exit. For virtual incubation, incubatee does not have to pay security deposit. Incubatee has to provide names of at least two persons as probable sponsors. Innovation Centre, CBIT reserves the right to relax this norm on case to case basis if necessary.

#### **8.6 Annual Registration Fee:**

The incubatee company will become a legal member of Incubation Centre, CBIT after registration and will be entitled to avail various facilities offered by the Incubation Centre, CBIT. The incubatee shall pay an amount of Rs. 2000/- (Rupees Two Thousand only) to Incubation Centre, CBIT towards the annual registration fee to be paid at the time of execution of this agreement and subsequently within fifteen days of the beginning of each year counted from the date of this agreement and shall continue to maintain their registration as long as they are permitted by the Governing Body of Incubation Centre, CBIT to have association. Innovation Centre, CBIT reserves the right to relax this norm on case to case basis if necessary.

#### **8.7 Non-Disclosure:**

Incubation Centre, CBIT adheres to strict confidentiality throughout the application process.

Incubation Centre, CBIT will sign the “non-disclosure” agreements as followed in normal practice.

## **9. Infrastructure of Incubation Centre, CBIT:**

Upon admission to Incubation Centre, CBIT, the following facilities will be offered to the incubatees on an individual basis:

1. Office space
2. Computers – up to two on rental basis. More than two can be availed at market rates.
3. Internet connection
4. Phone connection– Each company will pay the rentals and bills
5. Standard Furniture as decided by Incubation Centre, CBIT.

Common infrastructure: Incubation Centre, CBIT provides a common pool of hard and soft infrastructure to be shared by all incubatees. Following resources are provided:

1. Photocopying machine
2. LCD Projector
3. Document Scanner
4. Library Access Facilities
5. Meeting/Conference room with projection equipment
6. Tele or Video conferencing facilities
7. Printer
8. Central Lab facilities (Basing on the need institute facilities of laboratories might be used which will be decided by the principal of the college on case to case basis)

### **9.1 Services of INCUBATION CENTER CBIT**

Incubation Centre, CBIT will offer following support services (who will be employed on part time basis/depending on the college policy) like:

- Professionals for accounting
- Experts with IP Knowledge
- Legal expertise
- management expertise
- Common secretarial pool/staff
- Intern Support from students of the CBIT

## **9.2 Mentoring Services**

- An incubatee has to take faculty advisors from the CBIT as mentor/advisor on technology and business development issues. The incubatee is also allowed to take
- Specialized mentors from Industries/research institutes/Govt. organizations/Startup encouraging organizations are also available to the companies to assist with particular strategic areas or to provide project-oriented consultation.
- An incubatee may avail of consulting services by empaneled professionals of Incubation Centre, CBIT.

## **9.3 Use of CBIT's Infrastructure**

If so desired by the incubatee, CBIT may permit use of other departmental laboratories of CBIT for their product development and testing purposes. However, this will be done in a way to avoid clashes with the normal course structure, Lab classes of the concerned discipline. Further usage of such resources shall be on commercial chargeable basis which will be decided by CBIT's concerned Department along with the Incubation Centre, CBIT based on the facilities and equipments planned to be used by the incubatee for development and testing.

## **9.4 Tenure of Incubation:**

Promoter will be permitted to stay in the incubator for a period of maximum two years. Maximum two extensions may be granted for 6 months each at a time at the sole discretion of the Institute.

Exit: An Incubatee will leave the incubator under the following circumstances:

1. Completion of two years' stay (depending upon the students course year when applied) (if no extension granted)
2. Underperformance or non-viability of business proposition as decided by Incubation Centre, CBIT on case to case basis
3. Irresolvable promoters' disputes as decided by Incubation Centre on a case to case basis
4. Violation of any Incubation Centre's policy
5. Change in promoters' team without concurrence of Incubation Centre.
6. Any other reason for which Incubation Centre may find it necessary for an incubatee company to leave.

