



CRITERIA 1

1.1.2

The Programmes offered by the institution focus on employability/ entrepreneurship/ skill development and their course syllabi are adequately revised to incorporate contemporary requirements

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About SU Incubation Cell

The main objective and mission of the Incubation Cell, Sushant University is to ensure that all innovations, improvements and developments thought of or put forth, must eventually bring about a change in the students' outlook, in their thinking and must ultimately bring about a transformation that directly or indirectly brings in value and proves to be beneficial to the society and to the mankind.

This will entail:

- a. Obtaining grants and endowments – from the private sector or from the government.
- b. Expanding the reach of the students and making them capable of a profound study in the field of research, examination and exploration
- c. To be in tandem with the industry to ensure that all actions are directed towards the needs and wants of the various industries, domains and towards the different sectors of the Indian economy. The requisite area of the establishment and the commissioning of the incubation cell as well as space for providing training and interaction with the students is available within the university premises

About INCUBE – A Trans- Disciplinary Certificate Course (Curated for Students of Sushant University) by Incubation cell Sushant University

Incubation Centre at Sushant University has been offering Trans- Disciplinary Course by the name of INCUBE which is offered to the students across different schools wherein students through case studies, meet with entrepreneurs' session and industry visits get to know about the basics of Entrepreneurship.

Students who are keen to start their own venture or need connects with MSME, Funding agencies gets benefitted from this course. The idea is to brainstorm on a problem identified and convert it to a business proposition.



The members of the incubation cell who are also the field experts in their own area guide/handhold students throughout their journey and provide constructive Feedback/ideas which will help their business to grow.

The specially curated syllabus for the same covers all the pre-requisites including market research ideas to validate the business idea, Unit economics and everything related to cost and key terminologies, coming up with proof of concept, funding and financing options, Legal and ethical considerations and Negotiation skills.

Students (who would like to take their ideas forward and convert their dream into business) will be mentored by the team of Experts till the pre incubation stage.



LIST OF ACTIVITIES/EVENTS ORGANIZED BY SUICC

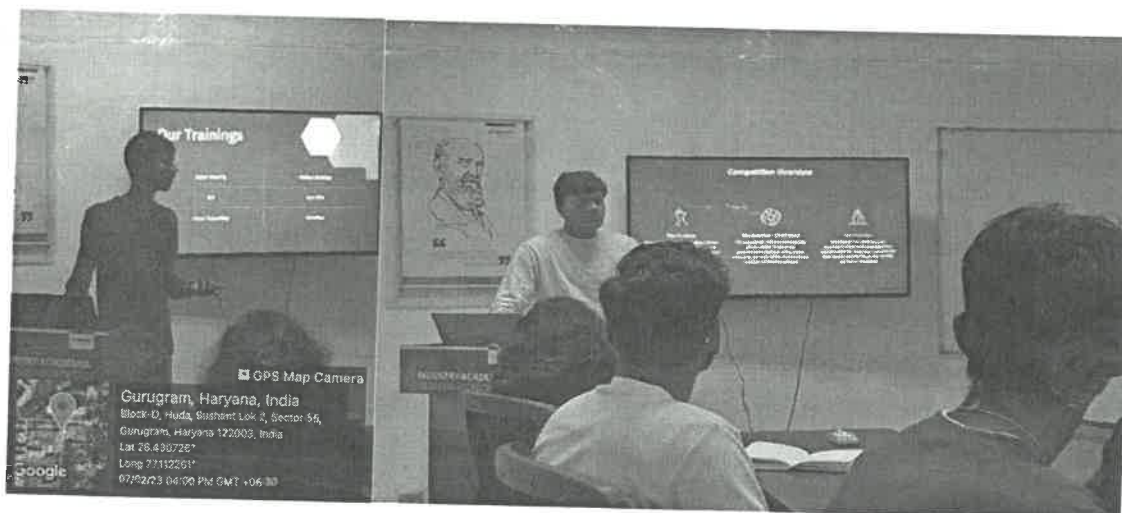
1. Startup Idea Session
2. INDIA's Emerging Quality Revolution
3. Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders
4. Internal Hackathon 2024 Report
5. Visit to Footwear Park Association, Bahadurgarh
6. "NIRMAAN" Business Plan Competition

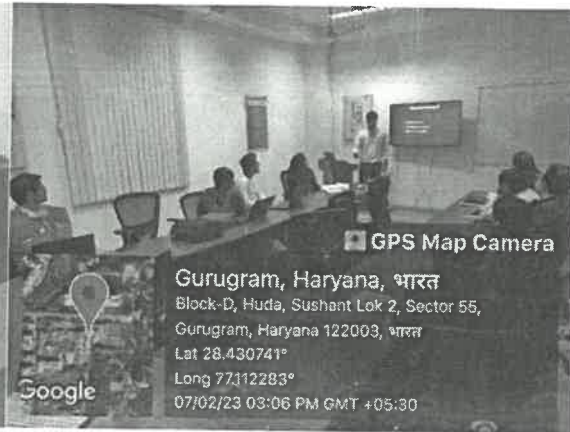
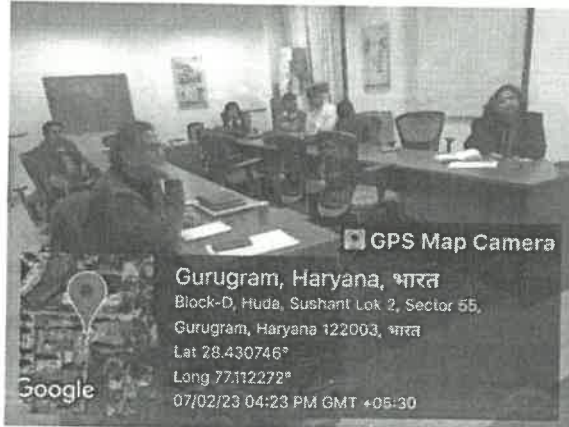
Incubation Activity 1 – STARTUP IDEA SESSION - Incubation cell aims to develop an ecosystem for aspiring entrepreneurs having innovative and executable ideas with both commercial value and positive impact on society. Young Aspiring Entrepreneurs of Sushant University have presented their ideas in front of the Incubation Cell, comprising of members with expertise in their respective multi-disciplinary domains. The ideas were analyzed by the members of the cell from scalable business perspective

Students received suggestions from incubation cell members and expert guidance from Mr. Neeraj Kaul, External Advisor to Incubation Cell.

Now the students are going to submit a formal proposal to the SU Incubation Cell for the evaluation.

Pictures





INTERNAL HACKATHON 2024

Date: September 10, 2024

**Venue: Room No. 221B, D Block,
Sushant University**

**Organized by: Incubation Cell,
Sushant University, in collaboration
with the School of Engineering and
Technology (SET)**

The Internal Hackathon 2024, organized by the Incubation Cell in collaboration with the School of Engineering and Technology (SET), took place on September 10, 2024, in Room No. 221B, D Block, Sushant University. The event was designed to foster innovation, creativity, and problem-solving skills among students, with 54 participants across 8 teams from both undergraduate and postgraduate programs.

**विद्यया ऽ मृतमश्नुते**
MINISTRY OF
EDUCATION

**SMART INDIA
HACKATHON
2022**

**75
Azadi Ka
Amrit Mahotsav**

**Sushant**
University
soaring high

**SUSHANT
UNIVERSITY**
Conducting Internal
Hackathon for SIH 2024
Tuesday 10th September, 2024
10:30AM Onwards**PARTICIPANT**
Undergraduate, Postgraduate students of
Sushant University
Venue: D Block, Room No. D-221B, Sushant University**Conveners**
Dr. Bharat Khushalani
Dean, SET
Ph.D, University of Southern
California, USA**SIH-SPOC**
Prof. Antim Dev Mishra
School of Engineering & Technology
Sushant University

The hackathon was inaugurated with a welcome address by Prof. Antim Dev Mishra, the SPOC for Smart India Hackathon (SIH) 2024, who highlighted the importance of innovation in solving real-world problems. Dr. Bharat, Dean of SET, officially inaugurated the event, encouraging participants to think outside the box and create impactful solutions.



Key Highlights:

The participants were tasked with developing innovative solutions to technical problems within a fixed timeframe. The event provided a platform for students to showcase their technical acumen, problem-solving abilities, and teamwork skills. The participants were judged by a panel of esteemed faculty members, including:

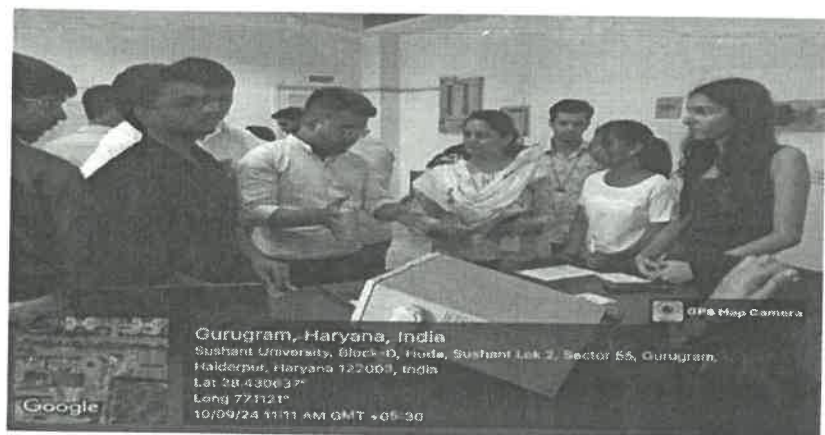


1. Dr. Schine Datt – School of Design, Sushant University
2. Dr. Rinky Ahuja – SET, Sushant University
3. Dr. Dinesh Rai – SET, Sushant University

The teams presented their solutions, followed by detailed discussions with the jury. The jury panel provided insightful feedback, highlighting the innovative approaches taken by the participants and offering suggestions for further development.

Conclusion:

The Internal Hackathon 2024 successfully achieved its goal of promoting teamwork, creativity, and innovation among students. It reinforced Sushant University's commitment to fostering an environment of academic and creative excellence. The event



concluded with a group photograph, symbolizing the collaborative spirit and teamwork that defined the day.

The Incubation Cell and SET look forward to hosting more such events to continue nurturing innovation and providing students with opportunities to apply their skills in real-world scenarios.

MASTERING ENTREPRENEURSHIP: A STRATEGIC GUIDE FOR FUTURE BUSINESS LEADERS

Date: October 1, 2024

Venue: Auditorium D-421, Sushant University

Organized by: School of Business's Entrepreneurship Club & Incubation Cell

Guest Speaker: Ms. Vanya Goel, Co-founder of Pitchnhire

On October 1, 2024, the School of Business's Entrepreneurship Club, in collaboration with the Incubation Cell, successfully hosted an inspiring guest lecture titled "Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders" in the university's Auditorium D-421. The session featured the esteemed Ms. Vanya Goel, co-founder of Pitchnhire, who shared invaluable insights on navigating the complex and competitive world of entrepreneurship.





The event saw active participation from students, faculty, and aspiring entrepreneurs eager to learn from Ms. Goel's journey and expertise. Throughout her engaging talk, she covered essential strategies for scaling businesses, overcoming failure, and leading with vision. Key topics discussed included:

- Scaling Businesses Effectively: Strategies to expand and scale operations without losing quality or control.
- Overcoming Failure with Resilience: How to turn setbacks into learning experiences and grow stronger.
- Managing Growth Challenges: Navigating the growing pains associated with business expansion.
- Leadership and Vision: The importance of clear leadership and long-term vision in entrepreneurship.
- Developing Sustainable Business Models: Building businesses that thrive in the long run while maintaining ethical and financial sustainability.
- Retaining Customers and Ensuring Satisfaction: Techniques for keeping customers loyal and happy, ensuring sustained success.



Ms. Goel's interactive and motivational talk inspired attendees to embrace failure as a stepping stone to success and to lead with confidence. The session was followed by an interactive Q&A segment where students had the opportunity to seek personalized guidance on their entrepreneurial ventures.

The event was a huge success, leaving attendees feeling empowered with actionable strategies and a renewed passion for entrepreneurship.

Special Thanks To:

- Ms. Vanya Goel for her insightful session and inspiring journey.
- The Entrepreneurship Club and Incubation Cell for their flawless coordination in making the event possible.

The School of Business looks forward to hosting more such impactful events, further nurturing the next generation of innovative business leaders.



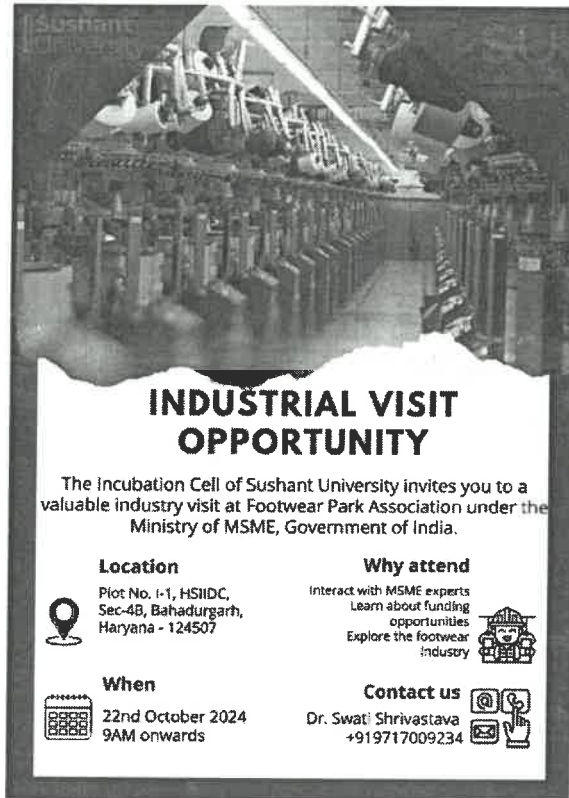
VISIT TO FOOTWEAR PARK ASSOCIATION, BAHADURGARH

Date: October 22, 2024

Organized by: Incubation Cell, Sushant University





Location: Footwear Park Association, Bahadurgarh (Under the Ministry of MSME)

On October 22, 2024, the Incubation Cell of Sushant University organized an enriching educational visit to the Footwear Park Association in Bahadurgarh, a key initiative under the Ministry of MSME (Micro, Small, and Medium Enterprises). The visit aimed to provide students with firsthand exposure to the footwear manufacturing industry and an understanding of the critical role MSMEs play in India's economy.



INDUSTRIAL VISIT OPPORTUNITY

The Incubation Cell of Sushant University invites you to a valuable industry visit at Footwear Park Association under the Ministry of MSME, Government of India.

Location  Plot No. 1-1, HSIIDC, Sec-4B, Bahadurgarh, Haryana - 124507	Why attend Interact with MSME experts Learn about funding opportunities Explore the footwear industry 
When  22nd October 2024 9AM onwards	Contact us Dr. Swati Shrivastava +919717009234 

The group was divided into two teams to ensure effective engagement and personalized learning experiences. The students toured the factory floor, observing the various stages of the footwear production process, including:

- Designing: The initial concept phase of footwear creation.
- Cutting: Precise cutting of raw materials like leather, fabric, and rubber.
- Stitching: The assembly of individual parts to form the final product.
- Quality Control: Rigorous checks to ensure product durability and comfort.



In addition to the factory tour, students had the opportunity to interact with the factory's management team and skilled workers. These discussions offered valuable insights into:



- Technological advancements used in production processes.
- Supply chain operations, including sourcing raw materials and distribution channels.
- The support provided by the government to MSMEs, including funding, training, and infrastructure development.

Key Learnings and Takeaways:

The visit proved to be a highly interactive and insightful experience for the students, providing a closer look at the operational challenges and opportunities in the footwear manufacturing sector. It inspired students to think about:

- Innovative solutions for production challenges.
- The role of technology in streamlining processes.
- Entrepreneurial opportunities within the MSME sector.

Students left the visit feeling motivated and excited about potential entrepreneurial ventures in the footwear industry and other MSME-related sectors. The practical exposure not only enhanced their knowledge but also deepened their appreciation for the manufacturing industry's importance in the broader economic landscape.





Conclusion:

The educational visit to the Footwear Park Association was a resounding success, offering students

valuable insights into both the technical and business aspects of footwear manufacturing. It highlighted the opportunities in the MSME sector and encouraged students to explore innovative and entrepreneurial pathways within this vital industry.



INDIA'S EMERGING QUALITY REVOLUTION

Date: October 1, 2024

Time: 10:30 AM – 11:30 AM

Venue: Auditorium D-421, Sushant University

Organized by: School of Business,
School of Engineering & Technology,
School of Law

Guest Speaker: Dr. Ravi K. Roy,
Director, W. Edward Deming Quality,
Innovation, and Leadership Incubator,
Southern Utah University (SUU), USA

On October 1, 2024, Sushant University hosted a session on "India's Emerging Quality Revolution: Innovation and Prosperity in the Market". The event, organized by the School of Business, School of Engineering & Technology, and School of Law under the Sushant University Incubation Cell, featured Dr. Ravi K. Roy as the keynote speaker.

The poster is for a 'FOREIGN GUEST SESSION' on 'INDIA'S EMERGING QUALITY REVOLUTION: INNOVATION & PROSPERITY IN THE MARKET'. It is scheduled for 1st October 2024 from 10.30 to 11.30 AM at Auditorium D-421. The guest speaker is Dr. Ravi K. Roy, Director of W. Edwards Deming Quality, Innovation & Leadership Incubator at Southern Utah University (SUU), USA. The poster includes logos for Sushant University and its various schools (Business, Engineering & Technology, Law). At the bottom, it provides the Sushant University Gurugram contact information: www.sushantuniversity.edu.in | 1800 270 5520.

Dr. Roy shared his insights on how quality management and innovation can drive prosperity in India's growing market. He emphasized the importance of integrating Deming's principles for management and leadership to foster innovation and operational excellence. He also discussed the challenges and opportunities facing India's industries and the role of quality leadership in global competitiveness.



The session saw active participation from students, faculty, and industry professionals who engaged in a lively Q&A on applying these concepts in business, engineering, and law sectors.

Key takeaways included the need for quality-driven innovation, leadership in quality, and adaptation of global standards to local contexts for sustainable growth. The event was an enriching experience, setting the stage for future initiatives that bridge quality, innovation, and leadership for India's global economic success.

Acknowledgements:

We thank Dr. Ravi K. Roy for his valuable insights and the organizing teams for making the event a success.



"NIRMAAN" BUSINESS PLAN COMPETITION

In alignment with the mission of employment generation as envisioned by the Honorable Prime Minister, the "NIRMAAN" business plan competition at Sushant University epitomized the spirit of innovation and entrepreneurship. Emphasizing the need for incubation, fostering new ideas, and transforming individuals into job creators rather than job seekers, the event resonated with the broader vision of India as a Vishwa Guru by the year 2047. With a focus on generating employment for society, "NIRMAAN" aimed to cultivate a culture of entrepreneurship and drive economic growth through innovative business solutions by young minds. Where Sushant University played host to the exhilarating business plan competition, "NIRMAAN," on April 27th, drew attention from across universities and schools highlighting the vibrancy of India's entrepreneurial ecosystem.

Sushant University
soaring high

School of Business

Registrations Open!!

NIRMAAN
Business Plan Competition

In Partnership With

Don't just dream it, pitch it!




Registration Link:
<https://forms.gle/chWbPWA2rqJFGpuh9>

Attractive Cash Prizes:





7,500

10,000

4,000

SCAN FOR PAYMENT



Contact Details:

Ripun Bhardwaj - 9310678275
Sagar Gupta-9871264996
Teertha Kalra- 8448813167
Lavanya Jaiswal - 9625366266



With participation from 18 universities and colleges, and over 50 students eager to unveil their start-up visions, "NIRMAAN" was a testament to the enthusiasm and creativity of India's youth. Each team meticulously crafted and passionately pitched their unique business ideas to a panel of three external judges, renowned for their expertise in the field. Under the visionary leadership of Vice Chancellor Professor (Dr) Rakesh Ranjan, Sushant University reaffirmed its commitment to academic excellence and holistic development. Dr. Ranjan's words of encouragement resonated with the students, inspiring them to unleash their creativity and offering unwavering support from the university.



Pro-Vice Chancellor and Registrar Dr. Sanjeev Kumar Sharma underscored the significance of industry integration and global collaboration, emphasizing the real-world relevance of entrepreneurial ventures. Prof. Vijay Anand Dubey, as a forever guiding light, the associate dean of SOB, his vision and leadership inspired the organizing team and participants alike, fostering an environment conducive to innovation and



excellence. Behind the scenes, a dedicated team of faculty event drivers, comprising Dr. Deepti, Dr. Swati, Ms. Neha, and Dr. Richa, meticulously orchestrated the competition's logistics, ensuring flawless execution and an enriching experience for all participants.

As the event concluded, participants departed with newfound inspiration and a renewed sense of purpose, ready to embark on their entrepreneurial journeys and contribute to the growth and prosperity of the nation.



ACADEMIC YEAR
2021- 22

INCUBATION CELL- Minutes of the meeting dated 1 October, 2021

The first meeting of the newly reconstituted Incubation Cell was held on 1-09-21, from 4:00 pm. In the room No - D-205.

Members present:

- Mr. Sanjeev Sharma, Pro VC and Registrar, Sushant University
Dr. Sudipto Sarkar, Chairman -Incubation cell (Dean-School of Engineering and Technology)
Prof. JS Mukul, Officiating Dean- School of Business
Dr. Navin Piplani, Professor and Director, Creative Cluster, Dean, School of Design
Prof (Dr.) Koshalpreet Kaur, Associate Dean, School of Design
Dr. Sachin Dutt, Member-Incubation cell (School of Design)
Dr. Usman Khan, Member-Incubation cell (School of Health Sciences)
Dr. Anjali Dabas, Member-Incubation cell(School of Law)
Dr. Neha Gupta, Member-Incubation cell (School of Engineering and Technology)
Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)
Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)
Dr. Richa N. Agarwal, Member -Secretary-Incubation cell (School of Business)

Members absent:

- Mr. Antim Dev Mishra, Member-Incubation cell (School of Engineering and Technology)
Dr. Purva Majumdar, Member-Incubation cell (School of Art and Architecture)
Mr. Kulmohan Singh, Member-Incubation cell (Vatel School)



DISCUSSION POINTS:

Item No – 1 Incubation cell - Constitution

Constitution of SU Incubation Cell – With an aim to systematically promote an innovative culture across SU and to establish and stabilise the innovation and entrepreneurship ecosystem and orientation in the Student of Sushant University. Incubation cell primary responsibility is to involve a large number of faculty, students, and staff in a variety of innovation and entrepreneurship-related activities, including ideation, problem-solving, proof of concept development, design thinking, intellectual property rights, project handling and management at the pre-incubation/incubation stage, etc.

Item No – 2 Objective of Incubation cell

Discussion – Dr Sudipto put forth in front of the committee the main objective and mission of the Incubation Cell, Sushant University is to ensure that all innovations, improvements and developments thought of or put forth, must eventually bring about a change in the students' outlook, in their thinking and must ultimately bring about a transformation that directly or indirectly brings in value and proves to be beneficial to the society and to the mankind.

Item No – 3 Activities under Incubation cell

Discussion – Dr. Sudipto with all members of the cell brainstormed and shared their views on what activities to do under SU Incubation cell. The below mentioned had been discussed in length:

- Curating & Offering a course for SU Students in order to inculcate a sense of Entrepreneurial spirit.
- Formulating Policies and other Documents related to Incubation cell
- Responsibilities of Subject matter Experts (School Representatives)
- Long term plan and vision for Incubation cell
- Guest sessions and visits
- Generating Ideas and converting it into a full-fledged business.

The meeting was concluded with vote of thanks by Dr. Sudipto Bose.



ACADEMIC YEAR
2022- 23

INCUBATION CELL- Minutes of the meeting dated 6 Jan, 2023

The first meeting of the newly reconstituted Incubation Cell was held on 6-1-23, from 2:00 pm. In the room No -D-205.

Members present:

Mr. Neeraj Kaul — Ex. Director, GE, External Advisor-Incubation cell

Mr. Sanjeev Sharma, Pro VC and Registrar, Sushant University

Dr. Sudipto Sarkar, Chairman -Incubation cell (Dean-School of Engineering and Technology)

Prof. JS Mukul, Officiating Dean- School of Business

Dr. Navin Piplani, Professor and Director, Creative Cluster, Dean, School of Design

Prof (Dr.) Koshalpreet Kaur, Associate Dean, School of Design

Dr. Sachin Dutt, Member-Incubation cell (School of Design)

Dr. Usman Khan, Member-Incubation cell (School of Health Sciences)

Dr. Anjali Dabas, Member-Incubation cell (School of Law)

Dr. Neha Gupta, Member-Incubation cell (School of Engineering and Technology)

Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)

Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)

Dr. Richa N. Agarwal, Member -Secretary-Incubation cell (School of Business)

Members absent:

Mr. Antim Dev Mishra, Member-Incubation cell (School of Engineering and Technology)

Dr. Purva Majumdar, Member-Incubation cell (School of Art and Architecture)

Mr. Kulmohan Singh, Member-Incubation cell (Vatel School)

Discussion points:

1. **Mr. Neeraj Kaul** shared an insightful presentation on the need and significance of establishing an Incubation centre at Sushant University.

- He elaborated upon diverse incubation cells that could take shape at the University level e.g. Academic, social incubation cells, etc.



- He stressed the pertinence of active involvement of faculty & students alike to promote ideation within the University .

2. Dr. Richa Agarwal & Dr. Sudipto Sarkar articulated the dimensions of Incubation cell & the stages to take it forward steadily.

3. Mr. Sanjeev Sharma, Pro VC & Registrar appreciated the initiative & shared his wisdom on how to take it forward with timelines.

4. Prof. J.S. Mukul encouraged the whole concept & shared his perspectives on how the Incubation centre would be instrumental in driving international collaborations & would be a feather in the cap of the University.

5. Faculty members brainstormed upon the following issues:

- a) Schedule in terms of day & time to be fixed for Incubation meetings preferably at the outset of the week to reinforce rigour.
- b) The same needs to be reflected in Faculty timetable as well for the smooth conduct.
- c) The plan for holding workshops & Ideation sessions at regular intervals was discussed.
- d) It was discussed that policies related with Incubation centre would be drafted shortly.



**Minutes of Meeting
Incubation Cell**

11 April 2023

The meeting of the Incubation Cell was held on 11-4 -23, from 3:00 pm to 5:15 p.m in the room No -D-508 .

Members present:

Mr. Neeraj Kaul — External Advisor
Dr. Sachin Dutt, Member
Dr. Anjali Dabas, Member
Mr. Kulmohan Singh, Member
Dr. Purva Majumdar, Member
Dr. Priyanka Pradhan , member
Dr. Richa N. Agarwal, Member -Secretary

Members absent:

Dr. Neha Gupta, Member
Mr. Antim Dev Mishra, Member
Ms. Aanchal Dangwal , member

- The meeting started with a welcome note from Member Secretary Dr. Richa N. Agarwal. She invited two students to give presentation on their respective incubation idea.
- Mr. Arihant, a student from the School of Design school made a presentation about the idea of a sensor that will automatically turn on the exhaust fan after sensing any smoke or anormal gas.
- He also spoke about automatic exhaust systems, different kinds of toxic gases causing danger to life and the environment,
- He gave a Redesign brief for working on the problem identified and talked about the sensor which will alarm when it senses any gas and the need for expelling the same.
- The presentation concluded with questions, discussion, and valuable suggestions from the Incubation cell members.
- Thereafter, another student from the School of Design, Mr. Avinash presented his idea.
- He discussed the problem of rising altitude and decreasing oxygen and the lack of any device to monitor the decreasing oxygen in the cylinder with the mountaineers.
- His finding is that Automatic Oxygen Regulation System can resolve the problem easily as presented by him saving the lives of many people in defense, mountaineering, etc. He also discussed the other possibilities of a working model of his equipment.
- Mr. Neeraj Kaul and members gave their valuable suggestions to the student and asked him to make his equipment more scalable.



- Both students will improvise and will have one on one session with Mr. Neeraj Kaul.
- The meeting had discussion on the courses, to be developed by the Incubation Cell and incorporated with the credits to involve and engage students. A framework would be discussed in the next meeting.
- Dr. Richa emphasized on the need of goal setting and working to achieve those goals. She suggested that certain goals be set with well-defined timelines. She also requested all the faculties to be present in the meeting to accelerate the objectives.
- Mr. Neeraj Kaul explained to work on the deliverables and commitment by all. He also discussed the policy document draft prepared by the Incubation Cell for further improvement.
- Dr. Priyanka Pradhan, Prof. Kulmohan Singh, Dr. Sachin Dutt and Dr. Purva will be drafting the policy for the Incubation Cell.
- The meeting ended with some inputs from Dr. Richa for the smooth functioning of the Incubation Cell to bring in the best. Dr. Richa thanked all who joined the meeting.



Sushant University Incubation Cell : Gist of meeting on April 25, 2023

(Refer to Gantt Chart attached)

A) SUIC as Not for Profit Legal Entity (Saurav, Richa, Neeraj.....)

Since IC is being established in a university environment, going “not-for-profit” should be the obvious choice. That doesn’t mean that entity can’t accrue profit, which I am sure it will, but the same will need to be reinvested in strengthening the IC by way of better facilities and by supporting startups.

A separate legal entity is a must for an incubator. Not one will take us seriously otherwise in the Startup eco system besides, external funding will be hard to come by. Additionally, startups usually commit 3-6% (sometimes more) of their equity to the incubation cell in return for all the support provided. Accounting for such equity and revenues generated can’t be on the books of the host organisation. And that’s the practice being followed by all successful incubators. Needless to say, host organisation (SU) will have full say and control of this legal entity by way of board representation etc.

As regards type of legal entity, Incubators with not-for-profit as the focus, are Section 8 companies registered under the companies act 2013. However, there are options to register as a Society or Trust as well. There are pros and cons for each, which should be discussed internally at SU. Registration as section 8 company is much better as it offers more transparency which is very important to attract funds and external support. There is little bit of additional documentation work that’s required to be filled with MCA.

Saurav to take lead in getting the discussions starter with SU advisors on the choice of legal entity which will naturally trigger discussions if IC activities can continue to be handled under the existing structure of SU. In our next meeting with VC we will appraise him about this.

B) Incubation Cell Web Site Development (Saurav, Aanchal, Neeraj.....)

It’s better to have a separate website for the SUIC. In fact, there will be two sources of information about IC. One would be a basic page that opens up under SU main portal. This will contain high level information and will contain a link for incubation cell specific Portal. This is also the practice adopted by almost all Incubation Cell that have educational institute as it’s parent organisation. The IC specific portal will contain a lot of information supporting Incubation including Blogs, Videos links and training material etc. This website has to work smoothly and should be easily navigatable.

Saurav to take lead and come up with cost estimates for developing & maintaining such a website.

