



AIC-MIT ADT INCUBATOR FORUM, PUNE Atal Incubation Centre

Supported By Atal Innovation Mission, NITI Aayog Govt. of India

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AIC-MIT ADT Incubator Forum

AIC-MIT ADT Incubator Forum is an umbrella organization hosted by **MIT ADT University** to promote the Entrepreneurship and Innovation. It is one of the first Institutions supported by AIM, NITI Aayog, Govt. of India at any private university across Maharashtra. With an intent to promote and create a 'social fabric of Entrepreneurship' by leveraging Technology, its main objective is to build the ecosystem of Entrepreneurship. By engaging the power of various schools at MIT ADT University, AIC-MIT ADT will incubate the potential founders and support them by building a 'Learning Culture'. It aims to build a community that nurtures the IDEA (Innovation, Design Thinking, Entrepreneurship, Arts) among the Next Generation of Entrepreneurs.

USP of AIC-MIT ADT Incubator Forum:

- First AIC promoted by NITI Aayog in any private university across MH
- Provides unique Ecosystem to build 'Startups'
- 'Learn from Practitioners' community besides University faculty
- Very strong Networks: Mentors, Partners, Seed/Angel Funding and International Incubators
- Seed Funding upto Rs. 25 Lakhs for building the venture
- 'Maker Space' facilities with Industry standard equipments for creating proof of concept (POC), prototyping, minimum viable product(MVP) for the startup
- Regular interactive sessions with top startup founders from India and abroad
- Help in creating IP, raising grants from various funding agencies, HR, IT services
- Students can turn the semester projects into a potential startup by leveraging AIC expertise
- Opportunity to participate in seminars, conferences, demo days to raise awareness about 'Art of Entrepreneurship'.

VISION:

To be a globally respected incubator that provides world class ecosystem to promote entrepreneurship and innovation.

MISSION:

To create a learning environment where each start-up can leverage the network effect and create society-relevant products and services.

ADMINISTRATION AND SECRETARIAL FACILITIES

AIC-MIT ADT Incubator Forum, Pune is an Incubation Centre facilitates incubation of new venture with innovative technologies in various branches of science, engineering, arts, agri-tech, technology, social Innovation (like health, education) etc by admitting them and providing them physical, technical, financial and networking supports and facilities, and thus promoting innovation and entrepreneurship.

Any start-up as an applicant can apply to AIC-MIT ADT Incubator Forum by submitting an application form (on Apply Now) and will be called to present their application on a jury day for selection as an Incubatee at AIC-MIT ADT Incubator Forum.

On the admission, the Incubatee has been provided with the 'Incubator Facilities and Support services' as per Annexure 1.

Annexure 1: Incubator Facilities and Support Services

Category	Service offering
Mentoring/Advisory	Incubatees will receive monthly up to 10 hours of mentoring/advisory services free of cost. (Value: Rs 5,000 per month) • Below areas would be covered: o Design Thinking o Technology fitment o Fund raising o Business planning o Strategy & company management o Financial planning & management o IP & technology commercialization
Infrastructural support	Co-working space, Meeting Room, Board Room, Training Room, Pantry, Internet etc (Value: Rs. 2500 per month)
Grant-in-aid	For PoC and Prototype (value: Rs. 50,000 per year)
Maker Space/Fabrication Lab	Design, PoC, Prototyping, Testing facilities (Value: Rs. 25,000 per year)
Interns' Support from various schools of MIT ADT University	Incubatees can get support from the Interns from various schools of MIT ADT University. (Value: Rs. 5,000 per month/ Intern)
Library and Information services	Institutional Membership of AIC Library Lounge (Value: Rs. 10,000 per year)
IP/Legal/Grants management services	As per the actual (Value: ~ Rs. 50,000 per year)
Visibility and Branding	Permission to use the logo (Associate Incubatee – AIC-MITADT). Listing on AIC's website (www.aic.mituniversity.edu.in) as an Associate Incubatee
Website and App development	Discounted services for Associate incubates
Digital Marketing	From MIT ADT University central media team (as per actuals)
Transport	MIT ADT Buses (as per actuals)
Hostel/Guest House	MIT ADT University Hostel and Guest House department (as per actuals)
Canteen Facility	MIT ADT University canteens and shops (pay per use basis)

The Incubator, against the Incubation Facilities rendered to the Incubatee, shall have a right to acquire 2% (two) equity shares in the share capital of the Incubatee.

ADVISORY AND MENTORING SUPPORT

FOR PRE-INCUBATION PHASE

Expected Outcome: Conduct the specified course/module using latest tools/techniques like PPT, Video Lectures, Case Studies, Workshop style, Role plays etc. The objective is to *Train/Orient* the potential founders/students into the “*Art of Entrepreneurship*”.