Notwithstanding anything written elsewhere, Incubation Centre's decision in connection with the exit of an incubatee shall be final and shall not be disputed by any incubatee.

## **9.5 Periodic assessment:**

The incubatee has to submit a yearly account statement and unaudited quarterly statement about the activities.

## **10. Intellectual Property:**

Promoter should fill an IP declaration worksheet at the time of admission and declare that the Intellectual Property developed and owned by the incubatee during Incubation will be in association with Incubation Centre as per CBIT IP Policy

1. In case the incubatee is desirous of using the Intellectual Property of CBIT like patent, software code, copyright, design registration, developed product, etc. Then the incubatee shall make such request in writing to CBIT. The terms and conditions for such IP licensing shall be decided by the Institute.
2. The incubatee shall inform if any students have worked on the technology and if their work will be incorporated in the product(s).
3. The incubatee shall inform if any IP has been generated as a result of collaborative work with faculty members (who are not promoters) is being incorporated into the product(s).
4. The incubatee shall inform if any Incubation Centre, CBIT infrastructure (hardware, testing setup, instrumentation, computing resources, processes) has been used in developing the IP or technology that will go into the product(s).

The incubatee would maintain a register with the details of any IP (patents, licenses, copyrights etc) that has been brought by them during their stay at Incubation Centre, CBIT. Also, any IP developed during the stay would be maintained in the register.

Notwithstanding anything written above, Intellectual Property Rights will be governed by the Incubation Centre CBIT.

## **11. Seed Funding:**

Incubation Centre, CBIT may provide seed loan subject to the availability of funds/ grants/ schemes meant for this purpose. Further, admission to Incubation Centre, CBIT shall not automatically entitle the promoters to seed loan and shall be based on merits of each company.

A promoter desirous of getting seed loan may submit an application for seed fund after six months from the date of admission in Incubation Centre, CBIT. Sanction of seed loan will be decided based on the eligibility criteria as decided by Incubation Centre, CBIT.

### **Purpose of Seed Fund/Loan**

Seed fund/loan is provided for the promotion of incubator to the next phase of the journey.

The seed loan is provided for the following purposes:

1. Procurement of equipment/ tools/components/parts/consumables.
2. Procurement of raw material
3. Machining cost
4. Fabrication cost

5. Registration fee
6. Validation/Testing
7. Cost of any other relevant item

Incubation Centre, CBIT will have sole discretion to sanction or reject an application for seed loan and the decision of Incubation Centre, CBIT in this regard shall be final. Incubation Centre, CBIT is not bound to give any reason in case an application for seed loan is rejected. Though seed loan may be sanctioned at the time of approval of the proposal for admission, disbursement shall be subject to satisfaction of Incubation Centre, CBIT that suitable progress has been made.

## **12. Business Plan Template**

The following template shows a possible structure for a comprehensive business plan. The shown sequence is not mandatory; however the business plan must cover all the issues listed in the template.

Recommended Subsections in a business plan:

1. Introduction / Promoter Details
2. Concept / Proposition / Product description
3. Need for the promotion/Market opportunity
4. Competition survey if any.
5. Development plan and milestones
6. Marketing plan
7. Management / Organizational chart
8. Financials Implications
9. Risks and de-risking strategies

### **12.1 Conflicts of Interest:**

In case of conflict of interests the decision of Institute shall be final and binding upon the parties.

## **13. Agreements:**

All incubatees shall enter into following agreements with the Institute:

- A. Incubation Agreement: Containing rules and other Incubation norms, consideration, equity holding, etc. (Applicable to all)
- B. Seed-Fund Agreement: Containing rules of disbursement. (Applicable to incubatees availing seed-fund)
- C. Technology Commercialization Agreement: Applicable to incubatee using technology or IP developed by CBIT (Autonomous).