Note: Think of buying the “address” on Google etc. and let a team of students develop the portal....these days it’s not difficult to build ones own web-site. Just a suggestion....

C) Incubation Cell Infrastructure

i) Physical Space / # of seats and layout / Meeting or Conference Rooms / Computers etc. (Sachin, Naveen, Shadaat....)



We need to have appropriate space for Incubation Cell. It should have shared work space; cubicle or open style desk and chair with already equipped tabletop computers and/or facility to connect own laptop etc. (mixed set-up), meeting and conference room etc.





We should have expandable space to incorporate workstations gifted by companies like Schneider / ABB etc. if we wish to promote solutions-based Startups (just keep this in mind, not needed right now)

Tabletop computer provided at IC should be able to run various software and programs that will be used by

students/external incubatees. More details on this covered under section D.

One of the pictures with no computers is from Shiv Nadar University IC and the other with computers is IITD Incubation Cell. Not sure if these show the latest space/equipment at these two places, because when we visited IITD, their work area as we could peep from outside, was much bigger and brighter with bigger workstation screen.

Sachin will be our lead person to interface with on-the-ground team (Naveen/Shadaat). Next meeting (May 2nd) we can have a small 15-minute update on what's happening.

ii) Basic Minimum Software for IC workstations and Lab equipment required (Antin Dev, Neha, Purva, Sachin,...)

As discussed, our workstations should have enough storage and processing capability much beyond running normal MS Office suit of applications. For example MATLAB and SIMULINK applications need a certain basic hardware configuration that we should be able to provide in our IC. Similarly, Smartgrid / IOT related work should be smoothly accomplished.

Antim Dev to take lead in preparing a list of software and hardware required for the IC and for Labs that will need to support projects of IC. Also a cost estimate for procuring these items will be needed.

iii) Incubation Cell Library; Books / Subscriptions / Cost Estimates (Anjali, Antim Dev, Neha, Richa, Aanchal, Priyanka, Sachin....)

As we begin our journey in offering a 10-week long "Entrepreneurship and Innovation" course for SU students and eventually for others from outside of SU, we need to make some basic investment around books and on-line subscription that will help breed NextGen innovative entrepreneurs from SUIC. Some good ideas came across during the meeting, wherein we can have a separate shelf in the library stacked with startup related books/magazine and list of on-line resources. This separate shelf will also raise awareness and curiosity among students.

Anjali will lead compiling the list of these items and prepare a budget for the same. This whole effort, under Knowledge Management will evolve as we make further progress. Everyone from the core team please pass your list of books/magazine that you think will be helpful for student startups.

D) Policies for SU Incubation Cell & draft of Agreement between SUIC and Startup Legal Entity (Priyanks, Purva, Neeraj, Anjali, all others....)

There are two drafts that have been created which now need to be merged into one retaining the key takeaways from each draft. That will form the basic working document upon which further improvements can be done. We should try to have this single document ready by May 2-3rd so we can incorporate salient features in our discussions with VC.

Priyanka & Purva to attempt the needful; Neeraj to assist as well and later Anjali to undertake legal scrutiny.



E) Entrepreneurship & Innovation Course (30+ hours course) All

We will launch this course in 2 phases. Phase 1 will help prepare students to understand the entrepreneurship journey and start engagement around ideation. The course will cover basics of entrepreneurship, business finance, Key trends to align with, influence of market & economic forces, idea generation, validation of various assumptions, team formation, legal aspects & ethics, presentation and communication skills and end with work on Proof of Concept (POC) and Minimum Viable Product (MVP). At the end of this stage students should be ready to participate in competitions and pitch to VCs for seed funding.

This Phase 1 will be a 10 weeklong course covering 30 hours of classroom and project work. Length and duration of this phase may vary a bit depending upon our experience going forward.

Phase 2 will prepare students to move to the next level; from POC/MVP to Product development, supply chain, operations management, team building/Human Resources, Go-to-Market Strategies, Financial management etc.

AS of now we should focus on getting the curriculum for phase 1 ready so we can start offering the course (2 or 3 credit worth) to students starting from August semester.

Neeraj will prepare a summary for phase 1 modules and have core team members start contributing to developing the modules. Have noted down the name of core team members interested in contributing to each of the modules. Will finalize deliverables once outline document is ready.

Sl. No.	Topic	Duration	Start	End	Responsible	Co-Responsible
1	Introduction to Entrepreneurship	30 days	Mon 12-08-23	Fri 15-09-23	Neeraj	Arshad
2	Introduction to Business Plan - Professional View	30 days	Tue 13-08-23	Fri 15-09-23	Neeraj	Arshad
3	IC Introduction	30 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
4	IC Session - POC/Market - Corporate - Perspective - VC ready etc	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
5	Business Plan - Introduction - 1st stage - 1st stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
6	Business Plan - 2nd stage - 2nd stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
7	Business Plan - 3rd stage - 3rd stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
8	Business Plan - 4th stage - 4th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
9	Business Plan - 5th stage - 5th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
10	Business Plan - 6th stage - 6th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
11	Business Plan - 7th stage - 7th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
12	Business Plan - 8th stage - 8th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
13	Business Plan - 9th stage - 9th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
14	Business Plan - 10th stage - 10th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
15	Business Plan - 11th stage - 11th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
16	Business Plan - 12th stage - 12th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
17	Business Plan - 13th stage - 13th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
18	Business Plan - 14th stage - 14th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
19	Business Plan - 15th stage - 15th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
20	Business Plan - 16th stage - 16th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
21	Business Plan - 17th stage - 17th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
22	Business Plan - 18th stage - 18th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
23	Business Plan - 19th stage - 19th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
24	Business Plan - 20th stage - 20th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
25	Business Plan - 21st stage - 21st stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
26	Business Plan - 22nd stage - 22nd stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
27	Business Plan - 23rd stage - 23rd stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
28	Business Plan - 24th stage - 24th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
29	Business Plan - 25th stage - 25th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
30	Business Plan - 26th stage - 26th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
31	Business Plan - 27th stage - 27th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
32	Business Plan - 28th stage - 28th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
33	Business Plan - 29th stage - 29th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad
34	Business Plan - 30th stage - 30th stage (1st & 2nd)	40 days	Mon 12-08-23	Mon 12-09-23	Neeraj	Arshad



Incubation cell funding links

5.

No.	List of agencies	Focus Area	Govt/Pvt	Link
1	MSME	small scale business	Govt.	msme.gov.in
2	AICTE	Technical innovation	Govt.	aicte-india.org Small Grants Bengaluru Sustainability Forum
3	Bengaluru Sustainability Forum Small Grants in India Innovation in sustainability		Pvt	NASSCOM Social Innovation Forum (nsif.in)
4	India	Social Innovation	Pvt	SBI Foundation - SBI Foundation
5	Grants for NGOs by SBI Foundation	NGO sector	Pvt	https://www.indiascienceandtechnology.gov.in/funding-opportunities/startups
6	Indian science and technology innovation	Communication technology for incubators and startups	Govt.	https://seedfund.startupindia.gov.in/
7	Startup India		Govt.	Different Financing Options in India for Solar Energy Projects Funding – Firstgreen Consulting Pvt Ltd
8	IREDA	Projects on Solar Energy	Govt.	



Books & Subscriptions for the Library (Partial List)

Following is a first cut (partial) list of books and subscriptions we should attempt to have for IC library resources. This is based on something that I have in my library or have read. Some are ebooks or available in pdf version for free download. But as we discussed the other day, we should have hard copies wherever possible and even better if we can have both hard and soft copies. Also, as we start preparing our 10-week course content in details, more reference material will surface:

1. The Lean Startup by Eric Ries.
2. The Four Steps to an Epiphany by Steve Bland
3. How Innovation Works And Why it Flourishes in Freedom by Matt Ridley
4. The Entrepreneur's Guide to Customer Development by Brant Cooper & Patrick Vlaskovits
5. The Innovator's Dilemma by Clayton M. Christensen
6. HBR Article, "When It Comes to Digital Innovation, Less Action, More Thought by Scott D. Anthony"
7. Zero to One" by Peter Thiel
8. Business Model Generation by Alexander Osterwalder and Yves Pigneur
9. Disciplined Entrepreneurship by Bill Aulet
10. The Founder's Dilemmas" by Noam Wasserman (Anticipating & avoiding pitfalls that can sink a Startup)
11. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value by Thomas Lockwood and Edgar Papke
12. How to Write a Great Business Plan by William A. Sahlman
13. Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann
14. Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne

Generic Books

15. Economics by Paul A Samuelson and William D Nordhaus
16. Crafting & Executing Strategy by Arthur A Thompson, Margaret A. Peteraf, John E. Gable et al
17. Market Engineering: Computer assisted Marketing Analysis & Planning; Gary L Lilien & Arvind Rangaswamy
18. Essentials of Marketing by Geoff Lancaster & Lester Massingham
19. The heart of Change by John P. Kotter
20. Leading Change John. P Kotter

Since there is a transformational change that's required in an organization's/Institute's thinking process to Embrace Change (In the case of SU, applies to Faculty, Administrators and associated teams) , the above books by Kotter are a must read by the Faculty in SU. As things progress, I could deliver some short lectures on Change Acceleration Process.



Paid Subscription

- India specific news around Startups : <https://inc42.com/> and others Rs. 20,000/- per year approx.
- On-line Training Offered by Well Known Global Incubators: Y Combinator e.g. <https://www.ycombinator.com/>
- Keep Track of Global Trends
 - World Economic Forum <https://weforum.org>
 - Various Reports from Forbes/Mckinsey/BCG/Bains etc.
 -
- Besides Govt. Data (limited), will need access to a lot of market data for validation of an Idea.....This will be case by case basis; but there are some that offer data insight to broad set of verticals
 - Subscription to IndiaStat is Rs. 1 lakh per annum for single user (we can start with a single user account)
- **Technical Subscriptions:** Will need to compile it separately as we
 - IEEE
 - Medical Journals
 - Architectural journals
 - Agri Journals
 - FMCG Journals

Free Online Training

- Startup India
- Others



ID	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1	SUIC as Not for Profit/Legal Structure	67.5 days	Mon 17-04-23	Thu 10-08-23		IC Core Team, Neeraj Kaul
2	Incubation Cell Web Site - Professional Plus Cost estimates	36.8 days	Sat 15-07-23	Fri 15-09-23		Saurav
3	IC Infrastructure	106 days	Mon 17-04-23	Tue 17-10-23		
4	Co-working Space/Meeting/Conference Room	30 days	Mon 17-04-23	Wed 07-06-23		Richa Aggarwal, Infra Person
5	High Speed Internet/Workstations/Projector/White Boards	45 days	Mon 15-05-23	Mon 31-07-23		
6	Basic Software Programs / Research Tools	45 days	Mon 31-07-23	Tue 17-10-23	5	
7	Broad Specs for Labs, eqpt. & Cost	45 days	Mon 17-04-23	Tue 04-07-23		
8	Labs suitable for Prototype development	60 days	Tue 04-07-23	Mon 16-10-23	7	
9	Library Books / Online Resources / Cost Estimate	45 days	Mon 17-04-23	Tue 04-07-23		
10	Frame Policies	45 days	Mon 17-04-23	Tue 04-07-23		
11	Policies & Agreement Drafts	15 days	Mon 17-04-23	Thu 11-05-23		
12	Board Approval	30 days	Thu 11-05-23	Tue 04-07-23	11	
13	Entrepreneurial & Incubation Course	52 days	Mon 17-04-23	Fri 14-07-23		
14	Broad Outlines & Content of Modules	7 days	Mon 17-04-23	Thu 27-04-23		
15	Approval for Launch of Phase 1 of Modules from July'23	7 days	Thu 27-04-23	Wed 10-05-23	14	
16	Cost estimate to do Project Work - Case studies	20 days	Wed 10-05-23	Wed 14-06-23	15	
17	Prepare Detailed Content with project work for Phase 1 modules	45 days	Thu 27-04-23	Fri 14-07-23	14	
18	Idea Bank	141.6 days	Mon 17-04-23	Mon 18-12-23		
19	First Cut Ideas - 50	100 days	Mon 17-04-23	Thu 05-10-23		
20	Validated Ideas - 15	80 days	Tue 01-08-23	Mon 18-12-23		
21	Funding for Library / Lab / Mkt Research / Seed Funding	173.6 days	Mon 01-05-23	Mon 26-02-24		
22	Internal from Sushant University	60 days	Mon 01-05-23	Thu 10-08-23		



Project: SU Incubation Cell Time Line: Date: Tue 18-04-23	Task	Summary	Summary	Rolled Up Progress
	Split	Rolled Up Task	External Tasks
	Progress	Rolled Up Split	Project Summary
	Milestone	◆	Rolled Up Milestone	◆
Page 1				

ID	Task Name	Duration	Start	Finish	Predecessors	Resource Names
23	Crowd Funding / Internal / External	120 days	Tue 01-08-23	Mon 26-02-24		
24	Student / External Connect	150.8 days	Fri 31-03-23	Tue 19-12-23		
25	Conduct Workshops #1 - Done	1 day	Fri 31-03-23	Mon 03-04-23		
26	Conduct Work Shop #2 - Done	1 day	Wed 05-04-23	Thu 06-04-23		
27	Visit to AIC Sonepat	1 day	Tue 27-06-23	Wed 28-06-23		
28	Conduct Work Shop #3 with AIC Sonepat	1 day	Tue 18-07-23	Wed 19-07-23		
29	Workshop 4-10	70.4 days	Tue 15-08-23	Thu 14-12-23		
30	Visit to external Labs/AI - 5 visits	90 days	Sat 15-07-23	Tue 19-12-23		
31	Projects from the E&I course - min 5, one each for a module	90 days	Sat 15-07-23	Tue 19-12-23		
32	Recruit Institutional Partners	200 days	Mon 17-04-23	Thu 28-03-24		
33	Sign MOU with IIT Delhi AIC Sonepat	8 days	Mon 17-04-23	Fri 28-04-23		
34	Sign MOU/Partnership with 5 external institutes	75 days	Tue 01-08-23	Fri 08-12-23		
35	Sign up Projects with Industry - min 2 projects	120 days	Fri 01-09-23	Thu 28-03-24		Neeraj Kaul
36	Sign up Mentors	135 days	Mon 17-04-23	Wed 06-12-23		
37	Identify Mentors (3 each for various Schools)	60 days	Mon 17-04-23	Thu 27-07-23		
38	Sign up 15 mentors	75 days	Fri 28-07-23	Wed 06-12-23	37	
39	Funding for POC/MVP	80 days	Tue 01-08-23	Mon 18-12-23		
40	Participation in Startup India Competitions	80 days	Tue 01-08-23	Mon 18-12-23		
41	Pitch to financing agencies & Launch Crowd Finance	80 days	Tue 01-08-23	Mon 18-12-23		
42	Prototype Development	75 days	Wed 15-11-23	Mon 25-03-24		
43	Pitch for funding to external agencies	75 days	Wed 15-11-23	Mon 25-03-24		
44	Launch with close usergroup	40 days	Mon 15-01-24	Fri 22-03-24		



Task

Split

Progress

Milestone

Summary

Rolled Up Task

Rolled Up Split

Rolled Up Milestone

Rolled Up Progress

External Tasks

Project Summary

Project: SU Incubation Cell Time Line:

Date: Tue 18-04-23



ID	Task Name	Duration	Start	Finish	Responsible Person	Month											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Task Name	67.5 days	Mon 17-04-23	Thu 10-06-23	Richa Agarwal, Infra Person	27	03	10	17	24	01	08	15	22	29	06	13
2	SUPC 2d Not for Profit Legal Structure	38.8 days	Sat 15-07-23	Fri 15-09-23	Richa Agarwal, Infra Person	20	06	12	19	26	03	10	17	24	31	07	14
3	Incubation Cell Web Site - Professional Plus Cost estimate	106 days	Mon 17-04-23	Tue 17-10-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
4	IC Infrastructure	30 days	Mon 17-04-23	Wed 07-06-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
5	Co-working Space/Meeting/Conference Room	45 days	Mon 15-06-23	Mon 31-07-23	Richa Agarwal, Infra Person	18	06	25	01	08	15	22	29	06	13	20	27
6	High Speed Internet/Wireless/Projector/White Boards	45 days	Mon 15-06-23	Tue 17-10-23	Richa Agarwal, Infra Person	18	06	25	01	08	15	22	29	06	13	20	27
7	Basic Software Programs / Research Tools	45 days	Mon 17-04-23	Tue 04-07-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
8	Broad Specs for Lab, eqpt. & Cost	60 days	Tue 04-07-23	Mon 18-09-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
9	Lab suitable for Prototypes development	45 days	Mon 17-04-23	Tue 04-07-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
10	Library Books / Online Resources / Cost Estimate	15 days	Mon 17-04-23	Thu 11-05-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
11	Frame Policies	30 days	Thu 11-05-23	Tue 04-07-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
12	Policies & Agreement Drafts	52 days	Mon 17-04-23	Fri 14-07-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
13	Board Approval	7 days	Mon 17-04-23	Thu 10-06-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
14	Entrepreneurial & Incubation Course	20 days	Wed 10-06-23	Wed 14-06-23	Richa Agarwal, Infra Person	15	06	22	29	06	13	20	27	04	11	18	25
15	Broad Outline & Content of Modules	45 days	Mon 17-04-23	Tue 04-07-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
16	Approval for Launch of Phase 1st Modules from July 23	141.8 days	Mon 17-04-23	Mon 18-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
17	Cost estimate to do Project Work - Class studies	100 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
18	Prepare Detailed Content with project work for Phase 1 module	80 days	Mon 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
19	Idea Bank	173.8 days	Mon 01-08-23	Mon 03-04-24	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
20	First Cut Idea - 50	80 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
21	Validated Idea - 15	120 days	Mon 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
22	Funding for Library / Lab / Mk Research / Seed Funding	159.8 days	Fri 31-03-23	Tue 19-12-23	Richa Agarwal, Infra Person	23	03	10	17	24	01	08	15	22	29	06	13
23	Internal from Sushant University	1 day	Fri 31-03-23	Mon 03-04-23	Richa Agarwal, Infra Person	23	03	10	17	24	01	08	15	22	29	06	13
24	Crowd Funding / Internal / External	1 day	Wed 05-04-23	Thu 05-04-23	Richa Agarwal, Infra Person	29	03	05	12	19	26	02	09	16	23	30	06
25	Student / External Connect	1 day	Tue 27-06-23	Wed 28-06-23	Richa Agarwal, Infra Person	05	06	12	19	26	03	10	17	24	31	07	14
26	Conduct Workshops #1 - Done	70.4 days	Tue 15-08-23	Tue 19-12-23	Richa Agarwal, Infra Person	12	08	19	29	08	18	28	07	17	27	06	16
27	Visit to AIC Sonapat	90 days	Sat 15-07-23	Tue 19-12-23	Richa Agarwal, Infra Person	18	07	28	07	17	27	06	16	26	05	15	25
28	Conduct Work Shop #3 with AIC Sonapat	90 days	Sat 15-07-23	Tue 19-12-23	Richa Agarwal, Infra Person	18	07	28	07	17	27	06	16	26	05	15	25
29	Workshop 4-10	200 days	Mon 17-04-23	Thu 28-03-24	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
30	Visit to external Lab/AL - 5 visits	8 days	Mon 17-04-23	Fri 06-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
31	Projects from the EdI course - min 5, one each for a module	75 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
32	Recruit Institutional Partners	80 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
33	Sign MOU with IIT Delhi AIC Sonapat	120 days	Fri 01-08-23	Thu 28-03-24	Richa Agarwal, Infra Person	23	03	10	17	24	01	08	15	22	29	06	13
34	Sign MOUPartnership with 5 external institutes	135 days	Mon 17-04-23	Wed 06-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
35	Sign up Projects with Industry - min 2 projects	60 days	Mon 17-04-23	Thu 27-07-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
36	Sign up Mentors	75 days	Mon 17-04-23	Wed 06-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
37	Identify Mentors (3 each for various Schools)	80 days	Mon 17-04-23	Mon 18-12-23	Richa Agarwal, Infra Person	03	10	17	24	01	08	15	22	29	06	13	20
38	Sign up 15 mentors	80 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
39	Funding for POC/MVP	80 days	Tue 01-08-23	Mon 18-12-23	Richa Agarwal, Infra Person	10	07	17	24	01	08	15	22	29	06	13	20
40	Participation in Startup India Competition	75 days	Wed 15-11-23	Mon 25-03-24	Richa Agarwal, Infra Person	22	11	29	05	12	19	26	02	09	16	23	30
41	Pitch to financing agencies & Launch Crowdfinanc	40 days	Mon 15-01-24	Fri 22-03-24	Richa Agarwal, Infra Person	05	01	12	19	26	02	09	16	23	30	06	13
42	Prototype Development	75 days	Mon 15-01-24	Fri 22-03-24	Richa Agarwal, Infra Person	05	01	12	19	26	02	09	16	23	30	06	13
43	Pitch for funding to external agencies	40 days	Mon 15-01-24	Fri 22-03-24	Richa Agarwal, Infra Person	05	01	12	19	26	02	09	16	23	30	06	13
44	Launch with close usargroup	40 days	Mon 15-01-24	Fri 22-03-24	Richa Agarwal, Infra Person	05	01	12	19	26	02	09	16	23	30	06	13

Project Summary

Rollup Progress

External Tasks

Rollup Split

Rollup Milestone

Summary

Rollup Task

Progress

Milestone

Task

Split

Project: SU Incubation Cell Time Lines

Date: Tue 18-04-23

SU Incubation Cell Time Lines											
ID	Resource Name	Initials	Group	Max. Units	Std. Rate	Ovt. Rate	Cost/Use	Accrue At	Base Calendar	Code	
1	Neeraj Kaul	NK		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
2	IC Core Team	IC-Core		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
3	SU Legal	SU-L		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
4	Richa Aggarwal	RA		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
5	Aanchal Dangwal	AD		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
6	Antim Dev Mishra	ADM		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
7	Kulmohan Singh	KS		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
8	Neha Gupta	NG		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
9	Priyanka Pradhan	PP		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
10	Anjali Dabas	AD-L		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
11	Saurav	S		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
12	Purva Majumdar	PM		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
13	Sachin Dutt	SD		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		
14	Infra Person	Ifra		100%	₹ 0.00/hr	₹ 0.00/hr	₹ 0.00	Prorated	Standard		



INCUBATION CELL- Minutes of the meeting dated 2nd May, 2023

Time of Meeting and Venue: 3 - 5 pm, D-205.

Members present:

Mr. Neeraj Kaul — Ex. Director, GE, External Advisor-Incubation cell

Mr. Antim Dev Mishra, Member-Incubation cell (School of Engineering and Technology)

Dr. Sachin Dutt, Member-Incubation cell (School of Design)

Dr. Neha Gupta, Member-Incubation cell (School of Engineering and Technology)

Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)

Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)

Dr. Purva Mujumdar, Member-Incubation cell (School of Art and Architecture)

Members absent:

Dr. Richa Agrawal, Member-Incubation cell (School of Business)

Dr. Anjali Dabas, Member-Incubation cell (School of Law)

Discussion points:

1. **Mr. Neeraj Kaul** discussed building SU incubation cell as a legal entity. Incubation cell website development update was requested.
 - He also discussed possibility of appointing Student group and coordinator to overlook IC website development and maintenance.
2. Possibility of new Incubation Center in A-Block was contemplated with IC members.
3. Varied focus areas for incubation, list of books and library subscriptions were discussed.
4. Dr. Priyanka Pradhan and Dr. Purva Mujumdar presented first draft of SU IC Policy and Guidelines and changes for improvement were suggested by IC members.
5. Entrepreneurship and Innovation course content, duration, teaching modules and project modules were discussed.



**INCUBATION CELL- Minutes of the meeting dated 6 Jan, 2023**

The first meeting of the newly reconstituted Incubation Cell was held on 6-1-23, from 2:00 pm. In the room No -D-205.

Members present:

Mr. Neeraj Kaul — Ex. Director, GE, External Advisor-Incubation cell
Mr. Sanjeev Sharma, Pro VC and Registrar, Sushant University
Dr. Sudipto Sarkar, Chairman -Incubation cell (Dean-School of Engineering and Technology)
Prof. JS Mukul, Officiating Dean- School of Business
Dr. Navin Piplani, Professor and Director, Creative Cluster, Dean, School of Design
Prof (Dr.) Koshalpreet Kaur, Associate Dean, School of Design
Dr. Sachin Dutt, Member-Incubation cell (School of Design)
Dr. Usman Khan, Member-Incubation cell (School of Health Sciences)
Dr. Anjali Dabas, Member-Incubation cell (School of Law)
Dr. Neha Gupta, Member-Incubation cell (School of Engineering and Technology)
Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)
Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)
Dr. Richa N. Agarwal, Member -Secretary-Incubation cell (School of Business)

Members absent:

Mr. Artim Dev Mishra, Member-Incubation cell (School of Engineering and Technology)
Dr. Purva Majumdar, Member-Incubation cell (School of Art and Architecture)
Mr. Kulmohan Singh, Member-Incubation cell (Vatel School)

Discussion points:

1. **Mr. Neeraj Kaul** shared an insightful presentation on the need and significance of establishing an Incubation centre at Sushant University.
- He elaborated upon diverse incubation cells that could take shape at the University level e.g. Academic, social incubation cells, etc.



- He stressed the pertinence of active involvement of faculty & students alike to promote ideation within the University .

2. Dr. Richa Agarwal & Dr. Sudipto Sarkar articulated the dimensions of Incubation cell & the stages to take it forward steadily.

3. Mr. Sanjeev Sharma, Pro VC & Registrar appreciated the initiative & shared his wisdom on how to take it forward with timelines.

4. Prof. J.S. Mukul encouraged the whole concept & shared his perspectives on how the Incubation centre would be instrumental in driving international collaborations & would be a feather in the cap of the University.

5. Faculty members brainstormed upon the following issues:

- a) Schedule in terms of day & time to be fixed for Incubation meetings preferably at the outset of the week to reinforce rigour.
- b) The same needs to be reflected in Faculty timetable as well for the smooth conduct.
- c) The plan for holding workshops & Ideation sessions at regular intervals was discussed.
- d) It was discussed that policies related with Incubation centre would be drafted shortly.



Sushant University Incubation Center: Application Form

(Please complete your response to the following)

Q.1. Who is the customer?

Describe who is expected to be your customer and what all you know about your customers. Try to think in terms of your target set of customers (no need for a segmentation exercise at this stage) (2000-character limit)

Ans. - At Valu, our primary target customers are individuals who are interested in simplifying their investment and liabilities tracking and analysis. These customers could be anyone who is interested in monitoring and optimizing their personal finances, regardless of their age, income, or profession.

Our customers are likely to be individuals who have investments in multiple asset classes such as stocks, mutual funds, real estate, or cryptocurrencies. They may also have liabilities such as loans or credit card debt that they need to track and manage.

We also expect our customers to be people who want to enter the financial market due to that FOMO and those who are quite beginners in the market and comfortable using digital tools to manage their finances. They may be looking for a comprehensive and user-friendly platform that can provide them with insights and analysis on their net worth and help them make informed financial decisions.

Based on our research, we expect our customers to be primarily between the ages of 25 and 55, although we do not exclude individuals outside of this range. This age range is likely to include both young professionals who are just starting to invest and manage their finances, as well as more experienced investors who have accumulated significant assets over time.

Of course, this is just a broad picture of our expected customer base, and we recognize that individuals have different financial needs and circumstances. As we continue to grow and develop our platform, we will be constantly gathering feedback from our customers to ensure that we are meeting their needs and providing value to their financial lives.

Overall, our target customers are individuals who value convenience, efficiency, and accuracy when it comes to managing their personal finances, and who are looking for a tool that can help them simplify and optimize their financial management process.



Q.2. What Problem is being addressed:

Describe the problem / unfulfilled need that you are trying to solve for the customer. (2000-character limit)

Ans - At Valu, we recognized that many individuals struggle with managing their personal finances, particularly when it comes to tracking their investments and liabilities. There are a variety of challenges that people face when it comes to financial management, such as:

- Complexity: Managing multiple investments and liabilities can be overwhelming and time-consuming, especially when trying to track them across multiple platforms.
- Lack of visibility: It can be difficult to get a comprehensive view of your financial situation, including your net worth and how your investments are performing.
- Limited analysis: Without the right tools and insights, it can be challenging to make informed financial decisions and optimize your investments.
- Risk: When individuals lack visibility into their financial situation, they may be more vulnerable to risk, such as making investment decisions based on incomplete or inaccurate information.

Our solution at Valu is to provide a platform that simplifies investment and liabilities tracking and analysis, eliminating the need for multiple spreadsheets or manual tracking. By bringing all your investments into one place and providing real-time analysis, we help individuals get a comprehensive view of their net worth and investment performance.

Our tool is designed to provide users with insights, analysis and tracking to help them make informed financial decisions and optimize their investments. By solving these challenges, we aim to help individuals achieve their financial goals and ultimately, improve their financial well-being.

Q.3. How is the problem being solved?

Describe the product or service to be sold for the problem that it solves (i.e., the need). Do you know the potential market size? (2000 character limit)

Ans - Valu is a startup that aims to simplify investment and liabilities tracking and analysis for individuals. Our primary offering is our proprietary investment and liabilities tracker and analysis tool, which is the definitive net worth tracker. Our platform allows users to track all their investments in one place and get real-time analysis, thus eliminating the need for spreadsheets.



The problem that Valu solves is the complexity and confusion that people face when it comes to tracking their investments and liabilities. Our platform provides users with an easy-to-use tool to track and analyze all their investments and liabilities in one place. This simplifies the investment process and helps individuals make more informed investment decisions.

The potential market size for Valu is 42% of India's total population, which is the age group of 25-36 people who are new to salary and also seasoned ones and are the ones who need investment help. This segment of the population is large and growing, with increasing disposable incomes and a greater awareness of the importance of investing. This presents a significant opportunity for Valu to capture market share and grow its user base.

Q.4. Competitive Advantage (Value Proposition)

What are the current and anticipated solutions to the problem, i.e., the competitive products or services? Why is your product or service better than the competition, and why will it have a sustainable competitive advantage? Are there any significant barriers to entry? (2000 character limit)

Ans - The financial management industry is a competitive market with many players offering similar products and services. However, Valu's key differentiators are our best-in-class jargon-free terminology, customized recommendations, transparency in data usage, and diversified asset classes.

Compared to traditional financial advisors, Valu's platform is more accessible and affordable, eliminating the need for minimum investment amounts. Compared to robo-advisors, our platform offers a personalized experience with customized recommendations that can lead to potentially higher returns. Compared to personal finance management software, Valu's platform provides a more comprehensive and integrated solution that tracks investments, liabilities, and provides real-time price and performance insights.

Valu's sustainable competitive advantage lies in our personalized approach to financial management. Our platform's customization is unique, allowing us to offer customized recommendations based on each customer's individual needs and preferences. This personalization combined with our transparency and diversified asset classes will help us stand out in a crowded market and retain our customers in the long term.