FOR INCUBATION PHASE

Expected Outcome: Conduct the specified course/module using latest tools/techniques like PPT, Video Lectures, Case Studies, Workshop style, Role plays etc. The objective is to *Engage* the potential founders into the “*Art of Starting-Up*”.

As a Mentor to Founder/Start-up

1. Discussion Agenda: Building a Product or Service

Expected Outcome: The interaction will involve defining the market segments for the start-up and identifying the product or a service. Discussion should include the life cycle of Product or the Service that a Founder is going to build. Also identify the gaps required to achieve the success and potential resources to close down those gaps (Technical/Business/People).

2. Discussion Agenda: Customer Focus – Creating High Value @ Low Price

Expected Outcome: Discussing the various pricing methodologies and identifying channels to serve the products/services to the customer. This will include online/offline channels, cost optimization through marketing channels and opportunities to scale up with the help of identified channel. Business Value Analysis (BVA) to act as a differentiator to build a Product/Service that Customers should Love.

3. Discussion Agenda: Creating sales forecast and implementation plan

Expected Outcome: Business and Financial plans will be discussed in numeric form where the cost to cater and expected revenue will be compared. This will help in aligning the start-up goals with the company objective and identify the potential gaps and strategies to fill the same.

4. Discussion Agenda: Building blocks of Marketing

Expected Outcome: The interaction will involve defining the market segments for the start-up and positioning of the product/service. It will also involve identifying the top 5 customers whom the entrepreneurs will approach to validate the idea and pitch their products. The discussion will also include value propositions for the customer and effective way of communicating the same.

5. Discussion Agenda: Competitors Analysis

Expected Outcome: The discussion will revolve around identifying potential direct and indirect competitors for the start-up and analysis of comparison of start-up with them. This will help in identifying potential gaps to be filled by the company and identify sustainable differentiating factors.

6. Discussion Agenda: Defining marketing objectives, align the sales strategies & building funnel

Expected Outcome: Start-ups will present their marketing objectives for next 6 months and various plans to achieve them. A critical evaluation will be discussed to identify potential gaps and plans to overcome the same. Additionally, the session will include building sales funnel and tracker for start-ups to identify and build road map for present and future.

7. Discussion Agenda: Reviewing marketing material and feedback

Expected Outcome: On the basis of the strategies defined above the necessary marketing material created by the entrepreneurs will be critically reviewed. Suggestions will be shared on gaps in value proposition, communication of the message and call to action for the readers.

8. Discussion Agenda: Contingency planning

Expected Outcome: Start-ups will encounter various difficulties and risks while implementing the plans. A worst case scenario will help start-ups to plan the activities forward and reduce the impact of identified risks.

LEGAL AND CA ADVISOR SUPPORT

Legal and CA support helps startups in their business formation and covers other statutory compliances results in laying solid base and hassel-free operation.

This provides entrepreneurs to focus on more vital needs such as funding and finance ,hirings ,product development and other to enable growth.

Related Legal and CA Start-up services are:

- Incorporation of company
- TAN/PAN Registrations
- GSTIN Registration
- Intellectual Property
- Transactional Advisory
- Employmtn & HR
- Grant Management
- Company Secretarial

FUNDING SUPPORT

Funding to a start-up is required for Product development, manufacturing, sales and marketing, expansion and other inventory. AIC-MIT ADT Incubator Forum helps and guides to raise funding opportunities for Start-ups at different level from different sources.

To create a startup more investable,

- Vision is to strengthen Strong mentor Mentee Relationship and roll out Corporate innovation programs as an opportunity to raise funds
- Organizing programs for Demo day-challenges , Pitch before investors to increase the invest ability of startup.
- Creating fellowship and seed support grant for incubatees, Interns and IP support through academic partners.
- Leveraging a support from funding partners to AIC-MIT ADT Incubator Forum.

NETWORK CONNECTIONS AND LINKAGES

The MEMORANDUM OF UNDERSTANDING IS MADE BETWEEN THE PARTIES for the purposes mentioned hereunder :

- Mutually devising support for selection and curation of companies and mentorship programs for interested students and startups.
- Providing advisory support as recommended by AIC-MITADT.
- Provide mentors to AIC-MITADT, as feasible over the lifecycle of incubation
- Allow AIC-MITADT and/or it's incubatees to visit the technical facilities / laboratories for enhancing their technical/business understanding.
- Collaborating as key partner in facilitating institutional partners within each others' ecosystem for advisory, mentoring and scale up
- Devise and conduct entrepreneurial sessions as mutually agreed on pro-bono or paid basis as agreed between both parties.
- Co-promoting mutual strengths and propositions in each other's network including but not limited to use of logo in promotional material with mutual consent.
- Startups getting the possibility to showcase their solutions to each others' networks for lead generation.
- AIC-MITADT shall invite delegates for participation in different events which shall be conducted at AIC-MITADT to participate and provide technical expertise during these events (Boot Camps, Demo Day, Hackathons, Investor Conference etc)