### **13.1 Special Provision for Biotech and Pharma companies/incubatees**

For companies in the area of Biotech and Pharma the time to market is generally more than their non-Pharma/Biotech companies. This is mainly due to the peculiar nature of product and number of regulatory procedures required to be followed before commercial launch of the products.

In such cases the incubate company may request for extension of Incubation period. INCUBATION CENTER CBIT may grant such extension based on the requirements of the incubate.

### **13.2 Revenue sharing**

Incubation Centre, CBIT shall have a stake in revenue generated by the incubatee for the services rendered to him. The service model proposed is revenue sharing (3 to 6%) depending upon the technology for a period of five years from the date of graduation. The IIC will decide on such matters.

## **14. Legal Disclaimer and Regulations**

### **14.1 Legal Disclaimer**

- The incubatee will understand and acknowledge that Incubation Centre, CBIT intends to provide technical supports and services to the Company in good faith to pursue its objective to promote entrepreneurship by converting innovative technologies developed in the Institute to commercialization by incubating and supporting new enterprises
- It is understood by both that by agreeing to provide various supports and services, Incubation Centre, CBIT shall endeavor for:
  - Ensuring quality of support and services provided by the Incubation Centre to the satisfaction of the incubate companies or their promoters/ founders.
  - Ensuring quality of services of the consultants engaged by the incubate companies through Incubation Centre, CBIT network. Incubate companies will also have to apply their judgments before getting in to a relationship with them.
  - CBIT will not be responsible for any loss or damage to property and life caused by the product being developed or its operation at customer premises. No guaranty and warranty claims can be made on CBIT for non-performance of the products. However CBIT may advise the Incubation Centre, to extend technical help in solving the problem and guiding the entrepreneurs to improve the product performance.
  - Incubation Centre, CBIT or any person representing Incubation Centre, CBIT shall not be liable for any acts or omissions of the incubatee, however, in case of any such event the incubatee shall do all that is required to hold Incubation Centre, CBIT any person representing Incubation Centre, CBIT, harmless from any loss including damage, penalty. Any loss caused to Incubation Centre, CBIT by the incubates companies, CBIT shall be entitled to recover the charges, fines, penalties imposed by statutory authorizes under HSE or any other statutory authorizes form the incubates companies

- The incubatee companies agree that CBIT- Incubation Centre or their employees shall not be held liable for any reason on account of the above.
- Notwithstanding anything written elsewhere, CBIT's decision in connection with the exit of an incubate company shall be final and shall not be disputed by any incubate company.
- Incubation Center - CBIT does not guarantee to company incubated about success and/or feasibility and warrantee technology transferred from CBIT or any person representing CBIT.
- The incubatee would be required to sign the document titled Legal Disclaimer before the commencement of the Incubation period.

#### **14.2 Regulations**

- All incubatees are required to observe health and safety standards. No hazardous material can be brought inside the complex. On special cases, when such materials are required for the product development, it has to be brought with prior approval of Incubation Centre, CBIT, CBIT by following necessary safety standards are to be followed. SOP for handling such material is to be submitted to Incubation Centre, CBIT, while taking permission.
- All the incubates are required to keep a first aid kit available at the working place.
- Incubatees are required to keep the Institute informed about any visitor from abroad, foreign collaboration and/or foreign partner/director, and abide by the rules/procedures in vogue in the Institute. In case of a foreign visitor, the copies of their passport and Visa is to be submitted to Incubation Centre, CBIT in advance.
- No incubatee or its employee can display notices or signage except on the provided notice boards and the space provided for such signage.
- Incubatee should observe that noise levels are kept at minimum and, no abnormal noise by any machine or by their employees or visitors should be made. Any complaint of high noise level will result in appropriate action by CBIT.
- Subleasing of any kind of the space given at Incubation Centre, CBIT is not allowed. Non-observance of this rule will result in immediate expulsion.
- The CBIT's address cannot be used as the address of the Registered Office of the incubatee.
- No routine sales/marketing operation will be permitted from CBIT. The entrepreneurs may carry it out from his registered office.