There are significant barriers to entry in the financial management industry, including regulatory requirements, developing proprietary technology, and establishing trust with customers. However, we have already established a strong brand image and are continually improving our technology to provide the best service to our customers. We also plan to leverage our community and upsell our predictive financial tools to generate revenue and establish a sustainable competitive advantage.

Overall, Valu's product offering and focus on personalization, transparency, and diversification give us a unique value proposition in the financial management industry. We



are confident that our platform will help individuals simplify their investment and liabilities tracking and analysis while providing them with a personalized and transparent experience.

Q.5. What's the Technology and/or business model innovation being contemplated

Describe the underlying technology and what needs to be done to develop the intellectual property position further. Do you have IP protected i.e. a patent or options? Was a university involved or were resources used in the creation of the technology? Is there a business model Innovation involved? (2000 character limit)

Ans - As Valu is a mobile app, we plan to build our platform using modern mobile app development technologies such as React Native and Flutter. These technologies allow us to create a cross-platform mobile app that can run on both iOS and Android devices.

Currently, we do not have any patents or options for intellectual property protection, but we plan to file for patents for our proprietary algorithms and software features in the near future. We also plan to continue investing in our technology and data analytics capabilities to maintain our competitive advantage and improve our users' experience.

Here are some potential business model innovations that we could consider for Valu :

- **Freemium model:** We could offer a basic version of our platform for free, with limited features, and charge for advanced features and premium content. This model could help us attract a larger user base and generate revenue from users who are willing to pay for additional features.
- **Partnership model:** We could partner with financial institutions or investment companies to offer their products and services through our platform. This model could provide us with additional revenue streams and help us expand our user base by offering a wider range of investment options.
- **Pay-as-you-go model:** Instead of a subscription model, we could charge users on a pay-as-you-go basis for specific features or services. This model could appeal to users who do not want to commit to a monthly subscription and would prefer to pay only for what they use.
- **Performance-based model:** We could charge users based on the performance of their investments. This model could incentivize users to make better investment decisions and could align our revenue with the success of our users.
- **Social network model:** We could create a social network around our platform, allowing users to connect with other investors and share investment ideas and strategies. This model could help us build a strong community of users and generate revenue from advertising or sponsorships.

These are just a few potential business model innovations that we could consider for Valu. Ultimately, the best model will depend on our target market, user needs, and competitive



INCUBE Idea Presentation



Observations from INCUBE Discussions

- Please avoid talking about a possible solution as a “Start-up” Idea
- That you wish to develop an App to do something is already talking about solution.
- Please think in terms of “pain points” that you have observed or have personally faced.
- Only after you have captured the pain point that you wish to address, should you start populating the template.



Instructions

- Either one among the team (lead) or combined team can present their respective portions



Introduce the team & their Role(s)

Name	Semester/School	Role in the Startup	Expertise	Others



Marketplace being addressed & System Participants

Marketplace being addressed	The End-Customer (break into relevant types, if possible)	Party that will pay	Other System Participants (influencers)



Course Structure - INCUBE

Module 1: Module 1: Introduction to Entrepreneurship and Innovation (2 Hours)

*Saunath
Chakraborty
Sir*

- Entrepreneurship & Its forms. why it's a great career option. Examples
- Innovative entrepreneurship and why it can be a game changer. Examples
- Successful startups and their journey

Module 2: Finding a Good Start-up Idea

(4 Hours)

Dubey Sir

- **Aligning Passion with Global & Local Trends (Fertile Idea Space)**
- Do you have in you to launch a successful Startup
- What do you have to lose (worst case scenario)
- High Level introduction to the Startup journey.

Case Study 1: Around Startups

Case study 2: Deep Dive into a Trends that will have a major impact on India; assess the impact both in short, medium, and long term.

Brain Storming for a start-up Idea

- Global trends that's accelerating the Problem Solving and doing more in less (productivity)
- Various Startup Business Models that have been tried and tested.

Case study 3 & 4 - Startup Idea

Module 3: Introduction to Finance for a Start-up

(6 Hours)

- Equation of Profit = Revenue – Cost
- Fixed & Variable Cost
- Average Price & relationship between Price & Revenue (Supply Demand curve)
- Unit Economics & cover components of break-even analysis. Exercises
 - Balance Sheet
 - Income Statement
 - Cash Flow Statement
- **Examples** - which side of the balance sheet that certain item should sit and how income statement entries get done.
- Difference between Accounting and Finance Management and a system to keep track of money (MIS)
- Cash flow management, how to calculate “working capital” and how to finance it.
- Aspects of contract management (third party engagement and associated terms)

Case study 5 & 6: Assess balance sheet/P&L/Cash flow statement of a public limited company (where data is available in Public Domain)



Module 4: Market Research & Competitive Analysis

(6 Hours)

- What Problem / Pain point is being addressed ?
- Who is the customer that one has in mind?
- How is the problem/pain point being solved?
- How big is the market now and in future?
- Who are your current & future competition?
- What's your differentiation/value proposition?
- How much can you change your customer?

Module 5: Proof of Concept, Minimum Viable Product & Prototype

(2 Hours)

- Lean MPV
- Heavy MPV

Module 6: Legal & Ethical Considerations

Suksha

(4 Hours)

Legal Structure & Pros and Cons of each

- ❖ Proprietorship
- ❖ Partnership
- ❖ LLP
- ❖ Pvt. Ltd. Company
- licensing and tax compliance requirements, labour laws etc.
- Intellectual Property protection
- Need for NDA and when is that required. (Include NDA draft that SUIC will use going forward)
- Any compliance with Accounting Laws like GAAP in US.
- Agreement between Founders (what all should that cover.....include a draft)
- Employee contract
- Third Party Contract Management
- Rules related to closing of the business (reflect upon the Insolvency and Bankruptcy Bill) & Implications
- Ethical Considerations

Module 7: Funding & Financing Options

Dr. Sushant

(3 Hours)

- Bootstrapping/ Crowdfunding
- Angel Investors
- Venture Funds
- other sources of finance from competitions etc. Govt. Funding routed through Venture funds and funding from MSME ministry etc.



Broad Outline of the 14-week Entrepreneurship & Innovation Course

Week 1: Introduction to entrepreneurship, technology & Innovation

- What is entrepreneurship & various forms?
- Why is entrepreneurship important?
- Examples of successful entrepreneurs
- The role of innovation in entrepreneurship
- The importance of technology in entrepreneurship
- Developing an entrepreneurial mindset
- Group project: Introduce group project to create a new product or service.

Week 2: Innovation and creativity

- Types of innovation
- Creativity techniques
- Design thinking
- Group project: Innovation challenge

Week 3: Social entrepreneurship

- What is social entrepreneurship?
- Examples of successful social entrepreneurs
- Measuring social impact
- Group project: Social entrepreneurship idea

Week 4: Tech entrepreneurship

- What is tech entrepreneurship?
- Examples of successful tech entrepreneurs
- Emerging technologies
- Interactive exercise: Designing a tech product

Week 5 : Idea generation, validation, and presentation skills

- Global trends and local challenges in idea generation
- Idea generation techniques
- Market validation
- Customer discovery



- Interactive exercise: Idea brainstorming
- **Team project:** Develop and present a business idea

Week 6: Proof of Concept (POC) and Minimum Viable Product (MVP)

- Developing a POC and MVP
- Testing and iteration
- **Group project:** Develop a POC for the new product or service

Week 7: Business planning and financials

- Elements of a business plan
- Financial planning
- Marketing and sales strategies
- Operations planning
- **Group project:** Develop a business plan for the new product or service

Week 8: Legal and ethical considerations

- Business structures
- Intellectual property
- Ethical considerations in entrepreneurship
- **Guest speaker:** Legal expert

Week 9: Funding and financing options

- Bootstrapping
- Angel investing
- Venture capital
- Crowdfunding
- **Interactive exercise:** Pitching a business idea

Week 10: Marketing and sales strategies

- Branding and messaging
- Advertising and promotion
- Sales techniques
- **Guest speaker:** Marketing expert

Week 11: Operations management and lean manufacturing

- Managing resources
- Supply chain management
- Production and inventory management



- Quality control
- Interactive exercise: Lean manufacturing

Week 12: Scaling and growth strategies

- Scaling a business
- Growth strategies
- International expansion
- **Guest speaker**: Successful entrepreneur

Week 13: Entrepreneurial leadership and emotional intelligence

- Leading a team
- Building a culture of innovation
- Emotional intelligence
- **Interactive exercise**: Leadership simulation

Week 14: Final presentations and wrap-up

- Team presentations of business plans and ideas
- Wrap-up of the course
- Feedback and evaluation.



1. Business Model Canvas: A Tool for Entrepreneurs and Innovators (Project-Centered Course)
duration 12hrs

<https://in.coursera.org/learn/business-model-canvas>

About this Course

In this project-centered course*, you will use the Business Model Canvas innovation tool to approach either a personal or corporate challenge or opportunity. You'll learn to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. Your completed project will be a polished Business Model Canvas that outlines the business case for a new product or service to address your selected challenge or opportunity. You'll present your case in both a one-page document and a 10-minute video presentation.

2. Entrepreneurship 2: Launching your Start-Up duration 8hrs

<https://in.coursera.org/learn/wharton-launching-startup>

About this Course

Once you have a prototype and a clearer vision of the opportunity, you'll need to create a small organization to discover how to create a repeatable and scalable business model. Designed to provide you with a comprehensive overview of the critical components of creating a start-up, Entrepreneurship 2: Launching the Start-up, provides practical, real-world knowledge about the lean approach, the minimum viable product, when to pivot, when to quit your day job, the art of the pitch, building and managing a team, allocating equity, and building your external team, advisory board members, professional services, and entrepreneurial strategy. At the end of this course, you'll be able to create a strategy for launch, including knowing who you need to hire, how to manage them to provide the greatest value, and what legal aspects are involved. You'll also be prepared for Entrepreneurship 3: Growth Strategies.

3. Master a Proven Framework for Building and Financing New Ventures Harvard Business School

Entrepreneurship Essentials helps you turn an idea into a viable venture. Learn how entrepreneurs validate concepts through structured experiments, refine their business strategy, and raise the capital necessary to create value and grow their business.

- Identify a business opportunity
- Evaluate an idea and assess the market
- Explore the risks and rewards of entrepreneurship
- Leverage experiments to validate concepts and refine your business strategy



- Discover the key financial decisions entrepreneurs must make in the early stages of a startup
- Understand the process of raising capital and how to speak to investors

4. Start Thinking Like the Top Strategists Harvard Business School

About Course

- Assess business opportunities through the lens of value creation
- Apply the value stick, a research-based framework for strategy formulation, to key strategic decisions that companies face today
- Master the language and tools of business strategy to contribute meaningfully to strategic conversations and your team's success
- Create value for customers, employees, and suppliers, often in surprising ways, that rival companies will find hard to match
- Build sustainable success with the help of complements and network effects

5. Business Development: From Start to Scale

By Prof. C Bhaktavatsala Rao | IIT Madras :NPTEL

ABOUT THE COURSE:

This 12-week, 60 lecture course titled "Business Development: From Start to Scale" equips the learners with various concepts and frameworks for establishing and growing businesses. Focusing on customers and markets, the course covers the foundational as well as advanced constructs of business development. Multiple practical examples and case studies are provided. This versatile course will be useful for students and working professionals, and relevant for startups and entrepreneurial firms as well as established small, medium, and large companies for crafting and executing their growth journey. This course, in addition, will be an ideal next-step course for those who would complete the Entrepreneurship course.

6. <https://www.udemy.com/topic/business-development/>

7. Innovation management

<https://in.coursera.org/learn/innovation-management>

8. INNOvation courses

<https://www.edx.org/learn/innovation>



8



INCUBE – A TDCC Course Offered by SU Incubation Cell

(for Budding Entrepreneurs)

Course Code:

(Note: 30 Hours: 10 hours of lecture sessions and 20 hours of Workout (Case Study) etc)

Module 1: Introduction to Entrepreneurship & Innovation (2 Hours)

- What's Entrepreneurship and why it's a great career option. Examples
- Innovative entrepreneurship and why it can be a game changer. Examples
- Successful startups and their journey (Start-up Success Stories /Biography of Biz Leaders)
- Do you have in you to launch a successful Startup; what do you have to lose (worst case scenario)
- High Level introduction to the Startup journey, various organization engaged (startup India etc)
- Case Study 1: around Startups

Module 2: Finding a good startup Idea (2 Hours)

- Aligning Passion with Global (include Startups that are hiring), Local Trends and government priority areas of focus (Fertile Idea Space).
- Sources to Leverage various training resources.
- Brain Storming for a start-up Idea.
 - What Problem / Pain point is being Address?
 - Who is the customer that one has in mind?
 - How is the problem/pain point being solved?
 - List assumptions up to this point

Module 3: Faculty Sessions (1-2 Hours) Incorporate within other modules as required.

- ~~Areas of higher education & R&D from all schools of Sushant University, mainly focused on what help they can offer to support innovative Ideas, especially pertaining to their own areas of research.~~

Module 3: Market Research to validate the Idea (2 Hours)

- Conducting market research and target segment analysis to answer following questions:
 - Revisit Hypothesis
 - How big is the market now and in future? Market Size / TAM
 - Who are your current & future competition? Market Share?
 - Market Segment that can be targeted & what market share does this represent.
 - What's your differentiation/value proposition?



- o How much can you charge the customer?
- Customer interviews, surveys etc. to validate hypothesis.
- Case study around own idea or a handed-out case to do a deep dive.

Module 4: Start-up Idea Presentations (2 hours)

- Group Presentations

Module 5: Introduction to Finance for Startups (2 Hours)

- Dwell in detail around equation of Profit = Revenue – Cost; Fixed & Variable Cost
- Dwell into Unit Economics & cover components of break-even analysis
- Include examples (multiple choice answer types) to have students learn the concepts on the go.
- Various Financial Terminologies & Economic Value Pricing
- Cover the following (but make it interesting):
 - o Balance Sheet/ Income Statement/Cash Flow Statement
- Have 3-4 examples for each of the above
- Startup Business Model & consolidate all assumptions/ hypothesis.
- Include some aspects of contract management (third party engagement and associated terms)
- Case study:

Module 6: Proof of Concept & Minimum Viable Product (2 hour)

- Validating with some initial form/shape of the product) within a close group
- MVP with first adopter customer
- Pivoting idea / product feature
- External invitees (e.g. AIC IIT Delhi Sonipat)

Module 7: Funding & Financing Options (1 hour)

- Bootstrapping
- Angel Investment
- Venture Capital
- Crowdfunding
- External Invitees

Module 8: Legal & Ethical Considerations (1-2 hour)

- Various type of legal entities for a startup, process to register (deregister) a company, expenditure around paperwork, taxation etc.
- Various agreements (cofounder etc), Policies etc
- Intellectual Property
- Ethics in doing business.

Module 9: Networking, Presentation & Negotiation Skills (1 hour)



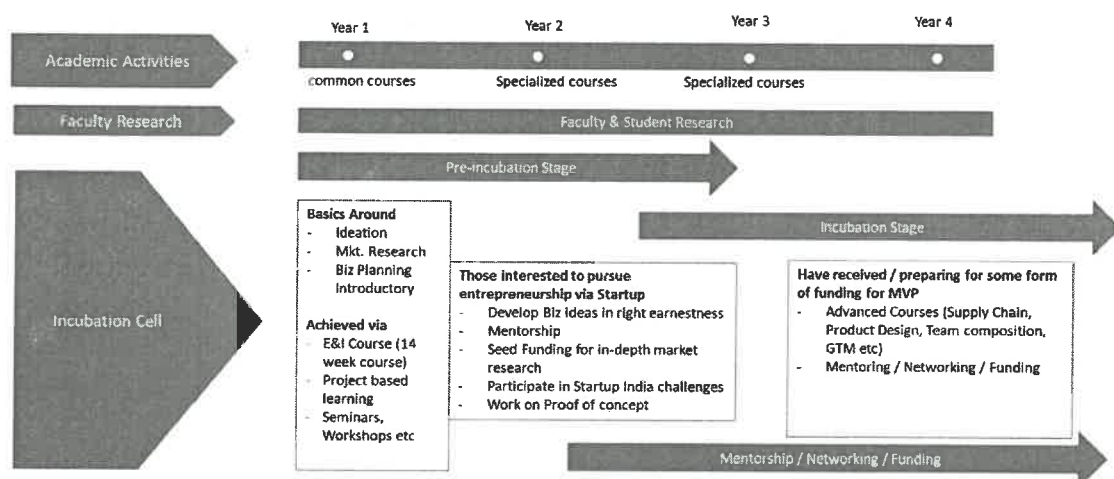
Topics on Sourcing, Human Resource & Project management, marketing, Strategic Thinking will be part of Phase II of the course.



Outline of the course on Innovative Entrepreneurship – The StartUp

Before preparing a list of deliverables for a freshly started incubation cell (within an educational institute), it's important to lay out the overall context, especially its vision, goals & objectives. To articulate this let's begin with some general assumptions applicable for most students, although exceptions may always be there:

1. That students will complete their degree course while pursuing startup ideas. Meaning we are not assuming or advocating dropouts no matter how compelling the idea or accessibility to funds is.
2. In the final year, students may continue to work on their startup while also completing their degree requirements. This can be a challenging time, as they must balance the demands of their academic coursework with the demands of their startup. SU will need to offer support to students in this phase, such as flexible scheduling options or academic credit for their entrepreneurial activities (discuss).
3. So, with a 3–4-year journey in the university, following is how a parallel Incubation Cell Program could look like:



So, it's imperative that we draw up list of activities based on the above flow chart. Role of academic activities, meaning moving up the learning curve; from courses offered in 1st year of degree course to specialized courses in 2&3 year, as well as research activities of faculty/students form a **critical foundation** for students to apply the learning to a startup idea. It's important to understand & appreciate that **incubation Cell activities can't thrive in isolation**; parallel academic & research work is what will help transform great ideas into useful products.

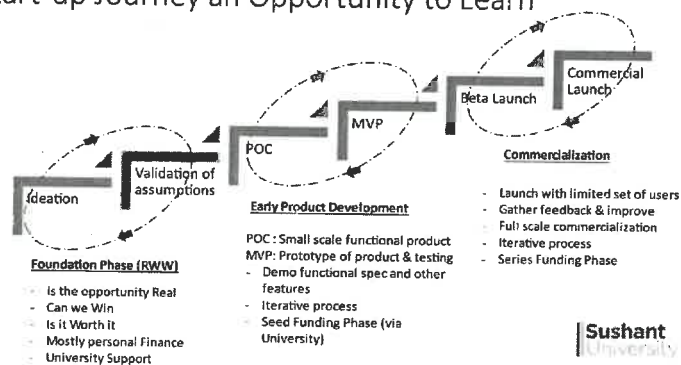
It's also important that we align the startup ideation along the path of "global & country specific trends" taking into account path-breaking and fast-paced technology revolution that's taking place around us. While Incubation Cell in it's 14-week course can cover these emerging trends and associated technology in smaller capsules (modules), the overall academic content (SU Academic Syllabus) will need to keep pace to cover such topics in detail. Closer collaboration and interdisciplinary co-operation will be needed.



In the first phase of the course, Phase I, we will cover 7 modules, since we will have limited time till August'23 to get material ready for all modules. The later modules will deal with product design, supply chain and commercialization topics, which we can defer by a few months and develop it's content in parallel as we deliver Phase-1.

Uniqueness of these 7 modules will be hands-on case studies (projects) that we will need to develop. These case studies will involve groups of 4-5 students, and they will make presentations of their work along the way. Some project work may need 3-4 weeks to complete, and some can be done earlier.

Start-up Journey an Opportunity to Learn



In-class content can be delivered in 20-25 hours, assuming on an average 3 hours of classroom engagement on an average for each Module. In practice, some modules may need two 2-hour sessions, and some may need just one session of 2 hours. We will get to fine tune this aspect as we progress.

Module 1: Introduction to Entrepreneurship and Innovation

This module will discuss what entrepreneurship is and why it's a great career option. Critical thinking & problem-solving skills is what the future requires. Businesses are looking for people who can mould themselves in the fast-changing world of technology and adapt quickly to solving new challenges and problem. So then how does one prepare to face the future where repetitive jobs will no longer exist because all that could be automated will be automated with the modern technology.

There are good options available, and the most attractive is to be boss of your own enterprise and make your own fortune. In the past, especially pertaining to India, it was a daunting task to navigate through multiple rules and regulations and license raj that existed. But that situation has totally changed. It's very easy to start a company and close, if things don't succeed. And there are umpteen opportunities that exist for a new entrepreneur to succeed.

This course will help bring out the entrepreneur in the young students who have nothing to lose while trying their hands in solving customer problems. Using innovative solutions to solve a problem will have much higher chances of success.

The module will broadly cover the following:

1. What's Entrepreneurship and why it's a great career option. Examples
2. Innovative entrepreneurship and why it can be a game changer. Examples
3. Successful startups and their journey
4. Do you have in you to launch a successful Startup; what do you have to lose (worst case scenario)
5. High Level introduction to the Startup journey.
6. Case Study 1: around Startups



Module 2: Finding a Good Start-up Idea

a) Aligning Passion with Global & Local Trends (Fertile Idea Space)

In the previous module we discussed at length the wealth of opportunity that awaits an entrepreneur, especially innovation driven Startups. We also covered different categories of entrepreneurship and some of the success stories of global startups and that of local ones. There are a lot of lessons to be drawn from such stories, but the ultimate lesson is from actually embarking on the journey.

While it's true that mere motivation isn't a guarantee for success, but it's a good starting point to align one's passion with what's happening around us, the trends. Because there will be times when only one's passion coupled with resilience will carry one through. In this module we will talk about global & local trends that will shape the world around us in the short (1-2 yrs), medium (3-5 yrs) and long run (10+ years). Because it's these trends that one will find an opportunity to solve a problem and draw momentum to sustain and scale-up. So, a natural fit between one's passion around a certain trend can be a good start.

But what if one didn't get to reflect upon and find what's their passion or what they would want to pursue, even for them this module can be a good starting point to articulate and align their passion, given an unhindered chance.

b) Brain Storming for a start-up Idea

What we want to do is avoid working on a solution that doesn't address a REAL Customer Problem. The syndrome called "Solution in Search of a Problem" (SISP) is what we must avoid. For example, we may know and love IOT as a solution platform and start looking for problems that fit such a solution. It's never-the-less good to know all new technology and huge progress being made in things like general AI and so on. But to think of finding a space to apply these technologies would be a bas start.

It's fashionable to say, "just start with an idea and pivot on the way". Unfortunately, too many ideas fail because enough thought is not given around them to begin with.

So, we will spend time to systematically apply methodology to find a REAL customer problem that begs for a solution. And more often than not (70%+ time), these problems are noticed as part of one's natural observation over time. Those within your team with deep expertise of a certain field of study can come up with a better insight into unserved customer segments or a problem that is there to be solved next day.

Later once students have gone through the Finance and Market Analysis Modules of the course, we will undertake the exercise of Validation of a Startup Idea.



Module 3: Introduction to Finance for a Start-up

So far in the previous two module we have covered the following:

7. What's Entrepreneurship and why it's a great career option. Examples
8. Innovative entrepreneurship and why it can be a game changer. Examples
9. Successful startups and their journey
10. Do you have in you to launch a successful Startup; what do you have to lose (worst case scenario)
11. High Level introduction to the Startup journey.
12. Case Study 1: around Startups
13. Global trends that's accelerating the Problem Solving and doing more in less (productivity)
14. Various Startup Business Models that have been tried and tested.
15. Case study 2: Deep Dive into a Trends that will have a major impact on India; assess the impact both in short, medium, and long term.
16. Finding a start-up idea + Case Study 3 & 4

In this module, we will dwell into **Introduction to Finance for Startups**. Before progressing to validating a start-up idea, it's important for students to get basic understanding of Micro-economics; Profit and loss and other related terms so that exploration around idea generation & validation has a purpose behind it; to make profit and understand some business terminology. Because as we progress and ask a startup to put together a business plan, they will have no idea where to start if they don't understand that their product/solution needs to have a price tag (which will likely vary as things progress) and that they will need to plan for short term and long term finance for their business; while being cognizant as to the expected expenses.

Starting from basics, following needs to be covered:

- 1) Dwell in detail around equation of Profit = Revenue – Cost
- 2) Fixed & Variable Cost
- 3) Average Price & relationship between Price & Revenue (Supply Demand curve)
- 4) Dwell into Unit Economics & cover components of break-even analysis
- 5) Include examples (multiple choice answer types) to have students learn the concepts on the go.
- 6) Cover the following (but make it interesting):
 - a. Balance Sheet
 - b. Income Statement
 - c. Cash Flow Statement
- 7) Have 3-4 examples for each of the above; throw in various balance sheet an P&L items randomly and get students to understand on which side of balance sheet that certain item should sit and how income statement entries get done. Owners' equity and various financing options can be covered.
- 8) Talk about Difference between Accounting and Finance Management and a system to keep track of money (MIS)
- 9) Cash Flow is one thing that kills many a start-up, so dwell into what cash flow management is and how to calculate "working capital" and how to finance it.
- 10) Include some aspects of contract management (third party engagement and associated terms)
- 11) Case study 5: Assess balance sheet/P&L/Cash flow statement of a public limited company (where data is available in Public Domain)
- 12) Case Study 6:



Module 4: Market Research & Competitive Analysis

In our Application Form, we have tried to seek following details from would be incubate:

- What Problem / Pain point is being addressed ?
- Who is the customer that one has in mind?
- How is the problem/pain point being solved?
- How big is the market now and in future?
- Who are your current & future competition?
- What's your differentiation/value proposition?
- How much can you change your customer?

Student should be able to learn how to research and analyse their target market, including how to identify their customer segments, understand their needs and preferences and assess size and growth potential of the market.

Defining a target market to be too broad is very inefficient both in terms of finding a solution as well as reaching out during marketing stage. So, to say my target market is anyone between the age group of 25-50 years is starting on a wrong track. One should be able to articulate as to which segment has the highest pain point in the market for which you are trying to find a solution. This target market will likely be much smaller and financial projections more reasonable than what appears to be the case when a broad definition of the market is employed. Saying we aim at 1% of 25–50-year-old population gives a false sense of market size. On the other hand, saying we target 10% of those in a HNI population (as an example) helps narrow the target market and it becomes easier to assess what specific needs or preferences this HNI segment may have.

The class should pick up a case study to do a deep dive into a startup. Suggest we take up our student Harsh's Investment & Liability Tracking Idea and do a qualitative segmentation so students have much better understanding of narrowing down the segment so that a) we have better insights into a homogeneous set of customer needs and that we can distinguish those needs from other customers in the broader definition of Harsh's target segment (everyone in the age group of 25-50 years).

Using the same project example, class can carry out a competitive analysis and define what's unique differentiation is being offered by Valu (Harsh's Company).

Alternatively, we can choose some other case study for students to work on, perhaps a simpler segmentation exercise. We should primarily focus on qualitative segmentation (regression analysis at a later stage, if required).



Module 5: Proof of Concept / Minimum Viable Product

After a good feel from the validation process that the Idea is worth trying out, the next phase is to understand and know if the product/solution is implementable. Following are various phases

SPECIFICATION	POC	PROTOTYPING	MVP
Why?	Is my "Idea" feasible ??	How will my product look like?	Will my product be viable?
The Target Audience	Internal	Mostly stakeholders	Preselected group of potential buyers/customers.
Risk Evaluation	Meant to reduce the technical risks during development	Reduces a risk of user dissatisfaction with the product workflow	Reduces risks of losing more time and resources on development
The Core Purpose	To identify a technical feasibility of the idea	To visualize a product and show it to stakeholders	To provide a short-form functional version of the product that can be launched on the market
Revenue	Revenue is not the target here.	Revenue is not the target in this phase, instead investments	This could bring revenue.

involved from POC to Prototype and MVP. The timelines around a POC to building a Prototype to MVP and to a final product is very much dependent upon the type of product one is developing. If we have a software-based product then yes POC should range from a few days to few weeks. But if we are developing a hardware product or a tech product, time lines will be higher.

It's important to note who the target audience is.

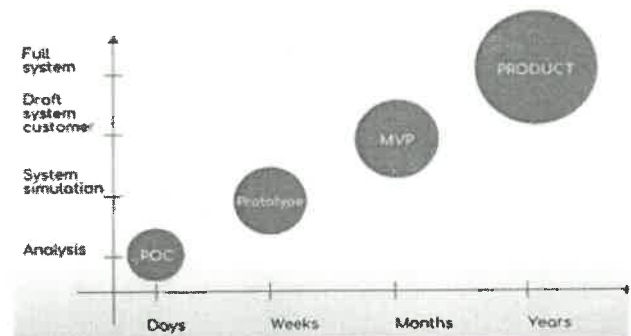
For an MVP we will for the first time present our product/solution to set of customers. It will be a short-form of function version of the product. The product is still not the final finished product and may not look or feel great, but it's extremely important to seek feedback from the first set of users so you can incorporate those feedback in tweaking your product or even pivoting at some stage if things don't work out.

Lean MVP:

- Very fast to build-up
- Limited Functionality
- Appeal to a small set of users
- Base to iterate from

Heavy MVP:

- Significant Regulation (Insurance, Banking...)
- Hardtech
- Biotech
- Your MVP can start with a simple web-site



Module 6: Legal & Ethical Considerations

This module should dwell into various legal structures that a startup can have and discuss Pros and Cons of each including, but not limited to, risk exposure of founders and how investor's view each of the legal entity. Some of the legal structures to discuss include:

- Proprietorship
- Partnership
- LLP
- Pvt. Ltd. Company

Discuss the process of registration of each, cost incurred and timelines for completing the process.

Also cover the following:

- licensing and tax compliance requirements
- labour laws etc.
- Intellectual Property protection
- Need for NDA and when is that required. (Include NDA draft that SUIC will use going forward)
- Any compliance with Accounting Laws like GAAP in US.
- Agreement between Founders (what all should that cover.....include a draft)
- Employee contract
- Third Party Contract Management
- Rules related to closing of the business (reflect upon the Insolvency and Bankruptcy Bill).
Address also what happens in such a situation with those who would have invested in the company.

Ethical Considerations:

Indian Businesses are well known to lack Ethics.....either due to surrounding ecosystem or as a matter of smartness sometimes (with active involvement of Chartered accounting community)

I personally am a strong proponent of fighting the malice in the Indian system and hope we have a much ethical younger generation. And so our teachings should imbibe a value system, of which we can be proud of. In fact, Startup India has created conducive atmosphere to support startups. There is no need for prior experience in qualification requirement for government projects / sourcing and this extends to many private sectors as well. Most states and government machinery are very supportive of start-ups and one can easily reach high level management with complains if anyone is creating problems. Startups are job creators of the country and have a special status in the society.

Under Ethics, cover examples of fraud by businesses, in commercial transaction with third parties, in import and export, in regulatory reporting and stock price manipulation, cheating in procurement of small things, cheating in T&L expense reporting etc.

So, help startups build a compliance template that will become the basis for everyone in the startup to follow; with strong retribution against anyone that cuts corners.



Module 7: Funding & Financing Options

This module will dwell into the financing option for startups, which many a times is topmost consideration for most of the startup founders. Students shouldn't wait for financing to line up before embarking on their startup journey. A good idea has very good chances of getting investors' attention. Needless to say, it's the persuasion of founders too, because many a times even investment community may not be able to fathom the potential of an idea, so one must keep trying. But that also doesn't mean that one should get stuck with their idea if most investors have given enough reasons why they think idea is not worth pursuing.

Another important thing to note is that it's the founders who have to lead and discuss their ideas one on one with investors. Incubation Cell can at best facilitate a discussion.

In the beginning, like during idea validation, POC and Prototyping, not much funding is required. Small amount of funding from multiple sources should be tried and this includes family and friends. And then follows the Seed funding and Series funding etc. Series fundings involve fairly large amounts and it's expected by then Startup would have moved to Accelerator phase. SU Incubation Cell's incubation is Pre-incubation phase where a lot of ideations and self-financing is involved and Incubation phase that this post Seed funding or facilitating Seed funding and progress thereafter. There is basically a lot of overlap in terms of incubation cell activities while moving from Pre-incubation to Incubation and post incubation phase, but in terms of financing, expectation is that Series A round will come outside of SU IC. Just Park this thought as of now.....and let's get to that stage first.

Mechanism of raising initial finance, before Startup goes the equity financing route (which happens later, Seed Finance or afterwards like Series A...), an agreement is entered into so that initial investors are awarded preferred shares when such later assessment of company valuation happens. Y Combinator has very good terms and condition documents that are used by many startups and investors worldwide. This is called SAFE (Simple Agreement for Future Equity) financing documents. Even SAFE system of simple agreements between Founders and Early Investor has evolved from what can be called Pre-Money Safe to Post Money Safe. Since in our case here in India, especially w.r.t. to SU, let's pull out the old Pre-Money safe concept ad use that. This is just a conjecture at this stage, because we will have to see what type of agreement investors would like to have. However, for the purpose of this module, the overall concept of Equity financing should be taught.

Suggest read "Safe Financing Documents" at Y Combinator.

We can cover terms like Bootstrapping/ Crowdfunding, Angel Investors and Venture Funds in this course and also discuss other sources of finance from competitions etc. Govt. Funding routed through Venture funds and funding from MSME ministry etc. can be covered as well.



Broad Outline of the 14-week Entrepreneurship & Innovation Course

Week 1: Introduction to entrepreneurship, technology & Innovation

Week 2: Innovation and creativity

Week 3: Social entrepreneurship

Week 4: Tech entrepreneurship

- What is entrepreneurship & various forms?
 - Why is entrepreneurship important?
 - Examples of successful entrepreneurs
 - The role of innovation in entrepreneurship
 - The importance of technology in entrepreneurship
 - Developing an entrepreneurial mindset
 - **Group project:** Introduce group project to create a new product or service.
-
- Types of innovation
 - Creativity techniques
 - Design thinking
 - **Group project:** Innovation challenge
-
- What is social entrepreneurship?
 - Examples of successful social entrepreneurs
 - Measuring social impact
 - **Group project:** Social entrepreneurship idea
-
- What is tech entrepreneurship?
 - Examples of successful tech entrepreneurs
 - Emerging technologies
 - **Interactive exercise:** Designing a tech product.
-

Week 5: Aligning Passion with Global Trends

- Global trends and local challenges in idea generation
- Social Entrepreneurship/ Examples / Impact
- Product vs Software Services vs Solutions



- **Group project:** Examples of successful entrepreneurs aligning passion with global trends
-

Week 7: Business planning and financials

- Elements of a business plan
- Financial planning
- Marketing and sales strategies
- Operations planning
- **Group project:** Develop a business plan for the new product or service

Week 5: Idea generation, validation, and presentation skills

- Idea generation techniques
- Market validation
- Customer discovery
- Interactive exercise: Idea brainstorming
- **Team project:** Develop and present a business idea

Week 6: Proof of Concept (POC) and Minimum Viable Product (MVP)

- Developing a POC and MVP
- Testing and iteration
- **Group project:** Develop a POC for the new product or service

Week 8: Legal and ethical considerations

- Business structures
- Intellectual property
- Ethical considerations in entrepreneurship
- **Guest speaker:** Legal expert

Week 9: Funding and financing options

- Bootstrapping
- Angel investing
- Venture capital
- Crowdfunding
- **Interactive exercise:** Pitching a business idea

Week 10: Marketing and sales strategies



- Branding and messaging
- Advertising and promotion
- Sales techniques
- **Guest speaker:** Marketing expert

Week 11: Operations management and lean manufacturing

- Managing resources
- Supply chain management
- Production and inventory management
- Quality control
- Interactive exercise: Lean manufacturing

Week 12: Scaling and growth strategies

- Scaling a business
- Growth strategies
- International expansion
- **Guest speaker:** Successful entrepreneur

Week 13: Entrepreneurial leadership and emotional intelligence

- Leading a team
- Building a culture of innovation
- Emotional intelligence
- **Interactive exercise:** Leadership simulation

Week 14: Final presentations and wrap-up

- Team presentations of business plans and ideas
- Wrap-up of the course
- Feedback and evaluation.



Sushant University Incubation Center: Application Form

(Please complete your response to the following)

Q.1. Who is the customer?

Describe who is expected to be your customer and what all you know about your customers. Try to think in terms of your target set of customers (no need for a segmentation exercise at this stage) (2000-character limit)

The customer in this case refers to anyone who makes a transaction at a shop or store using CBILLS' system for generating and storing bills. They will be charged an additional Rs.1 as a service charge for every transaction for which a bill was made.

Q.2. What Problem is being addressed:

Describe the problem / unfulfilled need that you are trying to solve for the customer. (2000-character limit)

The problem that CBILLS' is addressing is the need for a digital system for managing and generating bills in shops and stores, without the need for sharing sensitive information such as WhatsApp numbers or email addresses. By providing a single app to store and track bills, cbills aims to simplify the process of generating bills and making it more convenient for customers to access their bills.

Q.3.How is the problem being solved?

Describe the product or service to be sold for the problem that it solves (i.e., the need). Do you know the potential market size? (2000 character limit)



The problem being solved by CBILLS is the need for a digital and secure system for generating and storing bills without the need for sharing sensitive information such as phone numbers and email addresses. By implementing a QR code scanning system, customers can generate bills easily and quickly using a single app without the need for providing personal information. The system also allows for the easy tracking of bills for customers. Additionally, the system charges a small fee of Rs.1 per transaction to the customer, which is used to cover the cost of the service. Overall, CBILLS is offering a convenient and cost-effective solution to the traditional paper-based billing system.

Q.4. Competitive Advantage (Value Proposition)

What are the current and anticipated solutions to the problem, i.e., the competitive products or services? Why is your product or service better than the competition, and why will it have a sustainable competitive advantage? Are there any significant barriers to entry? (2000 character limit)

In India, there are several players in the digital billing space, including Paytm, PhonePe, and Google Pay. However, the key differentiator for CBills is that it aims to provide a single, standardized system for all merchants, regardless of which digital payment platform they use. This will make it easier for customers to keep track of their bills and will also help merchants streamline their billing process.

One potential barrier to entry for CBills could be the need to build trust and credibility with merchants and customers. The company will need to establish a strong reputation for security and reliability to convince people to switch to its platform.

Q.5. What's the Technology and/or business model innovation being contemplated

Describe the underlying technology and what needs to be done to develop the intellectual property position further. Do you have IP protected i.e. a patent or options? Was a university involved or were resources used in the creation of the technology? Is there a business model Innovation involved? (2000 character limit)



The technology innovation being contemplated by CBills is the development of a standardized digital billing system that can be used by any merchant, regardless of which digital payment platform they use. This involves building a backend system using Django, which can handle multiple payment gateways and generate bills that can be easily tracked and managed by customers using a single app.

The business model innovation being contemplated by CBills is to charge a small fee for every transaction made using its platform, rather than charging the merchant a monthly subscription fee. This approach could be more appealing to smaller merchants who may not want to commit to a monthly fee, and it could also generate revenue for CBills from a large volume of transactions.

Q.6.Development Activities*

What is the status of the development of the product or service? What are the near-term activities and key milestones that are required for the development of the product or service? Are there any key partnerships necessary? (2000 character limit)

We have already made a prototype using HTML, CSS, JavaScript and PHP. Currently we are making an actual software using React for Frontend and Django for backend.

Q.7. Revenue Model*

How will the company generate revenue? What are your profit expectations? (2000-character limit)

CBills plans to generate revenue by charging a small fee of Rs. 1 for every transaction for which a bill is generated. This fee will be charged to the customer, not the merchant, and will be used to fund the maintenance and development of the platform.

In terms of profit expectations, it would depend on various factors such as the number of users, the frequency of transactions, and the operating costs. However, as the company scales and gains more customers, it can expect to generate significant revenue from transaction fees.



Q.8. Sales & Marketing

How will you make your offerings known to the customer. How will you sell. (2000-character limit)

We can incentivize our existing customers to refer new customers to the platform. We can offer discounts or cashback to both the referrer and the new customer, which can encourage more people to try out the platform. We can also partner with retailers and shopping centers to promote its product. We can offer special deals and discounts to customers who use CBills to pay for their purchases at partner stores.

Q.9. The Team

Describe briefly the role of current participants and give their relevant background to their ongoing involvement in the product development or proposed company. (2000- character limit)

Currently I am leading a team of 4 people who all are doing Engineering Major. I have developed live websites for various clients like AMR Construction website and Writing Manager Website. I am proficient in PHP and frontend. And currently learning DJANGO.

First member is Aaditya Gupta he is working on back end with me and is pursuing Data Science as his field. Then Divyanshi is working as a UI designer in our team. And Shivam and Abhijit are handling the frontend part.

Q.10. Financial Plan

What are your financial projections - expenses and revenues? How much money do you need as investment and how and where do you propose to deploy the investment. When would you start breaking even operationally? (2000 character limit)

Money required for this project is about 5L -10L to advertisement and boost up the work of development like adding more team members so we can complete this project as soon as possible.



Incubation Cell

Sushant University

Gurgaon



Policies and Guidelines

2023- 2024



Rewrite Table of Content when document has largely been completed.



Preamble

Sushant University (SU) was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies. We have eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

SU- Incubation Cell (IC) was established in the year 2023. The main aim of the SU-IC is to ensure the collaboration with corporate sectors, industries, knowledge hubs and other socio-economic related agencies within and outside India for producing both soft and hard technologies leading to products, knowledge transfer and intellectual properties (i.e. patents). The team members of SU-IC are highly dedicated to promote innovation and entrepreneurship among students and faculty members.

The university has set-up an Incubation Cell within the campus to engage students from all schools to innovate; embark on a journey to find solutions to various problems faced by society, businesses & nation at large. And convert some of the scalable solutions into commercial ventures. The Incubation Cell will help drive the Startup culture in the university by providing necessary infrastructure and mentoring support to all those who are interested; either to give wings to one's own ideas and become successful entrepreneurs or as a learning platform to land a dream job of one's liking.

Policy Objectives

The goal of SU-IC is to support startups and promote entrepreneurship. With the vision for building a stronger ecosystem of Innovation and Entrepreneurship, SU-IC has adopted this Incubation Policy to provide guidance and management structure to facilitate development of entrepreneurship. The scope of this document is to define the policies and procedures for the SU-Incubation Cell.

Strategic Objective

- Generate a long-term pipeline of innovative entrepreneurs with latest technology as the foundation & key differentiator.
- Collaborate with other ecosystem players to share best practices, mentors, and investor community.
- Develop strong in-house capabilities to support the incubatees in their journey.
- Create conducive environment & supportive policy structure for both students & faculty to engage in entrepreneurial ventures.
- Inculcate the culture of teamwork among all stake holders.

To fulfil the above objectives, SU-IC policy document is structured around two categories: those governing the "pre-incubation phase" and the other the "incubation phase". Pre-incubation phase has a focus on learning, beginning with problem identification, quantifying economic impact that's measurable, finding target customer segments, sizing the market for a possible solution, value proposition of a solution etc.

While the journey around building a Minimum Viable Product, prototype development and iterating back and forth with customer feedback, raising finance, and getting into the execution phase will occupy ~70%+ of the work around a startup, it's important that founders start with real problem to solve that has higher chances to succeed into a viable business rather than waste everyone's time and effort (which translates into money) working on a problem that's doesn't bother many people.



80% of successful startups are those that are solving problems that have come about after long term observation or through personal experience of founders. Ideation in a closed door have less than 20% likely hood of success rate. Therefore in a set-up of an educational institute more emphasis needs to be given for developing student mindset for observation of problems faced at individual or societal level. And they have time on their side to hone their skills and succeed as entrepreneurs.

Whereas "incubation phase" is more of a physical incubation in SU-IC after a legal entity for the Startup has been formed or founders are in the process of doing so within a certain given time. For Startups from students of SU, this would mean having completed the training module, validated the assumptions and completed the Proof of concept. One can also directly start with physical incubation in SU based on maturity of the founders' idea & quality of its proposal submitted to SU-IC etc.

Definitions

Pre-Incubation (Internal)

Comprises of SU students, permanent faculty/staff, alumni & research scholars

Pre-Incubated (External)

- Comprises of students from outside of SU, pursuing UG, PG, PhD elsewhere in Gurugram
- Or General Public interested in learning Incubation with a Graduation Degree
- Or Nomination from corporates (paid) or reserved for those who finance SU-IC e.g. via CSR funds.

Incubation (Internal)

- Those who are product of SU's Pre-incubation or direct entry from SU Students/Faculty/Alumni
- Have formed a company or are in the process to do so.
- Have secured funding or are in the process to do so.
- Enrolment will be via a screening process for both.

Incubation (external)

- Graduate with 2 yr work experience (min) and having exceptional credentials with validated idea and having carried out POC and built MVP.
- Have formed legal entity or are in the process to do so.
- Have secured funding or are in the process to do so.
- Enrolment will be via a screening process.

Founders of a Startup (legal entity)

- Companies under "Incubation (Internal)" will be encouraged to have all founders come from within SU. Founders can be all students or combination of students and faculty/Alumni. Under exceptional circumstance external founder will be part of the team (to be approved by SU-IC)
- Companies under "Incubation (external)" are with external founders but have chosen SU as it's incubator. External founders should be located physically in and around Gurgaon/NCR.



Pre-Incubation – Internal

This will form the foundational phase for Entrepreneurship and Innovation at the Sushant University. Besides providing support to those already keen to embark on the startup journey, modules in the pre-incubation phase will target broader Sushant University community to engage in ideation and use their time at the university in building critical thinking and problem-solving skills.

Eligibility & Duration:

1. Open for Students (UG, PG, PhD), Research Fellows & Alumni of Sushant University.
2. Open for Faculty and staff members (current and retired)
3. Students will complete on-line enrolment form that seeks some basic information from students around their interests in solving problems using technology.
4. Pre-incubation period of 6 months, extendable by 3 months upon approval by SU-IC

Facility and Support:

Facilities & Support available during Pre-Incubation Stage include the following:

- 10-week course on “Entrepreneurship and Innovation” offered by SU as a value-add course.
- Use of SU-IC co-working space, workstation, conference room & labs will be based on availability. Other facilities like wi-fi network, library, printing, use of canteen etc. will be available.
- Co-working space and use of workstation in SU-IC will require pre-booked, and usage shall be limited to 4 hours a week.
- SU-IC shall be open 6 days a week from Monday to Saturday between 9am to 8pm
- Mentoring support of 4 man-hours in a month will be facilitated.
- Industry and mentor connections including visit to partner facilities shall be arranged by SU-IC, travel & living expenses will need to be borne by the incubatees.
- Incubation shall be sector agnostic but with emphasis on technology as an enabler.
- There will be no fee charged from Students and faculty of Sushant University
- Pre-Seed funding for initial research shall mostly be the responsibilities of incubatees but university will set aside some amount for support of few projects (5?) in the initial phases of SU-IC.

Pre-Incubation – External

Pre-incubation facilities are also open to external candidates either in their individual capacity (students or general public) or through their company nomination or as part of funding routed through SU-IC or received from corporates / individuals. Such participation shall entail the following:



1. Selection based on information submitted that will include area of focus (customer profile, idea that needs nurturing/validation), and go-to-market strategy as envisaged by the incubatee in the initial stages.
2. Enrolment to 10-week Entrepreneurship and Innovation course or an abridged version of 4-6 week course based on discussions and prior experience of the individual as per the information submitted in 1) above.
3. Supervised learning for corporate participants through direct one-on-one engagement with designated faculty from SU-IC
4. Use of SU-IC workspace, workstation, meeting, and conference rooms (based on availability) twice a month (total duration 16 hours in a month) for corporate incubatees.
5. Other common facilities as identified above for students & faculty of SU.
6. Duration of pre-incubation to be 3 months, extendable by 3 months under special circumstances.
7. Mentoring Support for 4-man hours per month
8. Payment of Rs. 25,000 per person for the duration of 3 months.
9. Evaluation Criteria
 - a. Submission of completed form that seeks details pertaining to participant.
 - a. Meeting/discussion/presentation (as the case may be) to SU-IC committee.

Other Terms:

While there will not be any specific agreement binding Incubatee(s) and SU-IC at pre-incubation stage, following will be the general guiding principles:

1. Sushant University shall in no way be responsible for any loss or damage incurred by the incubate by way of their engagement with the incubation cell, either in their academic performance or their startup expectations. Sushant University Incubation Cell shall engage on a best effort basis and shall not be liable for any claims, either tangible or intangible in nature.
2. Upon completion of 10-week E&I course (or a 4–6-week course for external applicants), students will earn academic credits as explained below, while external applicants will receive a certificate upon competition.
 - a. Students completing the 10-week course will get minimum 3 credit points as applicable to a Value-Add course of this nature in SU curriculum.
 - a. The course will involve project work in most of the modules requiring extra time outside of a typical classroom course. Completion of these projects can earn students' credits that can be used to offset requirements of project completion as part of some other mainstream course. This however would need prior approval involving the SU-IC and faculty from mainstream courses.



Incubation - Internal

This will mainly have participants who have come through SU-IC "Pre-Incubation-Internal" stream; except corporate participants, who will come via the External Incubation category.

There can be direct entry as well, especially for students who are well qualified with idea generation, have done fast track validation and achieved success in building a MVP with good customer engagement. Such students/faculty etc. may require some additional handholding on segmenting for target customers and value proposition etc. It's possible that assessment of such direct application may require in students go through pre-incubation phase first. In exceptional circumstances only, fast track programs for strong teams can be undertaken by SU-IC while admitting directly to Incubation Phase.

Eligibility & Duration

Entry to this phase would mean following would have been accomplished:

1. Initial assessment of Target customers has been done and a small set of potential customers has been identified that can be easily approached.
2. That Startup idea has been validated through discussions & interviews with the potential customers, through secondary research, surveys (where appropriate).
3. That Proof of Concept has been done. Proof of concept means assessing at a low budget and short time frame feasibility of coming with a solution, resource availability, technical complexity etc. POC may entail in certain cases to build a simple prototype with, let's say, one functionality from final product/solution. Idea is to reduce the likelihood of failure and expending large resources for nothing.
4. Incubation period of 2-3 years can be entered into which should be sufficient in most cases for Startup to progress beyond the Seed Funding stage.
5. Startup will complete the tenure at SU-IC under the following circumstance:
 - Has secured series A funding and will need acceleration support.
 - Has grown and hired X no. of employees who can't all be seated at SU-IC.
 - Doesn't fall under the definition of a startup; meaning legal entity has been in existence for more than 10 years (may have changed this to 15yrs) and turnover is >100 crores.

Incubation - External

This policy goes to address Startups from external founders (those from outside of SU/student body).

Eligibility & Duration

These pertain to following:

1. Corporate participants especially those who have gone through the pre-incubation phase as well.
2. Corporates who have financially supported SU-IC directly or as CSR funding and expect a seat at both Pre-incubation and Incubation phase.
3. External Startups with exceptional founders with great idea that has been validated and good progress made in POC and MVP.



4. Duration can vary from 1-2 years.
5. Direct applicants may have to go through a 4-week training course. Fee for the course can be worked out later.
6. Fee shall be Rs. 10,000 per seat per month.

General Guidelines

Following will be undertaken in the Incubation Phase:

1. At this stage Incubates should establish their legal entity, i.e. company. Type of company whether Private limited, Limited Liability or Proprietorship etc. should be well thought of and discussed with founders and advisors.
2. Company and SU-IC will sign a formal agreement that will reflect the following:
 - a. Confidentiality / NDA
 - b. Incubation & Mentoring Support Expected
 - c. Infrastructure Support provided by SU-IC for how many hours in a week
 - d. Cost of Incubation
 - I. SU-IC will charge a fee Rs. 5000/month per seat to Internal incubatees and 10,000/month per seat to external incubatees.
 - II. Start-up will allocate 2-6% of equity to SU-IC
 - III. Internal Incubators jointly floated with faculty may require allocating equity to faculty. Total equity by SU-IC and Faculty shall in no case exceed 9.5%
 - IV. SU-IC may require a seat on the board of the company.
3. IPR and related matters (detailed write-up)
4. Indemnification (standard Language)
5. Obligations of Incubatees (NK to write)
6. Completion of tenure: similar to Internal Incubation.
7. Incubates will focus on building a MVP and recruiting early adopters to try their product. A MVP is a releasable version of the final product that contains enough features to attract early adopters. This interaction will let the incubatee know the target audience better and assess their acceptance of the product, their expectations, and what they like and don't like about it. With this approach, will build product incrementally, gather feedback, and improve the and if required pivot.
8. SU-IC will assist Incubatees in pitching to angel investors, VCs and various other sources of financial support, including government bodies and various competitions that get launched from time to time.
9. Adequate mentoring support shall be provided and will form part of Agreement between SU-IC (separate legal entity) and Startup.
- 10.

Following hasn't been reviewed by NK yet

Performance Monitoring

A committee set up by SU-IC will evaluate the performance of incubatee every 3 months. The emphasis of evaluation will be on checking if the milestones specified in the business plan are met. For a company which has taken a seed fund loan, additional checks will be done on the financial



health of the company in terms of its order booking, expenses, profitability, utilization of fellowship and seed money loan for the specified purposes and its ability to repay the loan. Further seed fund disbursement will be dependent on the progress shown in previous appraisal. The incubatee may be asked to provide more frequent updates to SU-IC.

Evaluation Criteria

xxxx - Need to be developed by Neeraj Sir

Classification of Incubatees

Category	Eligibility	Application Acceptance Criteria	Engagement Tenure	Fees	Key Stages of Application
Pre-Incubation	Founder should have completed education of at least 10+2 level	Must have a technology driven idea & team	6 months		1. Online Application 2. Evaluation by SU-IC Team 3. Issuance of LOI
Incubation	Founder should be enrolled/ have completed graduation (preferably engineering/technical degree), Preferably Work / Industry experience of about 2 years	Must have a technology driven innovative idea, Must have company incorporated as a private limited entity	36 months		1. Online Application 2. Screening by SU-IC Team 3. Evaluation by Committee 4. Issuance of LOI

Rules Governing Intellectual Property

A MEMBER, while on duty or on leave, may be involved in the creation of IP either solely or in association with a COMPANY or ESU. If such IP is created with the involvement of the MEMBER, then any contract between SU and the Start-up specifying the sharing rights for the IP will hold good. In the absence of such a contractual obligation, the prevailing SU IPR Policy, rules and regulations shall serve as the reference in such a context. In case the MEMBER develops any IP while on leave at the COMPANY which leverages prior IP developed earlier at SU, MEMBER must ensure the prior IP is properly licensed by the COMPANY.

Modes of Member's engagement with Start-ups



SU-IC will negotiate with the COMPANY or ESU the amount of shares that the incubated company will allot to SU-IC at par value in lieu of SU's Incubation and other services provided. This share will be first negotiated with the company before SU-IC acquires shares through faculty / staff / student involvement (as discussed below). SU-IC's total holding in a company at any time should not exceed 9.5% of the total allotted shares of the Start-up from all kinds of services provided, IP provided and the faculty-share (as discussed below).

- a. Faculty/Staff involvement
- a. Research Scholars'/Students' involvement
- a. Role of Member in Start-up

Conflict of Interest

When a MEMBER utilizes leave of absence for direct, active participation in a COMPANY / ESU, it is obligatory that the concerned Head(s) of Department be informed at least three months in advance. Shorter notice needs to be specifically approved by the Head of Department. This is to ensure that the academic programmes of SU are not affected. It is essential that the MEMBER must avoid any conflict of interest between their roles in SU and in the COMPANY / ESU. This is particularly important if there are SU resources in their control which are also sought by the Start-up with which they are involved. A similar situation arises if they are developing IPR in a research activity / project in SU that is closely related to the IPR they may be developing when on leave and working in the Start-up. Another situation arises when the relative shareholding of the MEMBER and COMPANY is sought to be changed by infusion of fresh capital in the Start-up by the MEMBER. While such a move could be a bona-fide move on the part of the MEMBER to support the Start-up, it could potentially have a mala-fide motive of changing the relative shareholding pattern prior to some anticipated upward evaluation and infusion of investment by other parties. Yet another potential conflict of interest arises when shares are allotted by a Start-up to a close relative (spouse, children, parents) of a MEMBER who is involved with the Start-up. The SU-IC will determine the potential areas/activities where there is conflict of interest in the case of each MEMBER who applies for approval for engaging with a Start-up, and arrive at an agreed upon methodology for ensuring transparency in decision making in respect of these activities/areas. The SU-IC may, if it chooses to, set up an - oversight-committee of Faculty / Staff for specific relationships to ensure that conflicts of interest do not arise. The SU-IC may also require the MEMBER to declare their financial interests, and those of their close relatives, in the Start-up, at the time of engagement, as well as whenever a change in such interests takes place due to additional investment in the Start-up, or payment / share allotment by the Startup. In any case, every MEMBER involved with a Start-up must file a declaration periodically with the SU-IC irrespective of whether there is a change in their financial interests in the Start-up or not. The required periodicity will be determined by the SU-IC. The SU-IC reserves the right to obtain a third party evaluation of the value of the Start-up's shares before an MEMBER or their close relative(s) makes additional investments in the Start-up. Such an evaluation will be carried out in a reasonable time-frame. If the SU-IC deems it fit, it may choose to make an investment in the Start-up of its own at the same price applicable to the MEMBER and obtain shares for the corresponding amount. The SU-IC reserves the right to make the acceptance by the Start-up of the additional investment by the MEMBER or their close relative(s) conditional on the acceptance of the corresponding additional investment by the SU-IC. In case a member of the SU-IC Governing Council has shares in a COMPANY, the Governing Council will determine whether the said member should resign from the Council, in order to avoid potential conflict of interest, or only recuse himself / herself when matters pertaining to the Start-up with which he / she is involved are discussed



Exit Policy

SU reserves the right to withdraw its support to any Start-up that it engages with, following a due process of notice. This may involve withdrawal of access to SU's facilities, and/or withdrawal of permission to MEMBER to engage further with the Start-up in any manner, though they and SU-IC can continue to hold the shares they already possess in the Start-up. It will also involve withdrawal of the status of the Start-up as a COMPANY, from which point the Start-up will be required to desist from advertising itself as such thereafter. Should the need arise, the SU-IC may also seek modifications to the agreement signed with the Start-up through an amendment, in order to protect SU's fair name and its interests.

Admission Procedure SU-IC

Point of Contact

For queries, feedback and discussions about Incubation Center please contact:

Incubation Cell @ incubationcell@sushantuniversity.edu.in

Sushant University

Gurgaon, Haryana

Following was listed under Facilities & Support

- Brings up technology-based and product-based incubatees to the campus
- Encourage and nurture entrepreneurship by way of mentoring, translating innovative knowledge and training.
- Provide advice on IP white space and for marketing of products/processes.
- Guide the entrepreneurs and start-ups in filing of copyrights, patents whenever required.
- Provide support towards quality assurance of products/processes and marketing.
- Arranging awareness programs for orientation of entrepreneurs towards technology basics/management approach.
- Promote UG/PG students to explore the opportunities created by these incubatees/start-ups.
- To establish the state-of-the-art resource center with the necessary resources, knowledge and skills, that will enable it to act with speed, promote research and innovation and deal with contingent issues.
- Build knowledge and innovation hub.
- Empowering of students and youths to take up the opportunity.
- Nurturing of start-ups, technology based business ventures.
- Bridge between academic and industrial partners to overcome the unemployment issues.
- Work as a team India to create branding and positioning of the Centre.



- Work as a team India to create branding and positioning of the Centre.
- Facilitate networking with professional resources, which include mentors, experts, consultants and advisors for the incubate companies



Affordable Fitness Equipment

INCUBE-Innovation Incubation & Entrepreneurship

Presented by:
Mohit, Himanshu Kaushik, Himanshu Tyagi, MANAV LOHIYA



Affordable Fitness Equipment

There's a wide range of affordable fitness equipment perfect for home workouts! To give you the best recommendations, let's consider what types of workouts you enjoy or want to do. However, here are some generally affordable and versatile options:



For Bodyweight Training

- **Resistance Bands:** Incredibly versatile and inexpensive, resistance bands allow you to target various muscle groups with different levels of resistance. They're lightweight and easy to store.
- **Yoga Mat:** Essential for floor exercises like yoga, Pilates, and stretching. A good quality mat provides cushioning and grip.
- **Jump Rope:** A simple and effective cardio tool that's easy on the joints and requires minimal space.



For Adding Weight

- **Adjustable Dumbbells:** While more expensive than a single set of dumbbells, adjustable dumbbells save space and money in the long run by offering a range of weights.
- **Kettlebell:** A versatile weight ideal for swings, squats, and other dynamic movements.
Choose one weight to start and add more as you get stronger.



Other Affordable Options

- **Pull-up Bar:** If you have a sturdy doorframe, a pull-up bar is a great addition for upper body strength training.
- **Exercise Ball:** Offers instability, challenging your core while performing various exercises.



Investing in affordable fitness equipment can significantly enhance your home workout routine and contribute to a healthier lifestyle. The key is to carefully consider your fitness goals and choose equipment that aligns with your needs and budget. While expensive equipment can offer advanced features, many effective and affordable options are available, allowing you to achieve your fitness objectives without breaking the bank.



THANK YOU

Presented by:

MOHIT 220BCA075

HIMANSHU KAUSHIK 220BCA074

HIMANSHU TYAGI 220BCA024



2024-25
Quarter -1.