#### **14.3 Rules for Incubatee companies**

The Incubate Companies during the period of Incubation at the Centre will mandatorily get their accounts audited and their books of Account are open for Inspection by the empanelled Chartered Accountants of the Centre. Compliances as laid down by the Companies Act 2013 are binding on the Incubate Companies. The companies will give a quarterly report on the compliances adhered as laid down in the Companies Act

Non Compliance of the same would liable to penalty/strict action by the Centre

- Non Adherence to the first warning of the non-compliance by the said Incubate Company will attract penalty of Rs. 1000 which will be billed along with the charges of facilities due
- An action against the Non Adherence to the second warning by the Incubate Company will make the Company ineligible to apply for Seed fund at the Centre
- An action against the Non Adherence to the third warning in the form of notice to vacate the residential premises allotted to them after clearing their dues within 7 days of the notice.

#### **15. CBIT - Directorate**

The CEO is the person incharge for planning, administration and evaluation of Incubation Centre , CBIT . He/she is appointed by the college management/Principal. He/she may be eligible for hon- orarium as per the decision of the college management/Principal. He/she may claim for additional staff to support for the better functioning of the Incubation Centre, CBIT. He/she shall claim due grants for the promotion of Innovation by stakeholders of the college. He/she shall be in charge of preparing annual program and financial reports and audited statements. He/she shall consult the management for the better functioning of the ACIC-CBIT. Appointment of Selection and monitoring committee is constituted by the Incubation Center in Charge/ CEO under guidance of Advisor, RCG, CBIT.

#### **Reference**

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4. Innovation and Incubation Centre Policy, Sacred Heart Institute. Available at [http://www.shcpt.edu/IQAC/files/3.3.1.i\\_Incubation\\_Policy.pdf](http://www.shcpt.edu/IQAC/files/3.3.1.i_Incubation_Policy.pdf).
5. Innovation and Incubation Centre Policy, IIT, Mumbai.
6. Innovation and Incubation Centre Policy, BITS, Pilani.

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## Application Pro Forma for CBIT's Incubation Centre's Support

Name of the Applicant:

Address:

Contact Number:

Email ID:

Mentors Details:

Educational Background:

Previous Experience:

Other Promoters Team Member's Details:

Date of Submission of Proposal:

The applicants who are interested to avail the Incubation Centre, CBIT's support are requested to also provide the below mentioned information and send by email. The details will be made available at the CBIT's Website.

### **1. A brief description about the social problem your business idea will solve - Social Impact:**

- What is the social problem (faced by the people)?
- What is the impact of the problem in people's day-to-day life?
- What are the alternate solutions you have thought about before finalizing the proposed solution?
- How many people have you interacted? What is their feedback?
- What is your proposed solution to the identified social problem?

### **2. Market research of the business idea:**

- How many people will potentially benefit?
- What is/are the existing solution(s) to the identified social problem?
- Who else attempted to solve this problem?
- Will you be able to provide effective solution at relatively lower cost than the competitor/existing one?

### **3. Strengths of the Applicant/Team:**

- Discuss your/team expertise in this area.
- Made any prototype product? Have you tested your product/service in the market?
- Will you be able to convince your friends and family members to use/adopt your solutions? If so, have you already discussed with them? What's their reaction?

#### 4. Financial Metrics

- What is the initial investment required
- How much money is required for marketing
- What is your return on investment plan (ROI)? How long will it take to reach breakeven point?
- How much time you will be able to spend per week and per month on this idea?

#### 5. Mentors Recommendation letter

- Any mentor available for this project, if so, provide the recommendation letter.



(Dr. Umakanta Choudhury)

Prof. & Director (Incubation and Innovation)

28-7-2020



(Dr. Rajasri Yadavalli Pendem)

Associate Professor and In-Charge Head

Dept. of Biotechnology

28-7-2020