Incubation Cell

(August –November)

What we have done till now -:

4 Events were conducted

- (1) Start-Up Talk
- (2) PLS incubation cell
- (3) Heckathon conducted by SET
- (4) Industrial Visit to (MSME) Bahadurgarh
- (5) TDCC Course was successfully completed (with 10 business ideas presented in the end) These business ideas can be displayed as at Pre-incubation stage during Exhibition.

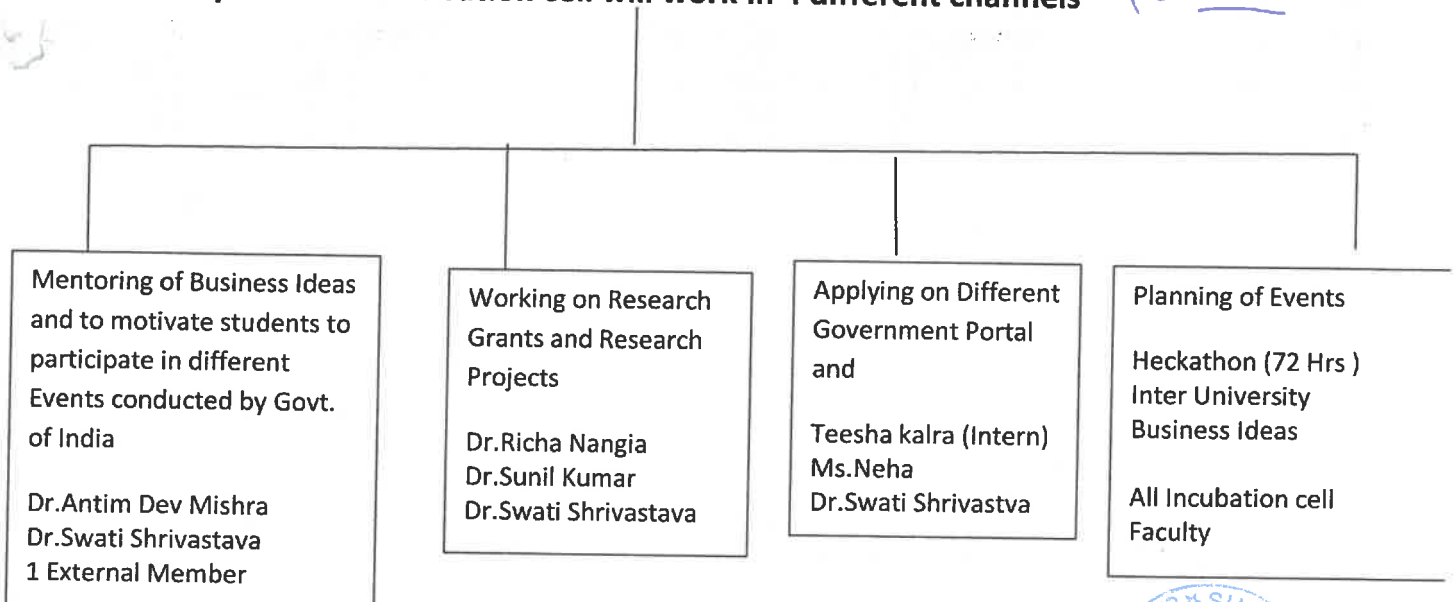
Plan for the Month of December –January

- Visit to Delhi Haat (For practical understanding of running Business)
Students will be interacting with vendors and prepare a detailed Report.
- Factory site Visit of bahadurgarh
- Selected idea presentation at AIC Sonapat for further Mentoring

Plan for the Session January-June

January onwards Incubation cell will work in 4 different channels

2024-25
Quarter -2.



landscape. We will continue to evaluate different models and choose the one that offers the most value to our users while generating sustainable revenue for our business.

As we continue to develop our platform, we will prioritize user experience and ensure that our platform is easy to use and provides valuable insights to our users. We will also focus on data security and privacy to ensure that our users' personal and financial data are protected.

Overall, we are excited to develop Valu into a platform that simplifies investment and liabilities tracking and analysis for everyone. We will continue to refine our technology and business model as we move forward and are committed to providing a high-quality platform that meets the needs of individual investors.

Q.6.Development Activities*

What is the status of the development of the product or service? What are the near-term activities and key milestones that are required for the development of the product or service? Are there any key partnerships necessary? (2000 character limit)

Ans - As of now, we are in the pre-launch stage of our product development process. We have completed the initial design phase and are currently developing our landing page, which will be the first point of contact for potential users. We aim to launch the landing page soon, and start collecting user feedback to further refine our product offerings.

We are also working on the UI/UX and prototyping of our mobile app. We understand the importance of a well-designed user interface and experience, and we are committed to providing a seamless and user-friendly platform. We will conduct extensive user testing during the prototyping phase to ensure that our app meets the needs of our target audience.

Once the UI/UX and prototyping phase is completed, we will start with the actual development of the app. We plan to use a hybrid development approach that will allow us to deliver our app for both iOS and Android platforms. We have already identified and contacted a few mobile app development companies that specialize in hybrid development, and we are in the process of selecting the most suitable partner to work with us.

In terms of key partnerships, we recognize the importance of collaboration and strategic partnerships in the success of our business. We plan to partner with investment companies, financial institutions, and other relevant players in the industry to provide our users with a wide range of investment options and services. We will also explore partnerships with marketing and advertising agencies to help us reach our target audience and increase our user base.

Overall, our near-term activities include launching our landing page, finalizing the UI/UX and prototyping of our app, selecting a mobile app development partner, and identifying and pursuing key partnerships. These milestones are critical to the success of our product, and we are committed to achieving them in a timely and efficient manner.



Q.7. Revenue Model*

How will the company generate revenue? What are your profit expectations? (2000-character limit)

Valu will generate revenue primarily through a subscription model. Users will have the option to sign up for Valu's standard offering for a monthly fee of 189₹/2.28\$. We will also offer an upsell option called Valu-Pro, which will include additional features and services for the same monthly fee of 189₹/2.28\$.

In addition to subscription fees, we plan to generate revenue through referral fees for recommending other investment platforms to our users. We will charge a commission fee for any referrals made through our platform. This fee is currently to be determined.

We will also offer AI-based investment advisory services through our platform. Users will have the option to purchase credits for these services at a rate of 185₹/2.23\$ per credit. We will also offer a quarterly standalone credit package for 185₹/2.23\$.

Finally, we plan to generate revenue through AUM/Assets Under Management fees. This will be a monthly fee of 192₹/2.32\$ for any assets managed through our platform.

As a startup, we have high growth expectations, and we plan to achieve profitability within the next few years. Our revenue projections are based on market research, user adoption rates, and customer feedback. We believe that Valu has a strong value proposition for individuals looking to simplify their investment tracking and analysis, and we are confident that our revenue streams will help us achieve our profit expectations.



Q.8. Sales & Marketing

How will you make your offerings known to the customer? How will you sell? (2000-character limit)

Ans: To make our offerings known to potential customers, we plan to leverage a variety of marketing tactics. Email marketing will be a key strategy for us, as we will use premium emailing tactics to engage investors and attract traction to the platform. We will carefully craft

targeted messages and offers to encourage users to sign up for our platform and try our various services.

We also plan to participate in online forums, WhatsApp/Facebook/Telegram groups, and blogging platforms where inquisitive people gather to discuss investment-related topics. We will engage in thoughtful conversations and share valuable insights and information about our platform to build brand awareness and attract new users.

To incentivize users to engage more with our platform, we plan to run marketing campaigns that include giveaways of NFTs and securities. These giveaways will encourage users to explore our platform and try out our various offerings.

We will also use social media connections to reach a wider audience. Meme marketing and other social media strategies will be used to connect with various segments of users and create buzz around our platform.

Finally, we will optimize our SEO strategy to ensure maximum web views and build an online presence in the finance communities. We will use a combination of on-page and off-page SEO techniques to improve our search engine rankings and attract more visitors to our platform. Overall, our marketing strategy will focus on building a strong brand identity and reputation, and establishing Valu as the go-to platform for investment tracking and analysis.

Q.9. The Team

Describe briefly the role of current participants and give their relevant background to their ongoing involvement in the product development or proposed company. (2000- character limit)

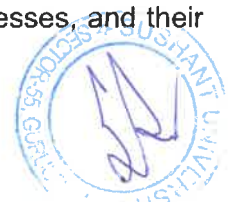
Ans: Valu's product development and proposed company are led by a team of enthusiastic students with diverse backgrounds. The key participants are:

Sounak Senapati - Chief Executive Officer (CEO): Sounak is responsible for managing the business, legal, regulatory, and finance aspects of Valu. He has previous entrepreneurial experience in building BUBL and managing a team of 4, where he handled the business, legal, and finance aspects of the same. With his expertise in finance and regulatory matters, Sounak plays a critical role in driving Valu's growth and expansion.

Sucheta Sarangi - Chief Marketing Officer (CMO): Sucheta is responsible for managing marketing, sales, operations, and business development for Valu. She has previous entrepreneurial experience in building BUBL and managing the marketing portfolio of the same. With her expertise in marketing and sales, Sucheta plays a critical role in driving user acquisition and engagement for Valu.

Harsh Kedia - Chief Technical Officer (CTO): Harsh is responsible for handling engineering entirely at Valu. He is currently working on the development of Valu's proprietary algorithm and is also the chief architect for Valu's app and website. With his expertise in software engineering, Harsh plays a critical role in ensuring that Valu's technology is cutting-edge and user-friendly.

Overall, Valu's leadership team brings a diverse set of skills and experiences to the table. They are all entrepreneurs with a track record of building successful businesses, and their



ongoing involvement in product development and company operations ensures that Valu is well-positioned to achieve its goals and grow its user base.

Q.10. Financial Plan

What are your financial projections - expenses and revenues? How much money do you need as investment and how and where do you propose to deploy the investment. When would you start breaking even operationally? (2000 character limit)

Ans - Valu intends to raise \$3 million before beginning operations. Currently, we are on track to raise \$12,000 of the needed amount. The funds will be used for production, scaling the team, and funding the marketing needs.

The capital requirements for Valu are as follows:

Engineering and Backend Production Cost: \$1,000,000 (33.33% of the total amount) - This will cover the cost of developing and maintaining Valu's proprietary algorithm and website.

Marketing and Advertising: \$800,000 (26.67% of the total amount) - This will cover the cost of marketing and advertising campaigns aimed at promoting Valu to potential users.

Daily Operations: \$900,000 (30% of the total amount) - This will cover the cost of day-to-day operations such as salaries, rent, utilities, and other miscellaneous expenses.

Miscellaneous: \$300,000 (10% of the total amount) - This will cover any unexpected expenses that may arise during the course of Valu's operations.

In terms of revenue projections, Valu plans to generate revenue primarily through its subscription-based model, which is priced at 189₹/2.28\$ per month. The company expects to generate revenue through other means such as referral fees, AI advisory credits, and AUM fees as well.

Valu aims to break even operationally within 3 years of starting operations. The company plans to achieve this through aggressive user acquisition and retention strategies, effective marketing and advertising campaigns, and maintaining a lean operational structure to control expenses.



ACADEMIC YEAR
2023- 24

INCUBATION CELL- Minutes of the meeting dated 22 AUG, 2023

The first meeting of the newly reconstituted Incubation Cell was held on 22-8-23, from 2:00 pm. In the room No - D-205.

Members present:

Mr. Neeraj Kaul — Ex. Director, GE, External Advisor-Incubation cell

Mr. Sanjeev Sharma, Pro VC and Registrar, Sushant University

Dr. Sudipto Sarkar, Chairman -Incubation cell (Dean-School of Engineering and Technology)

Prof. JS Mukul, Officiating Dean- School of Business

Dr. Navin Piplani, Professor and Director, Creative Cluster, Dean, School of Design

Prof (Dr.) Koshalpreet Kaur, Associate Dean, School of Design

Dr. Sachin Dutt, Member-Incubation cell (School of Design)

Dr. Usman Khan, Member-Incubation cell (School of Health Sciences)

Dr. Anjali Dabas, Member-Incubation cell (School of Law)

Dr. Neha Gupta, Member-Incubation cell (School of Engineering and Technology)

Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)

Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)

Dr. Richa N. Agarwal, Member-Secretary-Incubation cell (School of Business)

Members absent:

Mr. Antim Dev Mishra, Member-Incubation cell (School of Engineering and Technology)

Dr. Purva Majumdar, Member-Incubation cell (School of Art and Architecture)

Mr. Kulmohan Singh, Member-Incubation cell (Vatel School)



DISCUSSION POINTS:

Item No – 1 Discussion on Incubation cell policies & Procedure Manual

Discussion - The final draft of Incubation cell policies and process has been prepared and circulated amongst the members to further deliberate on the same and suggest changes.

Item No – 2 Discussion on Terms of Reference & Pre Incubation Stage

Discussion - Mr Neeraj Suggested to have deadlines for the incubation stages and deliberation was done on how to make this incubation journey progressive for students of Sushant University.

Item No – 3 Establishment of SU Innovation Cell under the Govt. of India and Innovation council and AICTE.

Discussion – All members to plan activities which could include session by Entrepreneurs , Field Visits to companies and Faculty development program apart from Offering INCUBE Course for Students. The members of the Incubation cell to study case studies of Businesses and about Incubation in general in order to have a better understanding on the activities and role of Incubation cell.

Item No - 4 INCUBE Trans- Disciplinary Course to be floated every semester across all students of Sushant University.

Discussion - INCUBE as a Trans- Disciplinary Course is a great course for SU Students to generate awareness about the problems, identify them and build their business around the same in order to solve a genuine problem of the society.

Item No – 5 Orientation Session for Students in order to generate awareness about Incubation Cell and its activities

Discussion - Mr. Neeraj outlined the primary purposes of giving aspiring business owners a variety of platforms where they can refine their business plans, receive guidance from accomplished businesspeople, network with investors, and hone their entrepreneurial abilities. She talked about the e-cell's initiatives, which allow mentors to inspire students at their particular schools to pursue start-ups and entrepreneurship. In the upcoming session, Mr. Neeraj requested that the e-cell coordinators organise an



"Orientation Session" for their respective institutes during the New batch Orientation and also include the existing students.



[illegible]

Incubation Cell

Sushant University

Gurgaon



Policies and Guidelines

2023- 2024



Contact Details
incubationcell@sushantuniversity.edu.in

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Contact Details

incubationcell@sushantuniversity.edu.in



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Contact Details

incubationcell@sushantuniversity.edu.in

Preamble

Sushant University (SU) was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies. We have eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

SU- Incubation Cell (IC) was established in the year 2023. The main aim of the SU-IC is to ensure the collaboration with corporate sectors, industries, knowledge hubs and other socio-economic related agencies within and outside India for producing both soft and hard technologies leading to products, knowledge transfer and intellectual properties (i.e. patents). The team members of SU-IC are highly dedicated to promote innovation and entrepreneurship among students and faculty members.

The university has set-up an Incubation Cell within the campus to engage students from all schools to innovate; embark on a journey to find solutions to various problems faced by society, businesses & nation at large. And convert some of the scalable solutions into commercial ventures. The Incubation Cell will help drive the Startup culture in the university by providing necessary infrastructure and mentoring support to all those who are interested; either to give wings to one's own ideas and become successful entrepreneurs or as a learning platform to land a dream job of one's liking.

Policy Objectives

The goal of SU-IC is to support startups and promote entrepreneurship. With the vision for building a stronger ecosystem of Innovation and Entrepreneurship, SU-IC has adopted this Incubation Policy to provide guidance and management structure to facilitate development of entrepreneurship. The scope of this document is to define the policies and procedures for the SU-Incubation Cell.

Definitions - IIT Madras

SU Members

Contact Details

incubationcell@sushantuniversity.edu.in



Any permanent faculty/staff, research scholars and students.

Incubated Company

A registered Company promoted and / or invested in by SU Member(s) singly or jointly with others, or those incubated by any of the SU incubators located in SU premises or elsewhere, and declared by the SU-IC as such, or an external start-up declared by the SU-IC as such.

External Start-ups

A registered Company promoted and invested in by non-SU Member(s) and not located in the SU-IC Incubator premises

Incubatees

A physical and/or virtual unit that extends various forms of support for Start-ups and engages in specified relationships with them on behalf of SU and/or SU-IC.

Pre-Incubation Phase

This will form the foundational phase for Entrepreneurship and Innovation for students at the Sushant University. Besides providing support to students already keen to embark on the startup journey, modules in the pre-incubation phase will target broader student community to engage in ideation sessions and use their time at the university in building critical thinking and problem-solving skills.

Eligibility

1. Open for Students (UG, PG, PhD, JRF & PDF) & Alumni of Sushant University
2. Open for Faculty and staff members (current and retired)
3. Complete on-line enrolment form that seeks some basic information from students around their interests in solving problems using technology.
4. Pre-incubation period of 6 months, extendable by 3 months upon approval by SU-IC
5. Enrolment to 14-week course on "Entrepreneurship and Innovation" offered by SU as a value-add course.

The admission to SU-IC is open to aspiring start-ups in different areas, promoted by:

- Students and alumni of Sushant University, Gurgaon
- Faculty members (present or former) of Sushant University, Gurgaon

Contact Details

incubationcell@sushantuniversity.edu.in



- R&D partners (sponsors of R&D and consultancy projects)
- Industrial Collaborators

Acceptance of the application for Incubation is subject to discretion of SU-IC Committee.

Facility and Support

- Facilities & Support available during Pre-Incubation Stage
 - o Use of SU-IC co-working space and associated infrastructure; viz works stations, Labs, library, and common university facilities like canteen etc.
 - o Use of conference rooms for ideation & conferencing
 - o Workspace in SU-IC shall be pre-booked, and usage shall be limited to 4 hours a week.
 - o SU-IC shall be open 6 days a week from Monday to Saturday between 9am to 8pm (proposed initially; later stage this can be open all 7 days and may be 24/7 depending on traction). Note: we will need to provide service personnel to man and supervise the facility during operational hours.
- Industry and mentor connections including visit to partner facilities shall be arranged by SU-IC, travel & living expenses will need to be borne by the incubatees.
- Incubation shall be sector agnostic but with emphasis on technology as an enabler.
- There will be no fee charged from Students and faculty of Sushant University
- Pre-Seed funding for initial research shall mostly be the responsibilities of incubatees but university will set aside some amount for support of few projects (5?) in the initial phases of SU-IC.
- Brings up technology-based and product-based incubatees to the campus
- Encourage and nurture entrepreneurship by way of mentoring, translating innovative knowledge and training.
- Provide advice on IP white space and for marketing of products/processes.
- Guide the entrepreneurs and start-ups in filing of copyrights, patents whenever required.
- Provide support towards quality assurance of products/processes and marketing.
- Arranging awareness programs for orientation of entrepreneurs towards technology basics/management approach.
- Promote UG/PG students to explore the opportunities created by these incubatees/start-ups.
- To establish the state-of-the-art resource center with the necessary resources, knowledge and skills, that will enable it to act with speed, promote research and innovation and deal with contingent issues.
- Build knowledge and innovation hub.
- Empowering of students and youths to take up the opportunity.

Contact Details

incubationcell@sushantuniversity.edu.in



- Nurturing of start-ups, technology based business ventures.
- Bridge between academic and industrial partners to overcome the unemployment issues.
- Work as a team India to create branding and positioning of the Centre.
- Work as a team India to create branding and positioning of the Centre.
- Facilitate networking with professional resources, which include mentors, experts, consultants and advisors for the incubate companies

General Guidelines

Pre-incubation facilities are also open to external individuals either on their own or through their companies or as part of funding mechanism routed through SU-IC. Such participation shall entail the following:

1. Supervised learning through direct one-on-one engagement with designated faculty from SU-IC
2. Selection based on information submitted that will include area of focus (customer profile, idea that needs nurturing), and go-to-market strategy as envisaged by the incubate in the initial stages.
3. Enrolment to 14-week Entrepreneurship and Innovation course or an abridged version of 4-week course based on discussions and prior experience of the individual as per the information submitted in 2) above.
4. Use of SU-IC workspace designated for external incubatees.
5. Other common facilities as identified above for students & faculty of SU.
6. Usage of SU-IC facilities for 8 hours in a week, to be pre-booked.
7. Duration of pre-incubation to be 3 months, extendable by 3 months under special circumstances.
8. Payment of Rs. 25,000 per person for the duration of 3 months.
9. Evaluation Criteria
 - a. Xxx
 - b. Xxx
 - c.

Other Terms:

While there will not be any specific agreement binding Incubatee(s) and SU-IC at pre-incubation stage, following will be the general guiding principles:

1. Sushant University shall in no way be responsible for any loss or damage incurred by the incubate by way of their engagement with the incubation cell, either in their academic performance or their startup expectations. Sushant University Incubation Cell shall engage on a best effort basis and shall not be liable for any claims, either tangible or intangible in nature.

Contact Details
incubationcell@sushantuniversity.edu.in



2. Upon successful completion of the pre-incubation stage, students will receive credit explained below, while external applicants will be given a certificate.
 - a. Students completing the 14-week course will get minimum 2 credit points as applicable to a Value-Add course in SU curriculum.
 - b. As the course will involve multiple projects in most of the modules requiring extra time outside of a typical classroom course, completion of these projects can be used to offset requirements of project completion as part of some other stream involving field work. This however would need prior approval involving the SU-IC and faculty from mainstream courses.
3. Mentoring Support for 4 man hours per month

Incubation Phase

At this stage, founder should be enrolled/ have completed graduation and would have preferably work / industry experience of about 2 years.

Eligibility

Entry to this phase would mean following would have been accomplished:

1. Initial assessment of Target customers has been done and a small set of potential customers has been identified that can be easily approached.
2. That Startup idea has been validated through discussions & interviews with the potential customers, through secondary research, surveys (where appropriate).
3. That Proof of Concept has been done. Proof of concept means assessing at a low budget and short time frame feasibility of coming with a solution, resource availability, technical complexity etc. POC may entail in certain cases to build a simple prototype with, let's say, one functionality from final product/solution. Idea is to reduce the likelihood of failure and expending large resources for nothing.

General Guidelines

Following will be undertaken in the Incubation Phase:

1. At this stage Incubates should establish their legal entity, i.e. company. Type of company whether Private limited, Limited Liability or Proprietorship etc. should be well thought of and discussed with founders and advisors.
2. Company and SU-IC should sign a formal agreement that will reflect the following:
 - a. Confidentiality / NDA
 - b. Incubation & Mentoring Support Expected
 - c. Infrastructure Support

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incubationcell@sushantuniversity.edu.in



- d. Cost of Incubation
 - i. SU-IC will charge a fee Rs. 5000/month per seat (example)
 - ii. Allocate 3-5% equity shares in the company to SU-IC
 - iii. Have a seat on the board of the company
 - e. IPR and related matters
 - f. Indemnification
 - g. Obligations of Incubatees
 - h. Financial Support
 - i. Term Of the Agreement & Termination
3. Incubates will focus on building a MVP and recruiting early adopters to try their product. A MVP is a releasable version of the final product that contains enough features to attract early adopters. This interaction with let's the incubatee know the target audience better and assess their acceptance of the product, their expectations, and what they like and don't like about it. With this approach, will build product incrementally, gather feedback, and improve the and if required pivot.
 4. Incubatees will be assisted in pitching to angel investors, VCs and various other sources of financial support, including government bodies and various competitions that get launched from time to time.
 5. Period of Incubation will vary for each Startup but generally it will be between 1-3 years that will include Seed funding and max Series A funding.
 6. Mentoring Support for 10 man-month in a month.

Performance Monitoring

A committee set up by SU-IC will evaluate the performance of incubatee every 3 months. The emphasis of evaluation will be on checking if the milestones specified in the business plan are met. For a company which has taken a seed fund loan, additional checks will be done on the financial health of the company in terms of its order booking, expenses, profitability, utilization of fellowship and seed money loan for the specified purposes and its ability to repay the loan. Further seed fund disbursal will be dependent on the progress shown in previous appraisal. The incubatee may be asked to provide more frequent updates to SU-IC.

Evaluation Criteria

xxxx - Need to be developed by Neeraj Sir

Classification of Incubatees



Contact Details
incubationcell@sushantuniversity.edu.in

Category	Eligibility	Application Acceptance Criteria	Engagement Tenure	Fees	Key Stages of Application
Pre-Incubation	Founder should have completed education of at least 10+2 level	Must have a technology driven idea & team	6 months		1. Online Application 2. Evaluation by SU-IC Team 3. Issuance of LOI
Incubation	Founder should be enrolled/ have completed graduation (preferably engineering/technical degree), Preferably Work / Industry experience of about 2 years	Must have a technology driven innovative idea, Must have company incorporated as a private limited entity	36 months		1. Online Application 2. Screening by SU-IC Team 3. Evaluation by Committee 4. Issuance of LOI

Rules Governing Intellectual Property

A MEMBER, while on duty or on leave, may be involved in the creation of IP either solely or in association with a COMPANY or ESU. If such IP is created with the involvement of the MEMBER, then any contract between SU and the Start-up specifying the sharing rights for the IP will hold good. In the absence of such a contractual obligation, the prevailing SU IPR Policy, rules and regulations shall serve as the reference in such a context. In case the MEMBER develops any IP while on leave at the COMPANY which leverages prior IP developed earlier at SU, MEMBER must ensure the prior IP is properly licensed by the COMPANY.

Modes of Member's engagement with Start-ups

SU-IC will negotiate with the COMPANY or ESU the amount of shares that the incubated company will allot to SU-IC at par value in lieu of SU's Incubation and other services provided. This share will be first negotiated with the company before SU-IC acquires shares through faculty / staff / student involvement (as discussed below). SU-IC's total holding in a company at any time should not exceed 9.5% of the total allotted shares of the Start-up from all kinds of services provided, IP provided and the faculty-share (as discussed below).

- (a) Faculty/Staff involvement
- (b) Research Scholars'/Students' involvement

Contact Details
incubationcell@sushantuniversity.edu.in



(c) Role of Member in Start-up

Conflict of Interest

When a MEMBER utilizes leave of absence for direct, active participation in a COMPANY / ESU, it is obligatory that the concerned Head(s) of Department be informed at least three months in advance. Shorter notice needs to be specifically approved by the Head of Department. This is to ensure that the academic programmes of SU are not affected. It is essential that the MEMBER must avoid any conflict of interest between their roles in SU and in the COMPANY / ESU. This is particularly important if there are SU resources in their control which are also sought by the Start-up with which they are involved. A similar situation arises if they are developing IPR in a research activity / project in SU that is closely related to the IPR they may be developing when on leave and working in the Start-up. Another situation arises when the relative shareholding of the MEMBER and COMPANY is sought to be changed by infusion of fresh capital in the Start-up by the MEMBER. While such a move could be a bona-fide move on the part of the MEMBER to support the Start-up, it could potentially have a mala-fide motive of changing the relative shareholding pattern prior to some anticipated upward evaluation and infusion of investment by other parties. Yet another potential conflict of interest arises when shares are allotted by a Start-up to a close relative (spouse, children, parents) of a MEMBER who is involved with the Start-up. The SU-IC will determine the potential areas/activities where there is conflict of interest in the case of each MEMBER who applies for approval for engaging with a Start-up, and arrive at an agreed upon methodology for ensuring transparency in decision making in respect of these activities/areas. The SU-IC may, if it chooses to, set up an - oversight committee of Faculty / Staff for specific relationships to ensure that conflicts of interest do not arise. The SU-IC may also require the MEMBER to declare their financial interests, and those of their close relatives, in the Start-up, at the time of engagement, as well as whenever a change in such interests takes place due to additional investment in the Start-up, or payment / share allotment by the Startup. In any case, every MEMBER involved with a Start-up must file a declaration periodically with the SU-IC irrespective of whether there is a change in their financial interests in the Start-up or not. The required periodicity will be determined by the SU-IC. The SU-IC reserves the right to obtain a third party evaluation of the value of the Start-up's shares before an MEMBER or their close relative(s) makes additional investments in the Start-up. Such an evaluation will be carried out in a reasonable time-frame. If the SU-IC deems it fit, it may choose to make an investment in the Start-up of its own at the same price applicable to the MEMBER and obtain shares for the corresponding amount. The SU-IC reserves the right to make the acceptance by the Start-up of the additional investment by the MEMBER or

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incubationcell@sushantuniversity.edu.in



their close relative(s) conditional on the acceptance of the corresponding additional investment by the SU-IC. In case a member of the SU-IC Governing Council has shares in a COMPANY, the Governing Council will determine whether the said member should resign from the Council, in order to avoid potential conflict of interest, or only recuse himself / herself when matters pertaining to the Start-up with which he / she is involved are discussed

Exit Policy

SU reserves the right to withdraw its support to any Start-up that it engages with, following a due process of notice. This may involve withdrawal of access to SU's facilities, and/or withdrawal of permission to MEMBER to engage further with the Start-up in any manner, though they and SU-IC can continue to hold the shares they already possess in the Start-up. It will also involve withdrawal of the status of the Start-up as a COMPANY, from which point the Start-up will be required desist from advertising itself as such thereafter. Should the need arise, the SU-IC may also seek modifications to the agreement signed with the Start-up through an amendment, in order to protect SU's fair name and its interests.

Admission Procedure SU-IC

Stage I: Application Form	
Stage II: Application Review	
Stage III: Presentation to SU-IC Committee	
Stage IV: Committee's Evaluation	
Stage V: Incubation Admission	
Stage VI: Documentation	

Point of Contact

For queries, feedback and discussions about Incubation Center please contact:

Incubation Cell @ incubationcell@sushantuniversity.edu.in

Sushant University

Contact Details
incubationcell@sushantuniversity.edu.in



Gurgaon, Haryana



Contact Details

incubationcell@sushantuniversity.edu.in

Terms of Reference






	Pre-incubation			Incubation	
	Internal	External	External	Internal	External
For Whom	<ul style="list-style-type: none"> - SU Students, Faculty, Alumni - Team members all from SU - 	<ul style="list-style-type: none"> - Non-SU Students (12 + schooling) - Interested to learn E&I - May partner with SU students 	<ul style="list-style-type: none"> - Public, Corporates etc - To learn E&I - May have funded SUIC 	<ul style="list-style-type: none"> - SU Pre-incubated - Legal entity formed or to be formed in 3 months. - Seat taken at SU-IC 	<ul style="list-style-type: none"> - Graduate with 2 yr. min exp - Registered Legal entity. - Funds tied-up - Seat taken at SU-IC
Level & Approval	<ul style="list-style-type: none"> - Some Idea but not validated. - No idea yet but interested - No screening 	<ul style="list-style-type: none"> - Some Idea but not validated. - No idea yet but interested - via Screening 	<ul style="list-style-type: none"> - Some Idea but not validated - Want to use SU-IC - Via screening 	<ul style="list-style-type: none"> - Validation Done - POC done. - Moving to MVP - via screening 	<ul style="list-style-type: none"> - Validation Done - POC done. - Moving to MVP - via screening
Duration	6 months, extendable by 3 more months	3 months, extendable by 3 months	3 months, extendable by 3 months	<ul style="list-style-type: none"> - 2-3 yrs or - Max Series A funding or >10 people at IC - Or no longer a Startup (10yrs/100crs) 	<ul style="list-style-type: none"> - 1-2 yrs - Max Series A funding or >10 people at IC - Or no longer a Startup (10yrs/100crs)
Course	<ul style="list-style-type: none"> - 10-week E&I Course - Credits earned 	<ul style="list-style-type: none"> - 10-week E&I Course - Certificate 	<ul style="list-style-type: none"> - 4-week E&I Course - Supervised learning - Certificate 	Assumed founders have gone through a 10 week course	May need to go through 4-week short course
Fees (Rs)	Zero	5000 for 3 months	<ul style="list-style-type: none"> - 25000 for 3 months - Separate fee for 4 week course. 	Rs. 5000 per seat	Rs. 10000 per seat per month
Co-working space / WS / Conf Room/ Meeting Room			Access to meeting Room twice a month	<ul style="list-style-type: none"> - Access to meeting room per availability. - Co-workspace - Conf room (pa) 	<ul style="list-style-type: none"> - Access to meeting room per availability. - Co-workspace - Conf room (pa)
Lab Use	Per availability	Per availability	Per availability	- Access to Labs	Access to Labs
Library Etc.	Access to Library	Access to Library		Access to Library	Access to Library
Mentoring Support	4-man hours in a month	4-man hours in a month	4-man hours a month	Adequate mentoring	Adequate mentoring
Internet/Wi-Fi			Yes	Yes	Yes
Printing			chargeable basis		Chargeable basis
Financing support (SUIC)	<ul style="list-style-type: none"> - For market assessment for up to 5 ideas (Rs. 5-20k each) 	Own funds	Own funds	<ul style="list-style-type: none"> - Support to raise funds from Angle investors / VCs/ Govt. 	<ul style="list-style-type: none"> - Support to raise funds from Angle investors / VCs/ Govt.



Agreement	None	None	None	Yes	Yes
NDA	- None	None	Case to case basis	Yes	Yes
IP rights					
Equity (SU-IC)				2-3% equity	3-6%
Faculty Entrepreneurship (as per SU policy)	- Work on joint ideas with Students	Work on joint ideas with Students	Work to refine ideas	- Can be Cofounders. Total SUIC equity & Faculty equity should be less than 9.5%	- Can be Cofounders. Total SUIC equity & Faculty equity should be less than 9.5%
Exit	After expiry of pre-incubation period (plus any extension)	After expiry of pre-incubation period (plus any extension)	After expiry of pre-incubation period (plus any extension)	- After 24 months or any extension grated over and above	- After 24 months or any extension grated over and above
Residential Accommodation				- In campus or facilitate	In Campus or Facilitate



Meeting 12TH Dec 2023

S.No.	Name	Sign	Depart
1.	Neeraj Kaul		IC
2.	Alcho Mishra	Welf	SDB
3.	SONIL KUMAR		SHS
4.	SAURAV CHHABRA		Vafel.
5.	Anyali Schramet		SOL
6.	Dr Gunjan A Rora		SOB
7.	Aanchal Dangwal	Absent	SOB
8.	Anirun Dev Mishra	Absent	SET
9.	Apoorva	Absent	SHM
10.	Neha Gupta	Absent	SET
11.	Sachin Datt	Absent	SOD
12.	Purva Myundar	Absent	SAA



Role of Member Secretary

1) Link among various Internal Teams

• Faculty

- Avoid overlap, to the extent possible, between Incubation Cell (IC) commitments and other academic responsibilities.....overall calendar alignment that will require good co-ordination with Deans of all schools.
- Regular presence in IC meetings as active contributors.....requires that faculty reads material circulated, stay UpToDate with industry trends (in their respective fields) and advocate problem solving in all facets of their engagement with students.
- Faculty assigned in IC is a SPOC for that specific department. It's their responsibility to engage others in their department and ensure wider engagement. This is extremely important as we leverage the best faculty talent within SU and prepare SU-IC to become the go-to place for incubation in the region.
- There are courses in entrepreneurship being taught separately in various schools.....need to understand why so and why can't we have a cohesive curriculum around innovation and entrepreneurship. We need to drive a focused approach so everyone's efforts should result in more Start-ups comes out of SU-IC.
- Actively promote the idea of faculty members as co-founders in Start-ups with their students.
- Responsible for work related follow-ups with various contributors

• Infrastructure

- Be a champion to seek permanent set-up for incubation cell. Understand what's needed and drive the message home (conference table, meeting/ideation cubicles, staff room, fast internet, library, computers etc). Keep in mind that eventually the facility should be suitable for both internal & external incubatees and should have basic minimum facilities.
- Garner available university resources in the meanwhile (till a fully functional place gets ready) for IC meetings, lecture hall for conducting INCUBE sessions. (Note: projector set-up, working air-conditioner, sitting arrangement, large enough white board with markers etc. should be ready.....can't waste time every meeting on such matters.). Also place to conduct one-on-one sessions with students to discuss their start-up ideas.
- Proper website/portal that will show case the activities, have a blogging and podcast feature.

• Students/Start-ups

- Set-up meetings to deliberate start-up idea and other related activities. That will require co-ordination with key staff engaged with Incubation cell as well as Students.
- ~~Help students with their real projects especially around market research and surveys.~~ Form a core team from faculty that can spare time and have the interest to use latest tools to support students.
- Create a buzz among students on engagement with IC to drive entrepreneurial culture; team events, student led forums etc.
- Proper attendance of students in INCUBE and various related events
- Admission to Pre-Incubation phase and transition to Incubation Phase. Requires a dedicated academic and administrative set-up for incubation from within the existing resources (refer to policy document)



- Induct external start-ups wanting to join SU-IC. Handling of complete process of onboarding etc.
- VC's Office
 - Fix review meetings with VC on a regular basis and join every discussion that takes place.
 - Get personal engagement of VC (and other such resources within the university) and follow-up on leads provided by him.
- Policy documents & various approvals / legal aspects
 - Be aware of all policy documents being prepared.
 - Actively seek formal approvals with follow-ups with VC's office
 - Be aware of incubation cell registration process with various government agencies and actively pursue that.
- Fund management / accounts
 - Work on legal status of SU-IC (separate legal entity or otherwise) & pursue with legal consultants.
 - Separate account management for SU-IC; assets, finance, expenditure etc.
- Knowledge Management
 - Well organized sharable drive (internal / external access with proper checks and balances)
 - Up-to-date documentation and confidentiality of internal course material
 - Case study development and repository
 - Repository for various contract templates (cofounder agreement, agreements with angel investors, VCs etc).
 - Understand need for main academic curriculum alignment with need of the industry. And be a catalyst to interact with cross functional faculty (from different schools) for the purpose using the inputs and observations during the various SU-IC meetings / INCUBE class feedback.

2) External Connect

- Proper record of all external contacts and make it easily accessible to the IC team
- Part of all email communication with external world and active follow-up with external faculty or partners
- Follow-up with invited guest speakers to make it convenient for them to engage with SU students and book conference room facility in advance and be a champion of broader external interactions.
- Manage suitable and timely transportation for external meetings.
- Main point of contact with external Mentors
- Co-ordinate and drive engagement with external start-up think tank and co-ordinate various site visits for faculty and students.
- Champion the interaction with MSME in our region
- External visits by students (Industry / NGOs): Facilitate interaction with SU-IC team prior to such visit (perhaps a 15-minute session with students) so they can be briefed as to what specific observations to make and what questions to ask that are business/entrepreneurship related.



Incubation Cell
Sushant University
Gurgaon



Policies and Guidelines
2023- 2024

Contact Details

incubationcell@sushantuniversity.edu.in



Policy Drafting and Implementation Team

Prof Rakesh Ranjan- Chairman- Incubation cell

Mr. Neeraj Kaul — Ex. Director, GE, External Advisor-Incubation cell

Dr. Richa N. Agarwal, Member -Secretary-Incubation cell (School of Business)

Mr. Kulmohan Singh, Member-Incubation cell (Vatel School)

Dr. Priyanka Pradhan, Member-Incubation cell (School of Business)

**Dr. Neha Gupta, Member-Incubation cell (School of Engineering and
Technology)**

Dr. Purva Majumdar, Member-Incubation cell (School of Art and Architecture)

Ms. Aanchal Dangwal, Member-Incubation cell (School of Business)

Dr. Sachin Dutt, Member -Incubation cell (School of Design)

Dr. Anajli Dabas, Member-Incubation cell (School of Law)



Contact Details

incubationcell@sushantuniversity.edu.in

Conclusion: Launching the Healthy Snack

By understanding Emily's preferences, addressing her nutritional needs, and creating a delicious, affordable, and school-friendly snack, we can empower high school students to make better choices and enjoy a healthier, more satisfying snacking experience.



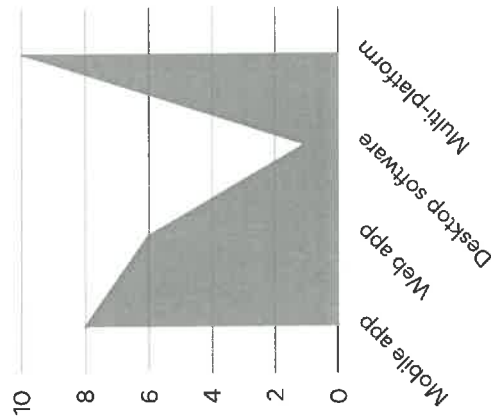
Group 6

Survey conducted
By 11/18 students



Study Tool Survey Report

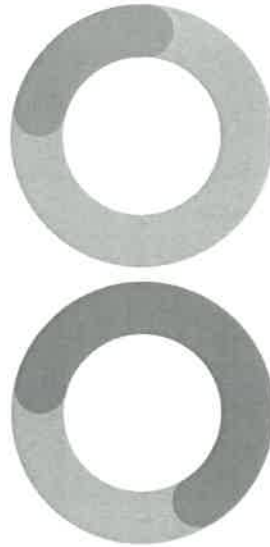
Which platform would you prefer for this software?



Mobile app : 8
Web app : 2
Desktop software : 6
Multiple-platform : 10

Study Tool Usefulness

Percentage of Students who find the Study tool useful



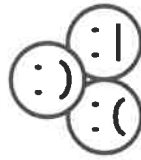
70%

Useful

30%

Not Useful

Do you use a study tool



Yes : **60%**

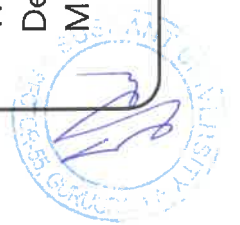
No : **25%**

Sometime : **15%**

Challenges

What challenges do you currently face in the existing study tools

Lack of task prioritization : 45%
Difficulty tracking progress : 30%
Limited existing tools : 25%

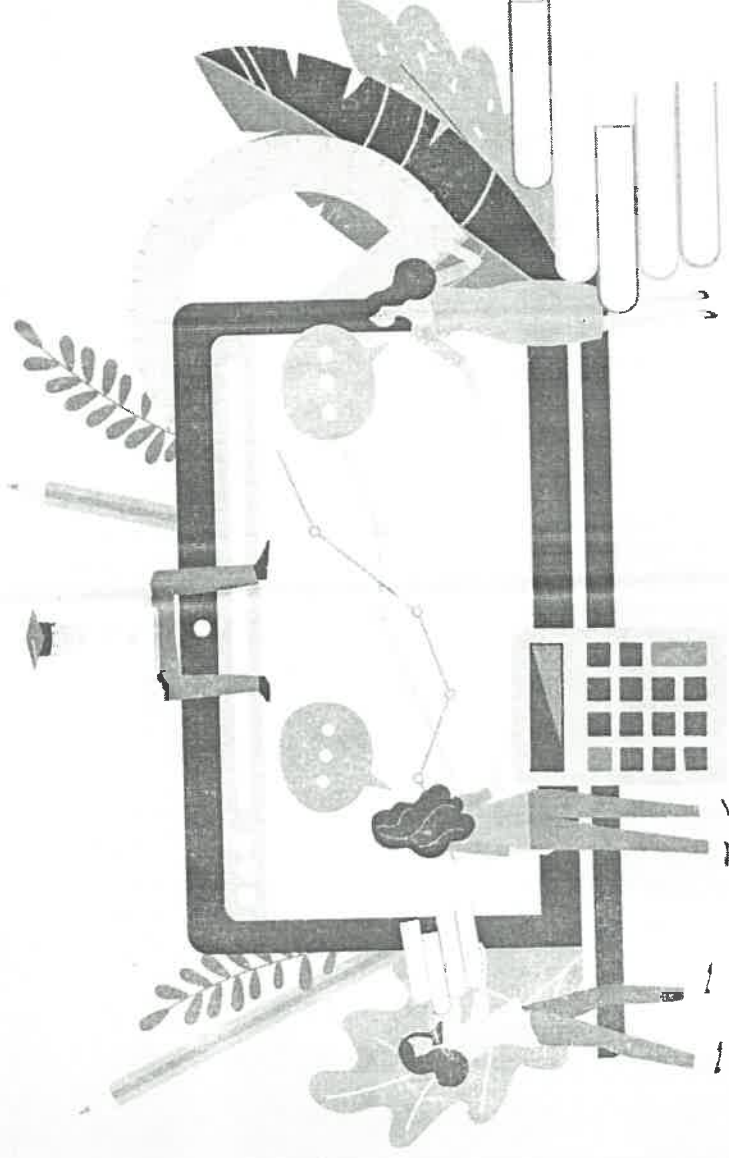


Innovation Helping Organized



Team Members :

Simran Pandita , Aditya Sarkars
Osheen Kumar Sharma
Himanshi Yadav, Surbhi Khattar



Agenda

Topics Covered

Understanding Maria's Challenges	03	The Importance of Organization in Studying	04
Overview of Current Study Tools	05	Gaps in Existing Solutions for Students	06
Key Features of the Study Tool	07	Benefits of AI & ML in Marketing	08
Thank You	09		



Understanding Maria's Challenges

Why ?

Maria struggles with managing her study time effectively, leading to stress and poor academic performance. Understanding her challenges is crucial for developing a supportive study tool.

What ?

The event involves identifying specific obstacles Maria faces in her study routine, such as disorganization and difficulty in tracking progress across subjects.

Where ?

These struggles occur primarily in her home study environment, where distractions and lack of structure hinder her ability to focus and stay organized.

When ?

Maria experiences these challenges throughout the academic year, particularly during exam periods when the pressure to perform increases significantly.

Who ?

The key individuals involved include Maria herself, her teachers who notice her struggles, and her peers who may also face similar issues in their study habits.

How ?

The process of identifying these struggles includes gathering feedback from Maria, observing her study habits, and analyzing her academic performance to pinpoint areas needing improvement.



Existing Solutions for Students

Lack of Personalization

Many existing study tools fail to offer personalized study plans that adapt to individual learning styles and preferences, leaving students like Maria without tailored support to effectively manage their unique academic



The Importance of Organization in Studying

01

Enhanced Focus & Efficiency

A well-organized study environment minimizes distractions, allowing students to concentrate better on their tasks, leading to improved retention & understanding of the material.

02

Time Management Mastery

Organization helps students allocate their time effectively across subjects, ensuring that they meet deadlines and balance workloads, which is crucial for academic success.

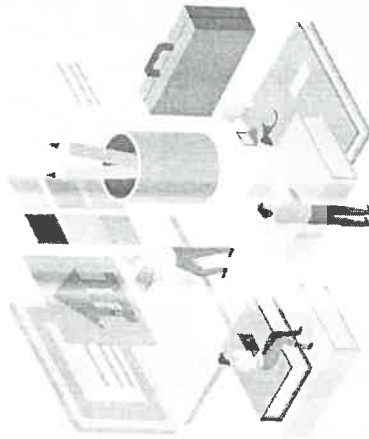
03

Stress Reduction

Maintaining an organized study routine helps students reduce anxiety from last-minute cramming & forgotten assignments, leading to a more positive & productive learning experience.

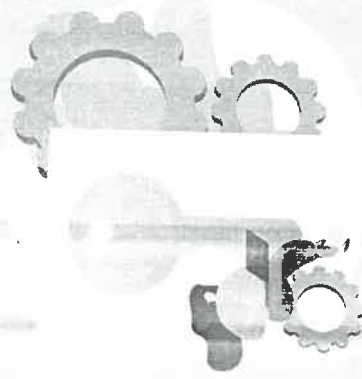


Overview of Current Study Tools



Diverse Study Tools Available

Various study tools exist, including digital planners, mobile apps, and traditional notebooks, each offering unique features to help students manage their study schedules effectively.



Key Features of Tools

Most current study tools provide functionalities such as customizable schedules, progress tracking, & reminders, which are essential for maintaining organization & enhancing productivity.



User Experience Considerations

The effectiveness of study tools often hinges on user experience; intuitive interfaces and engaging designs can significantly impact student adoption and consistent usage.



Key Features of the Study Tool

01

Personalized Study Plans

The tool uses AI to generate personalized study schedules based on course requirements, deadlines, and learning styles, providing a customized approach for each student.

02

Task Management System

Users can divide larger assignments into smaller tasks with deadlines and reminders, promoting structure, enhancing productivity, and reducing excessive workload.

03

Progress Monitoring Tools

The study tool includes visual analytics like charts and graphs to monitor progress, helping students celebrate achievements and pinpoint areas for improvement.



Benefits for Students and Educators

Pros

Improved organization leads to better focus

personalized study plans cater to individual needs

enhanced time management skills foster academic success

progress tracking boosts motivation

reduced stress levels create a positive learning environment

collaboration tools encourage peer support

Cons

Potential over-reliance on technology may hinder traditional study skills

initial learning curve could deter some users

subscription costs may limit access for some students

distractions from notifications can disrupt focus

technical issues may affect usability

privacy concerns regarding data security.

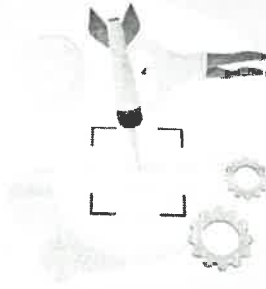


What Makes it Unique ?



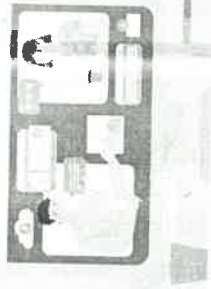
Jamboard

interactive whiteboard for group study enabling real-time brainstorming, collaboration, & note-sharing.



Focus Mode

A focus timer that locks you into the app, minimizing distractions and ensuring productive study sessions.



Live Study Sessions

In-app video calling feature for study sessions with friends, allowing seamless collaboration without leaving the app.



Upload Folders

Easily upload notes by taking pictures within the app, which itself organizes them into subject-specific folders.



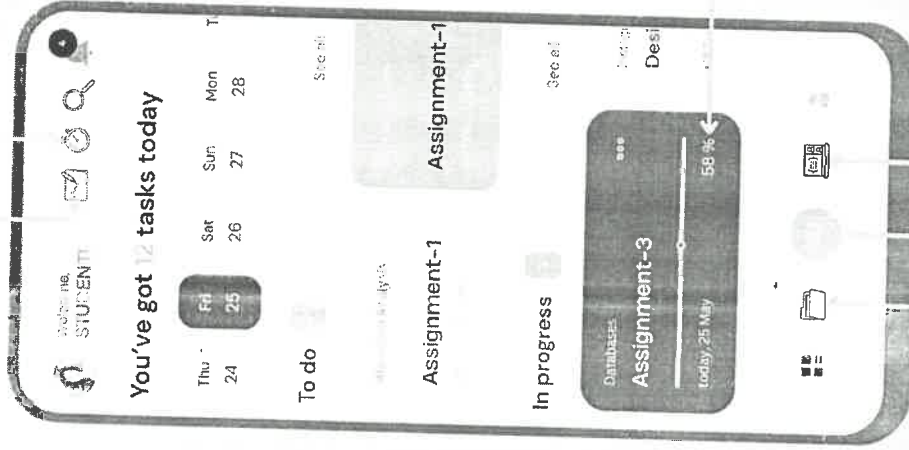
Dashboard Overview

Jamboard

Focus Mode

Progress Tracker

Live Sessions



Notes

AI Scheduler



Overview

Sushant University (SU) was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies. The University has eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

SU- Incubation Cell (IC) was established in the year 2023, of which the main aim is to ensure an active and a regular collaboration with corporate sectors, industries, knowledge hubs and other socio-economic related agencies within and outside India for producing both soft and hard technologies leading to products, knowledge transfer and intellectual properties (i.e. patents). The team members of SU-IC are dedicated to promote innovation and entrepreneurship among students and faculty members.

This Cell has been set up within the premises of Sushant University with the main purpose of engaging students from all schools of the university and encouraging them to innovate and to embark on a journey by which they could find solutions to various problems faced by society, businesses and the Indian economy at large. It also embarks upon the function to convert some of the scalable solutions into the real commercial ventures. The Incubation Cell will help drive the Startup culture in the university by way of not only providing necessary infrastructure but also extending support to all those who are interested. In other words, it is destined to give wings to one's ideas so that one may eventually emerge as successful entrepreneurs or to create learning platform in order to land the dream job of one's liking.

Policy Objectives:

The goal of SU-IC is to support startups and promote entrepreneurship. With the vision for building a stronger ecosystem of Innovation and Entrepreneurship, SU-IC has adopted this Incubation Policy to provide guidance and management structure to facilitate development of entrepreneurship. The scope of this document is to define the policies and procedures for the SU-Incubation Cell.

Eligibility

SU-IC seeks to support all members of the Sushant University, Gurgaon to translate innovations and ideas into real products, processes and services that are commercially viable. Eligible candidates for IC can be;

- UG, PG, Ph.D., JRF & PDF Students and Project staff
- Alumni

Contact Details

incubationcell@sushantuniversity.edu.in



- Faculty and staff (current and retired).

The admission to SU-IC is open for the aspiring start-ups in different areas, promoted by:

- Students and alumni of Sushant University, Gurgaon
- Faculty members (present or former) of Sushant University, Gurgaon
- R&D partners (sponsors of R&D and consultancy projects)
- Industrial Collaborators

Acceptance of the application for Incubation is subject to the discretion and to a joint-decision of the SU-IC Committee.

Extension of Activities

- Bringing up technology-oriented and product-oriented incubatees to the campus
- Encouraging and nurturing entrepreneurship by way of mentoring, translating innovative knowledge and training.
- Providing advice on for marketing of products/processes.
- Guiding the entrepreneurs for start-ups and offer all assistance in filing of copyrights, patents whenever required.
- Providing support towards quality assurance of products/processes and marketing.
- Providing common facilities such as infrastructure and instrumental facilities to the incubatees of the Cell.
- Arranging awareness programs for orientation of entrepreneurs towards technology basics/management approach.
- Promoting UG/PG students to explore the opportunities created by these incubatees for start-ups.
- Establishing the state-of-the-art Resource Center with the necessary resources, knowledge and skills, that will enable it to act with speed, promote research and innovation and deal with contingent issues.
- Building Knowledge and Innovation hub.
- Empowering the students and the youth to capitalize on the opportunity.
- Establishing the industry links to solve the local industry problems.
- Nurturing start-ups, technology-driven business ventures.
- Bridging the gap between academic and industrial partners to foster placements and promoting employment.
- Working as a Team-India to create branding and positioning of the Centre.
- Building Knowledge and Innovation Hub
- Working as a team India to create branding and positioning of the Centre.
- Facilitating networking with professional resources, which include mentors, experts, consultants and advisors for the incubate companies

Contact Details

incubationcell@sushantuniversity.edu.in



Facilities expected be provided to the incubatees.

Business Support

- Business plan assistance
- Mentoring support
- Access to professionals with legal, financial, accounting, IP and industry expertise
- Showcasing events for exhibition of products and solutions
- Networking events to facilitate interaction with investors and industries
- Training programs and seminars relevant to entrepreneurs.

Shared Resources

- Meeting and conference rooms equipped with projectors & audio/video conferencing facilities
- Photocopying, duplicating, fax, scanning machines and a pantry
- Lab facilities
- Library Facilities

Entrepreneurial Infrastructure

Common Computation facilities for the entrepreneurs have been set up at the SU-IC. Physical infrastructure like office, workshop space on a nominal charge basis has been made available for the entrepreneurs.

Availability of a well-stocked Library

The incubatees will have free access to Sushant University's central library at a very nominal charges.

Access to Skilled Resources

- The incubatees can seek the advice from academic expert via scheduled sessions.

Entrepreneurship Policy:

It is proposed that in case a company wants a start-up formed under SU-IC, it will have to fulfill the following requirements;

- Companies jointly owned by the faculty members and graduating Students/alumni (along with possibly others)
OR
- Companies owned by the faculty members (one or many) along with possibly others.
OR

Contact Details

incubationcell@sushantuniversity.edu.in



- Companies owned by the graduating students, alumni along with possibly others. In such cases, the faculty members and students will be known as Founding Members of the Board of the company.
- The company will have its own funding and accounting procedures in line with the existing industry norms. University will not provide any financial assistance such companies.
- Any patents/copyrights etc. filed by the company will be property of the company. It is expected that the institute will share such IP rights for the technology developed within the institute for a free use of which is permitted to be used by the company. The involved faculty member(s) and student(s) may sign such agreement with the institute.

Role of the SU Faculty Member

- The faculty member may choose to play an operational role (Technical Advisor, CEO, Marketing Manager, etc.) after the permission from the SU- Incubation Cell.
- The faculty member is expected to balance his outside managerial responsibilities with those of his academic responsibilities on full-time active duty in the institute. This will also apply to the students/employees involved in these activities.
- Faculty member can undertake projects that could be conducted at SU and managed through their own companies provided that the institute's overhead charges are duly paid as per the norms of the institute.



Contact Details

incubationcell@sushantuniversity.edu.in

Admission Procedure SU-IC

Stage I: Application Form

Stage II: Application Review

Stage III: Presentation to SU-IC Committee

Stage IV: Committee's Evaluation

Stage V: Incubation Admission

Stage VI: Documentation

Criteria for Evaluation of the Project – SU-IC / Student Project Assessment - @Will be designed by Neeraj Kaun Sir

- **Product Identification**
- **Business Model Development**
- **Solution Validation**
- **Launch and Growth**

- **Pre-Incubation Stage and Post Incubation**

Evaluation of the Incubatee Performance

The emphasis of evaluation will be on checking the milestones specified in the business plan are met. It is mandatory for Incubatee to provide the desired documents to SU-IC committee to demonstrate the growth of the business. SU-IC will have the power to form an independent committee to review the growth of the Incubatee.

Contact Details
incubationcell@sushantuniversity.edu.in



Resolution of conflicts

Annexure



Contact Details

incubationcell@sushantuniversity.edu.in



Ministry of
Education
Government of India



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S
INNOVATION
COUNCIL
Ministry of Education, Government of India



CERTIFICATE OF ESTABLISHMENT

This is to certify that

SUSHANT UNIVERSITY, Gurugram

has established an Institution's Innovation Council (IC202013006) in the campus as per the norms of Innovation Cell, Ministry of Education, Govt. of India during the academic calendar year 2023-24

Abhay Jere

Dr. Abhay Jere

Chief Innovation Officer
Ministry of Education's Innovation Cell

Certificate No: 2565

Dipan Sahu

Shri. Dipan Kumar Sahu

Assistant Innovation Director
Ministry of Education's Innovation Cell

Aishe Code:

Date: 06-02-2025



Happy to share that Incubation Cell Sushant University
has Signed MoU with
ATAL INCUBATION CENTRE,
IIT Delhi, Innovation Foundation Sonipat, Haryana



Follow us on



Group - 1

Business Idea Proposal

Healthy Snaking for
High School Students
(Not worth)

Business Name

[SnackSmart!!!]

Tagline: ["Energize Your Day the Smart Way."]

1. Problem

What problem are you solving?

High school students struggle to find snacks that are healthy, tasty, and affordable. Traditional snack options are often high in sugar, low in nutrients, and filled with empty calories, leading to unhealthy eating habits.

2. Solution

How does your business solve this problem?

We offer a healthy snack product that is:

- Nutritious: High in protein, fiber, and essential nutrients.
- Tasty: Available in flavors like chocolate, peanut butter, and fruity options.
- Convenient: Individually packaged for on-the-go consumption.
- Affordable: Priced competitively to fit student budgets.

3. Target Market

Who are your customers?

Our primary customers are high school students who are:

- Health-conscious and looking for nutritious options.
- Budget-conscious and seeking affordable snacks.
- Taste-driven, preferring flavorful and satisfying options.



4. Unique Value Proposition (UVP)

Why will customers choose you?

- Health-focused ingredients: Whole grains, nuts, seeds, and natural flavorings.
 - Delicious flavors tailored to young palates.
 - Eco-friendly packaging that appeals to environmentally conscious buyers.
 - Convenient and widely available in schools, vending machines, and online.

5. Revenue Model

How will you make money?

- Product Sales: Sold through school cafeterias, vending machines, and convenience stores.
 - Bundles: Discounted multi-pack options for bulk purchases.
 - Online Sales: Direct-to-consumer sales via an e-commerce platform.

6. Marketing Strategy

How will you attract customers?

- Social Media Campaigns: Engaging content and influencer partnerships to appeal to students.
- Sampling Events: Allowing students to try the product firsthand at schools.
- Student Ambassadors: Recruiting students to promote the brand among peers.

7. Milestones and Goals

What are your short-term and long-term goals?



Launch pilot testing in 10 schools within the first quarter.

- Gain 500 recurring customers within six months.
- Expand distribution to 50 schools by Year 2.

8. Financial Summary

What are the financial projections?

- Revenue: Estimated \$100,000 in the first year, scaling to \$300,000 by Year 3.
- Profit Margin: Expected 25% after production and distribution costs.
- Costs: Initial investment of \$50,000 for production, marketing, and distribution.

9. Team

Who's behind the business?

A dedicated team passionate about promoting healthy lifestyles among students:

- Ujjwal kant
- Himanshu Kumar
- Ronak Sharma

10. Funding Needs (if applicable)

How much funding do you need, and for what purpose?

- Seeking \$50,000 to cover:
 - Production costs for the first batch of snacks.
 - Marketing and sampling events in schools.
 - Initial distribution to schools and vending machines.

BUSINESS IDEA PROPOSAL

Group - 2
Budget friendly
Doodle

Business Name

Smart Doodle Case

Tagline

"Creativity and Convenience in Your Pocket"

1. Problem

What problem are you solving?

- Consumers struggle to access affordable and integrated pen-and-screen functionality for quick note-taking and sketching without purchasing expensive devices like tablets or premium smartphones with stylus features.

2. Solution

How does your business solve this problem?

- The Smart Doodle Case is a budget-friendly smartphone case with a built-in doodle pad and stylus, providing a convenient and affordable solution for note-taking and sketching on the go.

3. Target Market

Who are your customers?

- Ideal customers include budget-conscious smartphone users such as:
 - Students
 - Creative professionals (e.g., artists, designers)
 - Tech enthusiasts
 - Busy professionals looking for quick note-taking solutions

4. Unique Value Proposition (UVP)

Why will customers choose you?

- Affordable: A premium doodling experience at a fraction of the cost of high-end devices.
- Eco-friendly: Reduces reliance on paper for note-taking.



- Convenient: No need to unlock the phone to jot down quick notes or sketches.
- Multi-functional: Combines smartphone protection with creative and productivity tools.

5. Revenue Model

How will you make money?

- Product sales through e-commerce and retail partnerships.
- Additional revenue streams:
 - Custom case designs
 - Accessories such as replacement styluses and upgraded doodle pads

6. Marketing Strategy

How will you attract customers?

- Social media campaigns targeting tech enthusiasts and creatives.
- Influencer partnerships and product reviews on YouTube and Instagram.
- Digital ads focusing on affordability and unique functionality.
- Collaboration with schools and universities for bulk orders.

7. Milestones and Goals

What are your short-term and long-term goals?

- Short-term:
 - Launch prototypes and gather feedback.
 - Secure 1,000 customers in the first quarter.
- Long-term:
 - Develop advanced versions with digital note-saving features.
 - Expand product line to include cases for different smartphone models.

8. Financial Summary



What are the financial projections?

- Estimated initial costs: /- 1,00,000 for R&D and production.
- Year 1 revenue target: /- 20,00,000.
- Profit margin: Expected to be 35%.

9. Team**Who's behind the business?**

- Aryan Majahan – Product Development Lead
- Ashish Bashyal – Marketing Strategist
- Jason Dhar Rymbai – Operations Manager
- Waiphangmi Dhar Rymbai – Creative Director

10. Funding Needs (if applicable)**How much funding do you need, and for what purpose?**

- Seeking 1,00,000 to cover:
 - Prototype development and testing
 - Initial production run
 - Marketing and distribution campaigns



Business Idea Proposal

Business Name : Fit Fusion

Tagline: Transform Your Fitness Journey Affordably

1. Problem

Many individuals face financial constraints that make purchasing expensive gym memberships or bulky workout equipment unfeasible. Limited space in dorm rooms or apartments further complicates maintaining a consistent fitness routine at home.

2. Solution

We offer affordable, space-efficient, and versatile fitness equipment that provides full-body workouts. Our customizable workout kits cater to different fitness levels and budgets, making fitness accessible to everyone.

3. Target Market

- **Students and young professionals** who are budget-conscious.
 - **Families** looking for cost-effective fitness options.
 - **Fitness enthusiasts** seeking affordable alternatives to traditional gym memberships.
-

4. Unique Value Proposition (UVP)

- Our fitness equipment is **affordable, versatile, and space-efficient**.
 - **Customizable workout kits** tailored to different fitness levels.
 - **Budget-friendly materials** without compromising on quality.
 - A **comprehensive app** offering workout videos and routines, enhancing the user experience.
-

5. Revenue Model

- **Selling customizable workout kits** at different price points (Beginner, Intermediate, Advanced).
- **Monthly subscriptions** for access to the fitness app and online classes.



- **Additional revenue** from community fitness events and workshops.
-

6. Marketing Strategy

- **Social Media Campaigns:** Utilize platforms like Instagram, Facebook, and YouTube to reach a wider audience.
 - **Partnerships:** Collaborate with schools, universities, and local businesses to promote our services.
 - **Influencer Marketing:** Engage fitness influencers to endorse our products and services.
 - **Community Engagement:** Host free events and workshops to build a loyal customer base.
-

7. Milestones and Goals

- **Short-term Goals:**

- Launch the product within 6 months.
- Acquire 500 customers in the first quarter.

- **Long-term Goals:**

- Achieve ₹1,00,000 in monthly revenue by the end of Year 1.
 - Expand to international markets by Year 3.
-

8. Financial Summary

Product Sales:

- Beginner Kits: ₹5,000 each
- Intermediate Kits: ₹7,000 each
- Advanced Kits: ₹9,000 each

Estimated Sales:

- Year 1: 2,000 Beginner Kits, 1,000 Intermediate Kits, 500 Advanced Kits
- Year 2: 3,000 Beginner Kits, 1,500 Intermediate Kits, 1,000 Advanced Kits
- Year 3: 4,000 Beginner Kits, 2,000 Intermediate Kits, 1,500 Advanced Kits

Subscription Revenue:

- Monthly Subscription: ₹500 per user
- Estimated Subscribers:
 1. Year 1: 1,000 users
 2. Year 2: 2,000 users



3. Year 3: 3,000 users

Community Events and Workshops:

- Revenue per Event: ₹10,000
- Estimated Events:
 1. Year 1: 10 events
 2. Year 2: 20 events
 3. Year 3: 30 events

Cost Projections

- Product Costs:
Manufacturing Cost per Kit:
 1. Beginner: ₹3,500
 2. Intermediate: ₹5,000
 3. Advanced: ₹6,500Total Manufacturing Costs:
 1. Year 1: ₹10,500,000
 2. Year 2: ₹17,500,000
 3. Year 3: ₹24,500,000
- App Development and Maintenance:
Initial Development: ₹1,000,000
Annual Maintenance: ₹200,000
- Marketing and Advertising:
 - Year 1: ₹500,000
 - Year 2: ₹700,000
 - Year 3: ₹1,000,000

9. Team

1. Vibhi
2. Tanisha
3. Shubham
4. Shivam
5. Chanda

10. Funding Needs

- **Funding Needed:** ₹ 1,50,000(approx.)
- **Purpose:** To cover marketing, hiring, and operational expenses in the first six months.



SUSHANT UNIVERSITY, GURUGRAM
TDCC Evaluation (Internal + External) Dec 2024

School Name: Incubation cell/ Hospitality

Course Code: TDC23SU01

Course Name: INCUBE

Name of the TDCC Faculty: Dr. Saurav Chhabra

External Examiner in ESE: Dr. Antim Dev mishra/Dr Sachin Datt

ESE Viva Details:

Maximum Marks: 40

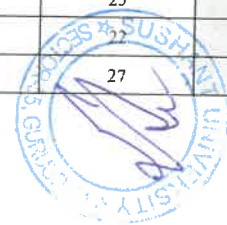
Total No. of students enrolled in course: 45

41

Total Absent in ESE viva:

4

S. No.	Roll No.	Student Name	First Internal Assessment (20 Marks)	Second Internal Assessment (20 Marks)	Third Internal Assessment (20 Marks)	Internal Marks (60 Marks)	Present/Absent in ESE Viva	Marks Obtained (40 Marks) in ESE Viva	Total Marks (100)
1	210BARCH120	Shaurya Chawla	14	17	19	50	Present	34	84
2	210BARCH072	Shubham Budhwar	13	17	17	47	Present	30	77
3	220BCOM002	Teesha Kalra	14	18	19	51	Present	28	79
4	220bba075	Deepu	ABSENT	ABSENT	ABSENT	ABSENT	Debarred		
5	232BTCECSC004	Mohammad Bello Abubakar	ABSENT	ABSENT	ABSENT	ABSENT	Debarred		
6	220BBA086	Ritu Tarar	14	18	19	51	Present	33	84
7	230BTCCSE127	Aryan Mahajan	14	17	18	49	Present	29	78
8	210BTCSEAM006	Parth Kalra	12	17	19	48	Present	26	74
9	230btccse128	Ashish Bashyal	14	15	19	48	Present	29	77
10	230BTCCSE124	Waiphangmi Dhar Rymbai	17	17	16	50	Present	30	80
11	230BTCCIV401	Jason Dhar Rymbai	17	17	17	51	Present	29	80
12	220bcom036	Anshu Singh	12	17	16	45	Present	31	76
13	220bpharm047	Surbhi khattar	16	15	19	50	Present	29	79
14	220bcom008	Sagar Gupta	16	17	19	52	Present	23	75
15	220BCOM052	Vaibhav Garg	12	17	19	48	Present	30	78
16	230btccse050	Harsh kaushik	14	17	19	50	Present	27	77
17	220BTCCSE072	Harish Verma	15	17	15	47	Present	35	82
18	220bdes024	Muskan Vashistha	15	18	19	52	Present	34	86
19	220bdes013	Hriday Bhambhani	15	17	16	48	Present	32	80
20	220bpharm011	Himanshi yadav	15	17	19	51	Present	28	79
21	230BTCCSE042	Ansh	15	16	19	50	Present	31	81
22	230BTCCSE045	Aakash Kumar Sharma	15	17	16	48	Present	30	78
23	210BTCSEAM045	Anjali	14	17	18	49	Present	33	82
24	220BTCCSE008	Osheen Kumar Sharma	17	15	19	51	Present	32	83
25	230btccse018	Shivam mehta	17	17	15	49	Present	30	79
26	230BTCCSE138	Sakshi Chauhan	13	17	19	49	Present	27	76
27	230btccse201	Achint Goel	ABSENT	ABSENT	ABSENT	ABSENT	Debarred		
28	220BTCCSE012	Simran Pandita	14	17	15	46	Present	28	74
29	220BTCCSE016	Aditya Sarkare	15	18	19	52	Present	32	84
30	230BTCCSE139	Chanda yadav	15	16	19	50	Present	30	80
31	230BTCCSE114	Tanisha	15	14	19	48	Present	30	78
32	230BTCCSE025	Vibhi Sharma	15	17	15	47	Present	30	77
33	230btccse14	Yamini sharma	15	16	16	47	Present	26	73
34	230btccse048	Shruti Jha	14	17	17	48	Present	27	75
35	220Bca010	Nikhil Bhardwaj	ABSENT	ABSENT	ABSENT	ABSENT	Debarred		
36	220bca003	Himanshu Kumar	15	16	19	50	Present	22	72
37	220bca006	Ronak sharma	15	14	19	48	Present	22	70
38	220bca074	Himanshu kaushik	15	17	15	47	Present	27	74
39	220bca069	Manav lohiya	14	16	16	46	Present	26	72
40	220BCA024	Himanshu Tyagi	16	17	19	52	Present	25	77
41	220bca018	Ujjwal kant	16	16	19	51	Present	27	73
42	220BCA075	Mohit	16	14	19	49	Present	27	76



43	230BPHARM067	Sailesh	16	14	15	45	Present	30	75
44	220BSCPSY011	Ridhima Agarwal	16	14	16	46	Present	33	79
45	220btccse157	Vishal Solanki	16	14	14	44	Present	32	76
46						0			0
47						0			0
48						0			0
49						0			0
50						0			0

Faculty Name and signature:

External Examier Name and signature:



Business Idea Proposal

Group-4
Very well presented,
Prototype is ready

PrepPro- The ultimate study companion app

Tagline: Focus. Learn. Achieve.

1. Problem *(What problem we are solving?)*

- Students often struggle with managing their study schedules, staying focused, and tracking progress, leading to decreased productivity and academic performance.
- Existing study tools lack personalized guidance, effective distraction management, and integrated progress tracking.

2. Solution *(How does our business solve this problem?)*

- PrepPro is a comprehensive study management app designed to create personalized study schedules, block distractions, and provide real-time progress tracking.
- The app includes features like study schedule, AI-driven schedule planner, collaborative study groups, and integrated analytics to keep students organized and productive.

3. Target Market *(Who are your customers?)*

Our primary audience includes:

- College and university students (18-25 years)
- High school students preparing for competitive exams (16-18 years)
- Adult learners in online courses or professional certifications

Behavior: Tech-savvy, goal-oriented, seeking productivity tools to optimize their learning.

4. Unique Value Proposition (UVP) *(Why will customers choose you?)*

- **AI-Driven Personalization:** Adapts schedules based on user performance and habits.
- **Gamification:** Rewards system and badges to keep users motivated.
- **Collaborative Learning:** Study groups and resource-sharing to foster community engagement.



5. Revenue Model *(How will you make money?)*

- **Partnerships:** Collaborations with educational institutions to provide educational content and resources.
- Introduce a "**Learn-to-Earn**" system where students can earn premium features by completing study milestones
- **Promotional Ads-** Minimal, non-intrusive educational ads or partner promotions

6. Marketing Strategy *(How will you attract customers?)*

- **Referral Program:** Incentives for users to invite friends.
- **Social Media Campaigns:** Target students on platforms like Instagram, TikTok, and YouTube.
- Use **email campaigns** and in-app notifications to retain users, share updates.
- Collaborate with schools, colleges, and online learning platforms to integrate the app into their curriculum or student resources.

7. Milestones and Goals *(What are your short-term and long-term goals?)*

Short-Term (6 months):

- Launch MVP and acquire at least 500 active users to test the product at initial stage.
- Look to establish partnerships with educational institutions/ Platforms. Develop other marketing strategies to launch the product
- Make iterations in the app based on user feedback.

Long-Term (1-2 year):

- Reach 7,000-9,000 active app users.
- Expand business network and brand/ institution collaborations.
- Introduce new features based on user feedback.

8. Team *(Who's behind the business?)*



- **Project Lead / Product Manager-** Oversees the project timeline, coordinates between team members.
- **UI/UX Designer/ App Developer/ AI Software Specialist-** Creates wireframes, prototypes, Builds and codes the app, ensuring functionality.
- **Market Research & Marketing Specialist-** Conducts market research, analyzes competitors, and develops marketing strategies.
- **Financial & Business Analyst-** Develops the business model, pricing strategy, and financial projections. .
- **Content Creator-** Develops engaging content for the app, including study tips, motivational messages, and notifications.



Thank You,



MEALY

MEALY is a leading provider of healthy and delicious meal delivery services. We are passionate about helping people achieve their health and wellness goals through convenient and nutritious meal options.

Our meals are crafted by expert chefs using fresh, high-quality ingredients and innovative recipes. We offer a variety of meal plans to suit different dietary needs and preferences, from vegetarian and vegan to gluten-free and keto.

Presented by Ritu , Parth , Anjali , Shaurya , Ridhima



Executive Summary



Nutritional & Flavorful

Mealy Tiffins is an online service that provides a unique blend of nutritional and flavorful food for its customers. It ensures a guilt-free dining experience with every meal.



Variety & Flexibility

Customers can order Mealy Tiffins online, choosing from a variety of delicious dishes that change weekly. Each tiffin includes a main course meal, gluten-free side, non-carbonated drink, and naturally sweetened dessert.



Subscription Options

Mealy Tiffins offers monthly subscriptions for regular customers, providing additional benefits such as complimentary dishes, large discounts, and personalized meal recommendations based on BMI calculations and nutritional needs.

Aims and Objectives

Mealy Tiffins Aims

Mealy Tiffins aims to provide nutritious and flavour savouring food to individuals in the corporate world. The purpose is to provide customers with healthy meals and optimize the benefit from the changing behaviour of the people, shifting to a very health conscious mindset. Mealy also aims at providing meals just a click away, that too at affordable pricing.



Mealy Tiffins Objectives

The primary objective is to gain customer satisfaction and loyalty. Mealy aims to increase the number of regular and permanent customers by at least 50% every year who buy regular and premium subscriptions or packages every year. Mealy also aims to become a self-sustainable business in a 2-year span and expand the business scope to more profitable catering businesses.



Licenses and Permits



Shop and Establishment Act Lic

This license is essential for any business operating in Delhi. It ensures that the business adheres to labor laws, provides safe working conditions for employees, and maintains a clean and hygienic environment.

License from Food and Health Department

This license is crucial for food businesses, ensuring that they follow proper hygiene and safety standards. It includes inspections to guarantee the quality and safety of food preparation, storage, and handling.

Health and Trade License (NDMC)

This license is mandatory for businesses operating within the jurisdiction of the New Delhi Municipal Council. It ensures compliance with local regulations and ensures the safety of the public.



NOC from Fire Department of Delhi

This license is necessary to ensure that the business meets fire safety regulations and has adequate safety measures in place. It helps prevent accidents and ensure the safety of both employees and customers.



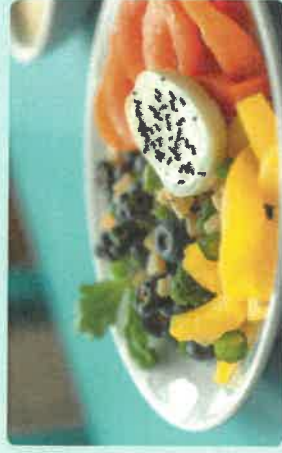
Environment Clearance

We have to our credit more than 1000 Environmental Clearance so far.....

Environment Clearance from Local Govt

This license ensures that the business complies with environmental regulations, minimizing its impact on the environment. It includes inspections to confirm proper waste management and pollution control practices.

Products and Services



Individual Meal

Enjoy a delicious and nutritious meal for just Rs. 349. Perfect for trying Mealy's service or a quick, easy meal.



Weekly

Membership

7 meals/week for Rs. 2200, plus a Rs. 400 weekly discount. Ideal for regular healthy eating.



Monthly

Membership

30 meals/month for Rs. 7000, with a Rs. 1500 discount. A budget-friendly option.



Premium

Membership

Includes monthly membership benefits, plus personalized BMI calculations, meal suggestions, a complimentary dish monthly, and major discount.

Target Market



Busy Professionals

Mealy is designed for busy professionals aged 18-35 who often find it challenging to prepare healthy and nutritious meals due to demanding work schedules and limited free time. Our convenient meal delivery service offers a solution for those seeking a healthier lifestyle without sacrificing precious time.



Elderly Care

We offer customized meal plans tailored to the specific dietary needs and preferences of elderly individuals residing in assisted living facilities or old age homes. Our focus is on providing nutritious and easy-to-consume meals that support their overall health and well-being. We work closely with care providers to ensure that our meals meet individual requirements and dietary restrictions.



NGO Support

Mealy is committed to supporting vulnerable communities by partnering with reputable Non-Governmental Organizations (NGOs). We provide nutritious meals to those in need, helping to combat food insecurity and promote better health outcomes. This collaboration ensures that our meals reach those who need them most efficiently and effectively.

Marketing Strategy



Free Sampling and Networking

Mealy will provide free samples to potential customers. This will encourage trial and build a loyal customer base. We'll also network with HR and managers of corporations to pitch deals for providing meals to their employees.



Referral Programs and Social Media

Mealy will implement a referral program with vouchers or discounts for customers who refer our services. We'll also leverage social media platforms like Instagram and Youtube to reach a wider audience. We'll collaborate with food vlogging channels to increase visibility and engagement.



Advertising and Customer Satisfaction

Mealy will use low-cost advertising methods such as newspaper articles and magazine branding to gain initial popularity. We will also invest in television advertisements once we establish ourselves in the market. We are dedicated to customer satisfaction and offer refunds or replacement meals for any genuine complaints.

Technology and Innovation



Personalized Meal Suggestions

Our system analyzes preferences, dietary restrictions, and past orders for tailored meal options. For example, if a user consistently orders low-carb meals and indicates a preference for vegetarian options, the system will prioritize suggesting recipes that align with these choices. This feature ensures a customized dining experience tailored to individual needs.



Nutrient Tracking Dashboard

A user-friendly dashboard provides detailed weekly nutrient intake reports, highlighting areas for improvement. Users can easily view their intake of macronutrients (proteins, carbohydrates, and fats), micronutrients (vitamins and minerals), and essential nutrients like fiber and electrolytes. This feature helps users monitor their diets, ensuring adequate intake of all necessary nutrients for maintaining good health and achieving their fitness objectives. Additionally, the dashboard allows users to set individual nutritional goals and receive targeted suggestions to support progress.



Interactive Recipe Database

A vast and growing database of recipes, each with nutritional information and dietary tags, empowers users to make informed choices. Users can filter by dietary restrictions (gluten-free, vegan, etc.), cuisine type, meal time, or specific ingredients. Each recipe also includes detailed step-by-step instructions with clear visuals for ease of use.

SWOT Analysis



Strengths

Strong team with diverse skills and experience in food preparation, logistics, and customer service. Customer-centric approach with a focus on personalized meal plans and excellent customer support. Commitment to innovation through regular menu updates, exploring new dietary options, and leveraging technology for efficiency.



Weaknesses

Limited marketing budget restricts our reach to specific channels. The current small customer base makes it challenging to achieve economies of scale. Dependence on third-party delivery services for meal distribution.



Opportunities

Expand market reach by targeting new demographics (e.g., corporate clients, schools, hospitals). Develop new product lines, such as vegan or gluten-free options, to cater to broader dietary preferences. Collaborate with local businesses, such as farmers markets and grocery stores, to increase brand awareness and expand distribution.



Threats

Increasing competition from established meal delivery services and new entrants. Potential disruptions to supply chain (e.g., ingredient shortages, logistics problems). Changing consumer preferences and dietary trends.

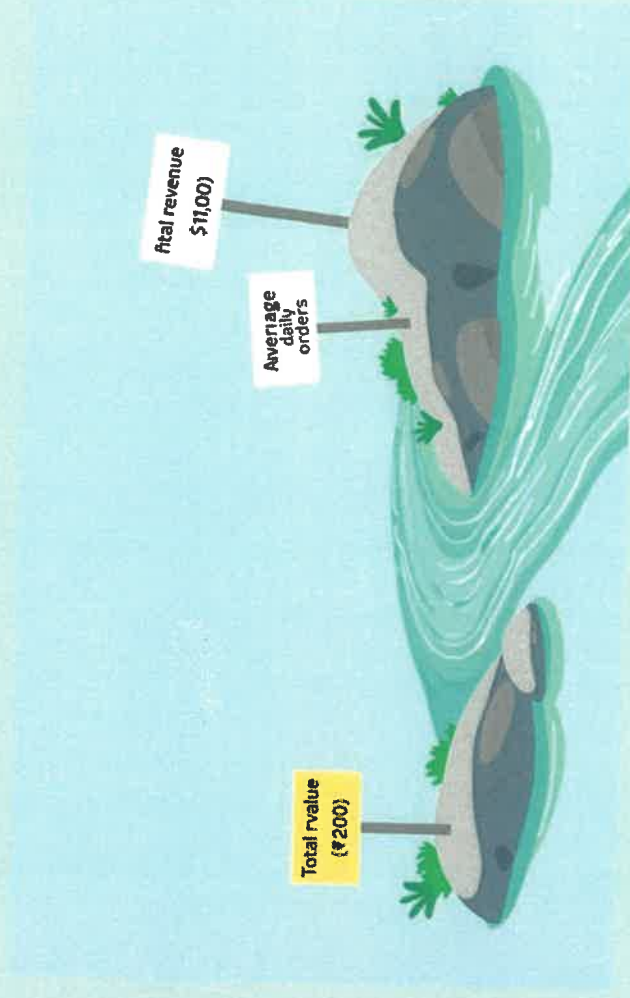
Break-Even Analysis



Projected Costs (Year 1)

- Infrastructure setup: ₹15 Lakhs
- Technology development: ₹10 Lakhs
- Marketing and advertising: ₹20 Lakhs
- Staff salaries and training: ₹10 Lakhs

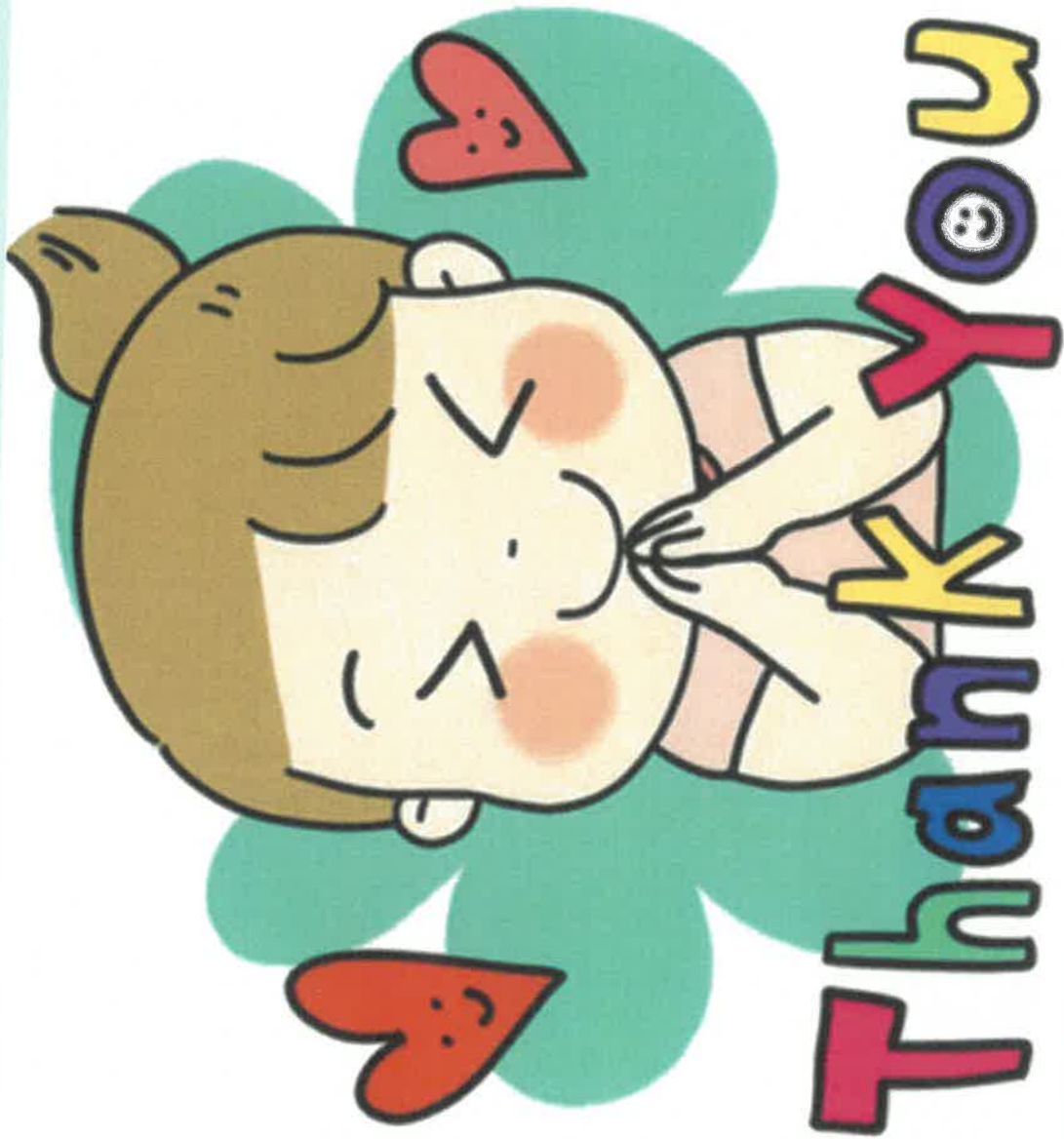
Mealy is projected to achieve break-even within the first year of operations, due to a low initial cost structure and steady customer acquisition.



Projected Revenue (Year 1)

- Average order value: ₹200
- Average daily orders: 200
- Total revenue: ₹1460 Lakhs





Business Idea Proposal

Business Name: Affordable fitness equipment.

Tagline: "Affordable fitness for every home and every goal."

1. Problem

What problem are you solving?

Fitness enthusiasts and beginners struggle to find high-quality fitness equipment that fits within their budget.

Example: "Customers want durable and effective fitness tools without breaking the bank."

2. Solution

How does your business solve this problem?

We provide cost-effective, durable, and versatile fitness equipment for home use.

Example: "We offer a curated line of affordable fitness equipment, including adjustable dumbbells, resistance bands, and compact workout benches, all designed for small spaces and tight budgets."

3. Target Market

Who are your customers?

Individuals interested in fitness but restricted by budget or space.

Example: "Budget-conscious fitness enthusiasts, first-time exercisers, and people living in apartments or small homes."

4. Unique Value Proposition (UVP)

Why will customers choose you?



Our products blend affordability with durability, catering to beginners and seasoned athletes alike.

Example: "Affordable prices, compact designs for small spaces, and a focus on quality tested to last years."

5. Revenue Model

How will you make money?

We generate revenue through direct sales and subscription add-ons.

Example: "We sell fitness equipment starting at \$20, with premium subscription options for workout tutorials and maintenance tips at \$9.99 per month."

6. Marketing Strategy

How will you attract customers?

Our marketing focuses on accessibility, ease of use, and affordability.

Example: "Social media ads targeting fitness beginners, partnerships with online fitness influencers, and referral discounts for loyal customers."

7. Milestones and Goals

What are your short-term and long-term goals?

Short-term: Launch the product line and establish online sales channels.

Long-term: Expand product offerings and achieve national recognition.

Example: "Acquire 500 customers in the first quarter and generate 25,000 in monthly revenue by Year 1."

8. Financial Summary

What are the financial projections?



Initial costs cover manufacturing, inventory, and marketing, with a goal to break even in six months.

Example: "Expected revenue of 300,000 in Year 1 with 25% profit margin"

9. Team

Who's behind the business?

A team of fitness enthusiasts and product developers.

Example: "Mukesh gahlot"

10. Funding Needs (if applicable)

How much funding do you need, and for what purpose?

We need funding to launch production and marketing efforts.

Example: "7,50,000 to cover manufacturing, initial inventory, and digital marketing campaigns."



Business Idea Proposal

* Innovative Study tool

Helping Mania

Stay organized

* Survey report of 41 Students is attached

Business Name

Tagline: Study Smart :- Your Personalized Study Companion

* Prototype is ready

Suggestion given:- Try to include breaks for hobbies
Sensor which can sense that concentration is lacking so break is required.

1. Problem

What problem are you solving?

students struggle with managing their study time effectively. This leads to poor time management, decreased productivity, and increased stress levels.

Pain Point::

Prioritize tasks: Determining the most important tasks and allocating time accordingly.

Allocate time effectively: Dividing time between different subjects and topics.

Stay organized: Keeping track of deadlines, assignments, and exam dates.

Track progress: Monitoring their study habits and identifying areas for improvement.

Market Need:

The market needs a user-friendly tool that can help students overcome these challenges and improve their study habits. This tool should be:

Easy to use: Simple and intuitive interface.

Customizable: Allow users to tailor the tool to their specific needs and learning styles.

Effective: Provide practical tools and strategies for time management and study techniques.

Motivating: Encourage consistent study habits and goal setting.

2. Solution



How does your business solve this problem?

- Product: StudySmart - Your Personalized Study Companion

Personalized Study Plans:

- AI-Powered Scheduling: Analyzes course workloads, deadlines, and individual learning styles to create optimal study schedules.
- Flexible Customization: Users can adjust schedules based on their preferences and commitments.
- Smart Reminders: Timely notifications to keep users on track.

Progress Tracking:

- Habit Tracker: Monitors daily study habits and rewards consistent effort.
- Progress Visualization: Visual representations of progress, such as charts and graphs.
- Self-Assessment Tools: Quizzes and flashcards to reinforce learning.

Motivational Tools:

- Goal Setting: Enables users to set specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- Progress Rewards: Offers virtual rewards and badges to celebrate milestones.
- Community Features: Allows users to connect with peers, share tips, and participate in study groups.

Business Model:

- Freemium Model: Offers a basic version with limited features for free.
- Premium Subscription: Provides advanced features, such as priority support, ad-free experience, and exclusive study resources.
- In-App Purchases: Offers additional study materials, such as practice tests and e-books.



3. Target Market

Who are your customers?

- Identifying the Ideal Customer Profile

Our ideal customer profile (ICP) for this innovative study tool is a student, primarily in high school or college,

who: Struggles with time management: They often find it difficult to allocate sufficient time for studying various subjects.

Seeks personalized solutions: They want a tool that can adapt to their unique learning style and pace.

Core Features:

Personalized Study Planner:

Intelligent Scheduling: Analyzes the user's course load, exam dates, and preferred study times to create a customized study schedule.

Flexible Scheduling: Allows users to adjust the schedule based on their priorities and unexpected events.

Time Blocking: Helps users allocate specific time blocks for different subjects or tasks.

Progress Tracking:

Task Management: Enables users to create and track the completion of study tasks.

Progress Visualization: Provides visual representations of progress, such as bar charts and pie charts.

Habit Tracker: Encourages consistent study habits by tracking daily study time.

Learning Resources:

Study Materials: Offers access to a library of study materials, including notes, flashcards, and practice tests.

Mind Mapping Tool: Helps users visualize complex topics and improve understanding.

Pomodoro Timer: Implements the Pomodoro Technique to optimize study sessions with focused work and short breaks.

Community and Motivation:

Social Features: Allows users to connect with other students, share tips, and form study groups.

Motivational Quotes: Provides daily inspirational messages to keep users motivated.



Gamification Elements: Incorporates game-like elements, such as rewards and achievements, to make studying more engaging.

Additional Features:

Integration with Calendar Apps: Syncs with popular calendar apps to avoid scheduling conflicts.

Offline Access: Enables users to access the app and its features without an internet connection.

Customization Options: Allows users to personalize the app's appearance and settings to match their preferences.

AI-Powered Insights: Uses AI to analyze user behavior and provide personalized study tips and recommendations.

4. Unique Value Proposition (UVP)

Why will customers choose you?

- **Unique Value Proposition:**
- **Personalized Study Plans:** Our AI-powered algorithm analyzes individual study habits and course loads to create custom study schedules, optimizing time allocation for maximum efficiency.
- **Real-time Progress Tracking:** Monitor your progress with easy-to-use features like task lists, time tracking, and progress bars.
- **Motivational Tools:** Stay inspired with built-in features like daily affirmations, goal-setting, and reward systems.
- **Community Support:** Connect with fellow students, share experiences, and receive encouragement from a supportive community.
- **Seamless Integration:** Sync your planner with other productivity tools like calendars and note-taking apps for a streamlined workflow.
-
- **Key Features:**
- **Intelligent Scheduling:** AI-powered algorithm optimizes study time based on individual needs and course deadlines.
- **Customizable Templates:** Create personalized study plans, task lists, and habit trackers to suit individual preferences.



- **Time Management Tools:** Utilize time blocking, Pomodoro Technique, and time tracking features to maximize productivity.
 - **Progress Tracking:** Monitor your progress with visual representations of completed tasks and goals.
 - **Motivational Features:** Access daily affirmations, goal-setting tools, and reward systems to stay focused and motivated.
 - **Community Forum:** Connect with fellow students, share experiences, and receive support and encouragement.
-

5. Revenue Model

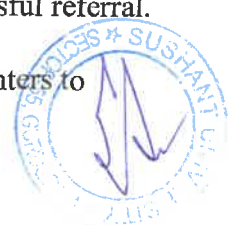
How will you make money?

- Monthly subscriptions starting at ₹299 for basic features, including personalized schedules and reminders.
 - Additional fees of ₹499 per semester for advanced analytics, progress tracking, and custom notifications.
 - - ****Revenue Streams****:
 - - Subscription fees.
 - - Partnerships with educational institutions for bulk licensing.
 - - Advertisements from educational service providers (optional).
-

6. Marketing Strategy

How will you attract customers?

- **Approach:**
- - **Digital Ads:** Targeted ads on platforms like Instagram, Facebook, and YouTube focusing on students and parents.
- - ****Campus Outreach****: Collaborate with colleges to promote the tool during orientations and seminars.
- - ****Referral Program****: Offer users a 10% discount for every successful referral.
- - ****Partnerships****: Work with educational institutions and tuition centers to promote the product.



7. Milestones and Goals

What are your short-term and long-term goals?

Short-term Goals (within 6 months)**:

- Acquire 500 active users.
- Partner with 10 educational institutions.
- Generate ₹1,50,000 in revenue.

- **Long-term Goals (within 2 years)**:

- Expand to include features for competitive exam preparation.
- Achieve 5,000 monthly users.
- Secure ₹15,00,000 annual revenue.

8. Financial Summary

What are the financial projections?

Estimated Costs**:

- Development: ₹50,000 (one-time).
- Marketing: ₹25,000 per month.
- Operational Expenses: ₹15,000 per month.

- **Revenue Projections**:

- Year 1: ₹3,60,000 (subscription fees).
- Year 2: ₹12,00,000 (increased user base and partnerships).

- **Profit Margin**:

- Year 1: 20% (₹72,000).
- Year 2: 40% (₹4,80,000).



9. Team

Who's behind the business?

Osheen - Developer 1

Himanshi- Research

Simran - Developer 2

Surbhi- Research

Aditya- Developer - 3

10. Funding Needs (if applicable)

How much funding do you need, and for what purpose?

- Required Funding: ₹3,00,000.
- - Purpose*
- - Development costs: ₹50,000.
- - Marketing campaigns: ₹1,50,000.
- - Operational setup: ₹1,00,000..



Business Name: Mealy

Tagline: "Where Healthy Meets Tasty"

1. Problem

What problem are we solving?

- Working professionals, freelancers, and young individuals living away from home often lack access to healthy, homemade-style meals.
- Existing options are either unhealthy, expensive, or inconvenient to order regularly.

Example:

"Corporate employees often resort to fast food or skip meals due to their busy schedules, leading to nutritional deficiencies."

2. Solution

How does Mealy solve this problem?

- Mealy offers a subscription-based online tiffin service with nutritious and customizable meal plans.
- Meals include a balanced mix: main course, gluten-free side, naturally sweetened dessert, and a non-carbonated drink.
- Premium memberships provide BMI-based meal suggestions and other perks.

Additional Features:

- Nutrient tracking for customers to monitor their diet over time.
- AI-driven meal recommendations based on preferences and health goals.



How will Mealy make money?

- **Individual Meals:** ₹349/meal.
- **Weekly Membership:** ₹2200 (7 meals/week, ₹400 discount).
- **Monthly Membership:** ₹7000 (30 meals/month, ₹1500 discount).
- **Premium Membership:** ₹8000/month with additional perks like meal recommendations and free BMI calculations.
- **DIY Meal Kits:** Price based on meal complexity.
- **Corporate Packages:** Customized pricing based on company size and scope of wellness programs.

6. Marketing Strategy

How will we attract customers?

1. **Free Sampling:** Encourage first-time trials to build trust.
2. **Networking:** Partner with HR teams to pitch corporate meal plans.
3. **Social Media:** Collaborate with influencers and food vloggers.
4. **Referral Bonuses:** Discounts for customers who refer new users.
5. **Community Challenges:** Launch campaigns like "30-Day Healthy Eating" to engage users.
6. **Advertising:** Start with low-cost newspaper and magazine ads; scale to TV ads as the brand grows.

7. Milestones and Goals



How much funding do we need, and for what purpose?

- **Required Amount:** ₹50 Lakhs.
 - **Purpose:**
 - Marketing: ₹20 Lakhs.
 - Operations: ₹15 Lakhs.
 - Tech Development (AI recommendations, tracking tools): ₹10 Lakhs.
 - Initial Inventory & Packaging: ₹5 Lakhs.
-

Additional Features to Highlight

- **Personalization:** AI-based meal suggestions and diet tracking reports.
- **Social Service:** Customers can donate leftover meals via an NGO network.
- **Eco-Friendly Initiatives:** Rewards for returning packaging; compostable materials used.
- **Late-Night Menus:** Designed for those with unconventional schedules.
- **Corporate Bundles:** Includes wellness programs, workshops, and yoga sessions.



Business Idea Proposal

Business Name

NutriPop

Tagline: "All the crunch, none of the junk!"

1. Problem

What problem are you solving?

High school students often struggle to find snacks that are both tasty and nutritious. Most traditional snacks are high in sugar, salt, and unhealthy fats, leading to obesity and other health problems. Additionally, many healthy options are expensive or unappealing to teenagers due to bland flavours.

2. Solution

How does your business solve this problem?

NutriPop is an air-popped, multigrain cluster snack made with natural ingredients and infused with real fruits and flavours. It offers the crunchiness of chips without the unhealthy components, making it a guilt-free, delicious, and affordable snack option for health-conscious students.

3. Target Market

Who are your customers?

Primary Audience: High school students aged 14-18.

Behavioral Insights: These students snack multiple times daily, especially after classes and sports, and prefer affordable, convenient, and flavourful snack options.

4. Unique Value Proposition (UVP)

Why will customers choose you?

"All the crunch, none of the junk."

NutriPop bridges the gap between health and flavour, offering an affordable, nutritious snack that appeals to teenagers. The snack is FSSAI-certified, free from added sugars, and rich in omega-3 and omega-6 from chia seeds.



Who's behind the business?

Teesha (SOB): Marketing and student engagement lead.

Sagar (SOB): Financial planning and cost analysis.

Shruti (SET): Packaging and design lead.

Yamini (SET): Social media campaign strategist.

Harsh (SET): Production and logistics coordinator.

10. Funding Needs (if applicable)

How much funding do you need, and for what purpose?

To scale operations and meet initial demand, we require an investment of ₹2,00,000, allocated as follows:

- Marketing and branding: ₹80,000
- Production setup: ₹70,000
- Packaging and logistics: ₹50,000



Business Name

LabourLink

Tagline

"Connecting Workers to Opportunities, Seamlessly"

1. Problem

What problem are you solving?

Daily wage workers struggle to find consistent, reliable job opportunities, often standing in long lines or relying on inefficient intermediaries. Employers face challenges in finding skilled labor quickly and affordably due to dependency on third-party vendors who charge high commissions.

2. Solution

How does your business solve this problem?

LabourLink is a digital platform that connects daily wage workers directly with employers. Workers can find verified jobs quickly, and employers can hire efficiently without relying on costly middlemen. The app provides job offers, proof of employment, and real-time availability.

3. Target Market

Who are your customers?

Workers: Daily wage laborers in construction, manufacturing, housekeeping, and corporate temporary roles.

Employers: HR departments, contractors, small businesses, and construction firms.

Demographics:

Workers: Ages 18-50, low-income groups in urban and semi-urban areas.

Employers: Small to medium businesses, contractors in high-demand sectors.



4. Unique Value Proposition (UVP)

Why will customers choose you?

LabourLink stands out by:

Eliminating intermediaries to ensure fair wages for workers.

Providing employers with an affordable, hassle-free hiring process.

Offering job verification and documentation for workers.

5. Revenue Model

How will you make money?

Commission Fee: A small percentage (2-5%) charged to employers per job filled.

Subscription Plans: Premium access for employers with advanced features like priority worker listings.

In-App Advertisements: Relevant ads for worker training programs or safety tools.

6. Marketing Strategy

How will you attract customers?

Digital Marketing: Use Facebook, WhatsApp, and Instagram to reach workers and employers.

Community Outreach: Partnerships with labor unions, NGOs, and worker hubs.

Field Agents: On-ground efforts to onboard daily wage workers in high-density labor markets.

Referral Programs: Incentives for workers and employers to bring others onto the platform.

7. Milestones and Goals

What are your short-term and long-term goals?

Short-term:

Onboard 10,000 workers and 500 employers in the first six months.

Facilitate 5,000 job connections within the first quarter.



Long-term:

Expand to rural areas and neighboring countries.

Achieve 1 million app downloads and \$1 million in revenue by Year 3.

8. Financial Summary

What are the financial projections?

Year 1: Revenue of \$250,000, primarily from commissions and subscriptions.

Year 3: Revenue of \$1 million with a 40% profit margin.

Initial setup costs include app development, marketing, and outreach, estimated at \$100,000.

9. Team

Who's behind the business?

Founder: Anshu Singh(CEO & Visionary)

Role: Strategic planning, marketing, and overall operations.

Tech Lead: Expert app developers for platform creation and maintenance.

Community Managers: Field agents to onboard workers and employers.

Marketing Head: Drive digital and offline promotional campaigns.

10. Funding Needs

How much funding do you need, and for what purpose?

\$200,000 to cover:

\$80,000: App development and maintenance.

\$50,000: Marketing and outreach campaigns.

\$30,000: Salaries for field agents and support staff.



\$40,000: Initial operational costs.

LabourLink aims to use this funding to create a scalable, impactful solution for daily wage workers and employers alike.



Enhancing Smartphone Functionality: The Budget- Friendly Doodle Case



Presented By :

- Aryan Majahan

- Ashish Bashyal

- Jason Dhar Rymbai

- Waiphangmi Dhar Rymbai



What is the Smart Doodle Case?

Product: A budget-friendly smartphone case with a built-in doodle/notepad on the back, paired with a stylus.

Target Audience: Users who want a pen-and-screen experience without the cost of high-end tablets or phones with stylus functionality.

Features :

- Doodle pad for quick notes, sketches, and ideas.
- Easy-to-store stylus/pen slot.
- Durable, stylish, and protective case for smartphones.
- Affordable alternative to expensive smartphones or tablets with digital pen capabilities.



Why Choose Our Case?

- **Affordability** : Offers a premium doodle experience at a fraction of the cost of high-end devices like Samsung Galaxy Note or Apple iPad with the Apple Pencil.
- **Convenience** : No need to unlock the phone for jotting down quick notes or sketches . Always have a pen and notepad on hand, built into your smartphone case.
- **Eco-friendly** : Reduces the need for paper-based note-taking.
- **Productivity** : Ideal for students, professionals, or anyone on the go who wants to capture ideas quickly.



Potential Production Challenges



- **Material Durability:** Finding materials that are both durable and affordable while maintaining a high-quality feel for the case and doodle pad.
- **Stylus Design:** Creating a low-cost, responsive stylus that provides a good writing experience similar to premium devices.
- **Battery Life:** Ensuring the doodle pad doesn't require frequent charging or battery replacements.
- **Compatibility:** Designing the case to fit a wide range of smartphone models without compromising the quality of the built-in notepad.
- **Mass Production:** Balancing cost and quality during large-scale production.



How Will This Product Impact the Market?

- **Filling the Gap:** Meets the demand for budget-conscious consumers who want stylus functionality without purchasing premium devices.
- **Appeal to Creative Users:** Sketch artists, designers, and students will appreciate the ability to doodle and jot down notes on the go.
- **Potential for Growth:** Could lead to more budget-friendly, innovative accessories that integrate creativity and productivity tools.



Conclusion : What's Next?

Development: Finalize material sourcing and design prototypes for durability and usability.

Testing: Gather user feedback on doodle experience, stylus performance, and ease of use.

Marketing & Distribution: Target budget-conscious tech enthusiasts, students, and creatives through digital campaigns and partnerships with retailers.

Future Plans: Explore potential upgrades like digital note-saving features, software updates, case variants with different doodling surfaces or even different sub- products .



Thanksyou





INCUBATION & ENTREPRENEURSHIP

INNOVATIVE FITNESS

ON-BUDGET

Presented By:-

Vibhi Sharma(230BTCCSE025)

Tanisha Gautam(230BTCCSE114)

Shubham Budhwar(210BARCH072)

Chanda Yadav(230BTCCSE139)

Shivam Mehta(230BTCCSE018)



PROBLEM STATEMENT

Samantha wants to start working out at home but can't afford expensive gym equipment. How can you design a new, cost-effective piece of fitness equipment that provides a full-body workout and is accessible for students on a tight budget?



CONTENTS

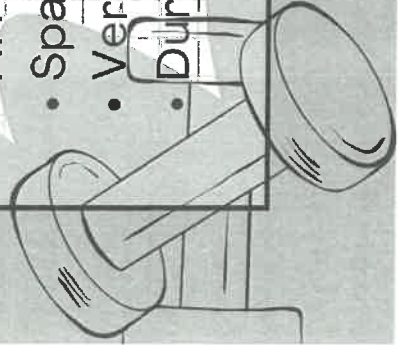
1. Identifying the Need
2. Design Concept
3. Main Idea
4. Key Features of the Equipments
5. Full-Body Workout Capabilities
6. Compact and Portable
7. Budget-Friendly Materials and Cost Considerations
8. Bonus Features



IDENTIFYING THE NEED

Individuals often face financial constraints that make purchasing expensive gym memberships or bulky workout equipment unfeasible. With limited space in dorm rooms or apartments and the need for cost-effective solutions, many people struggle to maintain a consistent fitness routine at home. The demand for a versatile, budget-friendly piece of fitness equipment that provides a full-body workout is clear. To address these challenges, the equipments must be:

- Affordable
- Space-efficient
- Versatile
- Durable and reliable

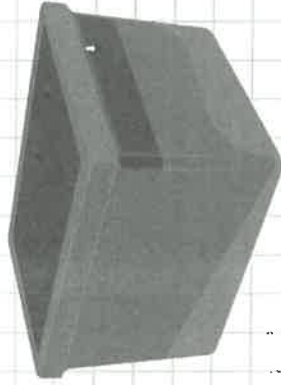


MAIN IDEA



We can introduce a Workout Kit that offers customizable options based on the user's specific needs. Users can select from the following choices (which can also be customized):

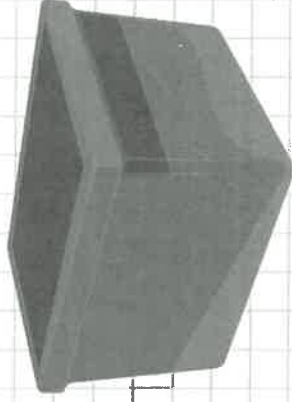
BEGINNER KIT



Equipments Included :-

- Resistance Band
- Yoga Mat
- Skipping Rope
- Kettle Bell

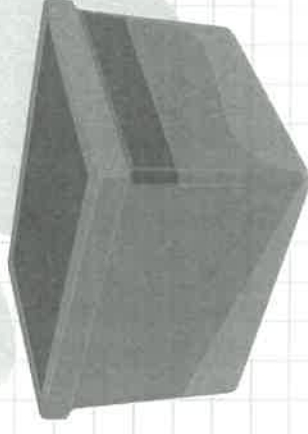
INTERMEDIATE KIT



Equipments Included :-

- Resistance Band
- Yoga Mat
- Skipping Rope
- Kettle Bell
- Grip
- Bar Hanging

ADVANCED KIT



Equipments Included :-

- Resistance Band
- Yoga Mat
- Skipping Rope
- Kettle Bell
- Grip
- Bar Hanging
- Kicking and Punching Bag
- 3 in 1 Push-up Stand



KEY FEATURES OF THE EQUIPMENT

1. RESISTANCE BAND

These are highly adaptable, offering adjustable tension for strength training, stretching, and rehabilitation. Lightweight and portable, they can be used for a range of exercises targeting all major muscle groups.



3. SKIPPING ROPE

Skipping Ropes are an excellent cardio tool, offering an intense workout in a compact and portable form. With adjustable length and ergonomic handles, they improve cardiovascular fitness and coordination with minimal equipment.



2. YOGA MAT

Yoga Mats offer a non-slip surface and cushioning for floor exercises, such as yoga, Pilates, and core workouts. Easy to clean and store, they provide comfort and stability during workouts.



4. KETTLE BELL

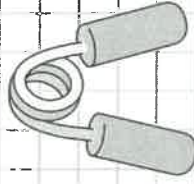
Kettlebells allow for full-body strength training, offering varied weight options. Compact and efficient, they can replace multiple dumbbells or barbells for exercises like swings, squats, and deadlifts.



KEY FEATURES OF THE EQUIPMENT

5. GRIP

Grip Strengtheners are portable tools for improving hand, wrist, and forearm strength. With adjustable resistance, they help enhance grip strength for lifting exercises and overall functionality.



6. BAR HANGING

It provide multiple grip positions for upper body and core exercises. Easy to install and space-saving, they're ideal for small living spaces.



7.D PUNCHING BAG

Punching Bags offer full-body cardio and strength workouts. Durable and shock-absorbent, they allow for kicking and punching exercises to improve fitness and coordination



8. 3 IN 1 PUSH-UP STAND

3-in-1 Push-Up Stands provide ergonomic support for varied push-up exercises, reducing wrist strain while improving upper body strength.



FULL-BODY WORKOUT CAPABILITIES

1. **Resistance Bands:** Ideal for strengthening major muscle groups, resistance bands offer versatile exercises such as bicep curls and squats. They enhance stability and mobility, making them suitable for all fitness levels.
2. **Yoga Mat:** A yoga mat provides cushioning for floor exercises, supporting activities like push-ups and planks. It aids in stability during yoga and Pilates, promotes core strength, and facilitates balance training.
3. **Skipping Rope:** This tool is excellent for cardiovascular fitness, burning calories effectively in a short time. It engages the arms, legs, and core, promoting coordination and agility through high-intensity workouts.
4. **Kettlebell:** Kettlebells build strength and endurance with dynamic movements such as swings and squats. They enhance core stability and promote functional fitness through compound exercises.
5. **Grip:** Focusing on forearm and hand strength, grip strengtheners enhance performance in other lifts and activities while helping to prevent injuries. They are portable and suitable for all fitness levels.
6. **Bar Hanging:** Engaging the upper body, bar hanging exercises improve shoulder flexibility, core strength, and grip endurance through various movements like leg raises.
7. **Kicking and Punching Bag:** This equipment combines cardio and strength training, targeting lower body and core muscles through dynamic kicking and punching exercises while also providing stress relief.
8. **3-in-1 Push-up Stand:** These stands allow for various push-up positions, targeting the chest, shoulders, and triceps while reducing wrist strain and engaging the core.

Together, these pieces of equipment create a comprehensive workout routine, effectively targeting multiple muscle groups and enhancing overall fitness.



COMPACT AND PORTABLE

1. **Resistance Bands:** Lightweight and easily foldable, resistance bands can be taken anywhere, making them ideal for workouts at home, in the gym, or while traveling.
2. **Yoga Mat:** Thin and rollable, yoga mats are easy to transport and store, providing a cushioned surface for exercises in any environment.
3. **Skipping Rope:** Compact and lightweight, skipping ropes can be packed in a bag for on-the-go workouts, offering a highly effective cardiovascular routine without requiring much space.
4. **Kettlebell:** While slightly bulkier, adjustable kettlebells offer the versatility of multiple weights in one unit, making them a space-saving option for strength training.
5. **Grip Strengthener:** Small and portable, grip strengtheners can easily fit in a pocket or bag, allowing for strength training anywhere, anytime.
6. **Bar Hanging:** Portable bar hangers can often be mounted in doorways, making them accessible for quick workouts at home without needing a gym.
7. **Kicking and Punching Bag:** Many kicking and punching bags are designed to be inflatable or can be easily deflated for transport, allowing for an effective workout that can be set up anywhere.
8. **3-in-1 Push-up Stand:** Compact and often lightweight, push-up stands can be easily stored or transported, enabling diverse push-up variations in limited spaces.

These compact and portable pieces of equipment provide flexible workout options, allowing individuals to maintain their fitness routines at home, outdoors, or while traveling



BUDGET-FRIENDLY MATERIALS AND COST CONSIDERATIONS

Designing a fitness kit, equipment required are to be carefully selected. Resistance bands made from durable rubber or latex cost about ₹800 to ₹1,200 per set. Lightweight yoga mats range from ₹800 to ₹1,500, while skipping ropes are available for ₹300 to ₹800. Adjustable kettlebells can be produced for ₹1,500 to ₹2,500. Grip strengtheners cost ₹300 to ₹600, bar hangers around ₹1,000, and inflatable punching bags range from ₹1,500 to ₹2,500. Overall, the entire setup can be priced between ₹5,200 to ₹9,600, providing effective fitness solutions for students on a budget.



BONUS FEATURES

Integrating a smartphone app or website with Fitness Kit can significantly enhance user experience, particularly for students seeking effective and guided workouts. This digital platform can host a vast library of workout videos and routines tailored accordingly for the equipment, allowing users to engage with a variety of exercises that target different muscle groups. Also the app offers the flexibility to work out anytime and anywhere. Users can easily follow along with video demonstrations, ensuring they perform exercises correctly and safely. This guidance minimizes the risk of injury and maximizes workout effectiveness.

The app can cater to different fitness levels, providing beginner, intermediate, and advanced routines depending upon the kit selected and users can select workouts based on their goals, such as strength building, endurance, or flexibility, promoting a personalized fitness experience. Incorporating features that allow users to track progress and share achievements can foster a sense of community and accountability. Users can motivate one another, exchange tips, and celebrate milestones, creating a supportive environment.

Overall, a dedicated app or website enhances the Modular Resistance Band System's value by providing structured, accessible, and engaging workout options, making fitness more attainable for students on tight budgets.





Healthy Snacking for High School Students

Developing a healthy snack that appeals to the tastes and preferences of high school students can be a rewarding challenge. By understanding their needs and creating a delicious, nutritious, and affordable option, we can empower students like Emily to make better snacking choices.

○ by **Himanshu Kumar**
Ujjwal Kant
Ronak Sharma



The Snacking Dilemma: Taste vs. Nutrition

Taste

High school students often crave snacks with bold, indulgent flavors that satisfy their cravings.

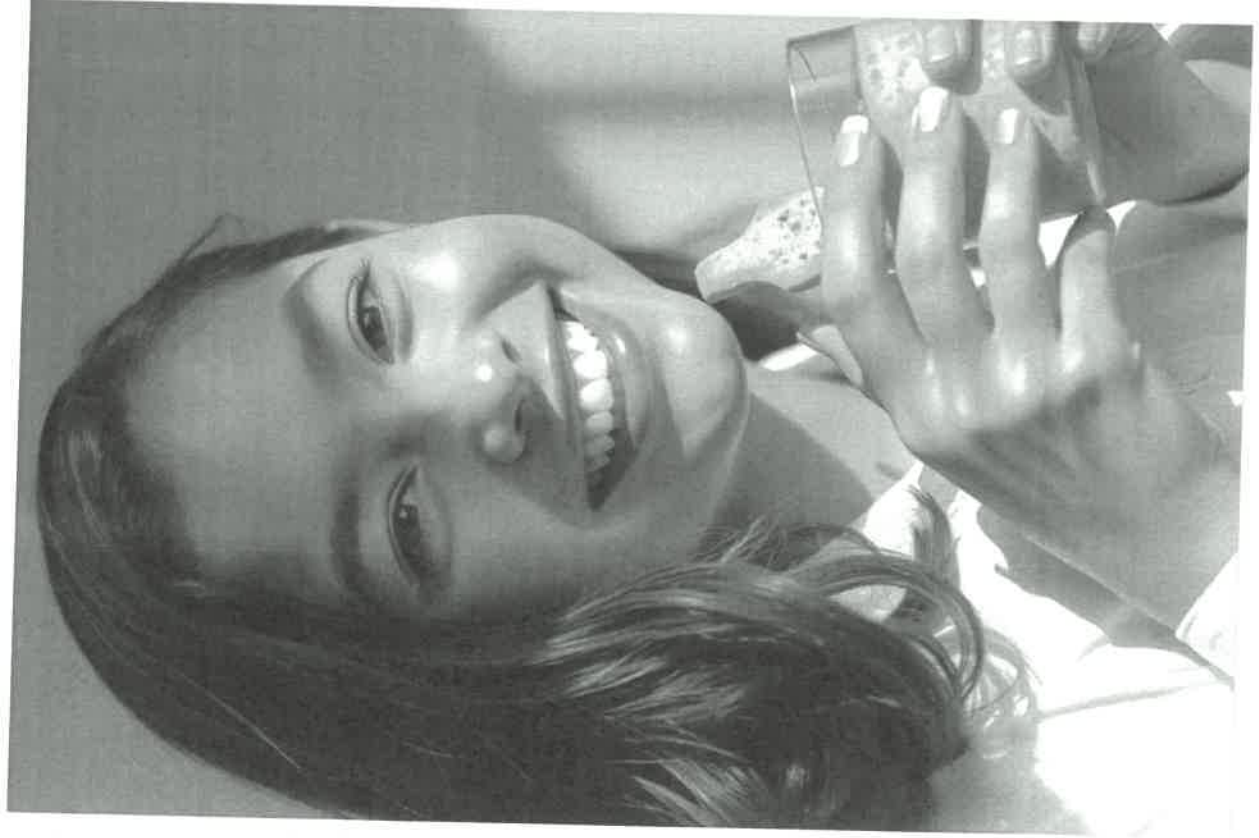
Nutrition

However, many traditional snack options are high in sugar, salt, and unhealthy fats, lacking the necessary vitamins and minerals.

The Challenge

The key is to find a balance, creating a snack that is both delicious and nutritious.





Understanding Emily's Preferences

1

Flavor Preferences

Emily enjoys savory and slightly sweet flavors, such as salty-sweet or tangy-sweet combinations.

2

Texture Desires

She prefers snacks with a satisfying crunch or chew, rather than soft or mushy textures.

3

Portion Size

Emily wants a snack that is filling and satisfying, but not too large or heavy.



Identifying Nutritional Needs

Protein

Emily requires a source of protein to sustain her energy levels and support muscle development.

Fiber

Fiber helps promote feelings of fullness and supports digestive health.

Vitamins & Minerals

Certain vitamins and minerals, such as vitamin C and iron, are essential for overall well-being.

Low in Sugar

Limiting added sugars is important for maintaining a balanced diet and preventing energy crashes.





Developing a Tasty and Affordable Recipe

1

Ingredient Selection

Carefully choose wholesome, nutrient-dense ingredients that align with Emily's flavor preferences.

2

Recipe Formulation

Experiment with different combinations to achieve the perfect balance of taste and nutrition.

3

Cost Optimization

Ensure the snack is affordable for high school students while maintaining quality.



Packaging and Branding Considerations



Nutritional Info

Clearly display the snack's nutritional profile to build trust and transparency.



School-Friendly

Ensure the packaging is durable and convenient for high school environments.



Branding

Develop a vibrant, youthful brand that resonates with the target audience.



Reaching the High School Market

Partnerships

- 1** Collaborate with local high schools to distribute the snack through vending machines and school stores.

Social Media

- 2** Leverage social media platforms to engage with students and build brand awareness.

Sampling

- 3** Offer free samples at school events to allow students to try the snack and provide feedback.

