



AMITY UNIVERSITY HARYANA

Established vide Government of Haryana Act No. 10 of 2010

INSTITUTION'S INNOVATION COUNCIL (AMITY UNIVERSITY HARYANA)

Date: July 04, 2022

SUBJECT: AUH POLICY FOR INNOVATION AND STARTUP COUNCIL


Ministry of Education, through its Innovation cell, in collaboration with AICTE has launched a program named "Institution's Innovation Council (IIC)". The program is aimed to foster the culture of Innovation and start-up ecosystem in educational institutions. The primary role of the IIC will be to engage large number of faculty, student and staff in various innovation and entrepreneurship related activities.

The Ministry has requested us join this unique model by establishing an Innovation and Startup Council at Amity University Haryana.

To achieve objective of the Ministry, a policy document for "Innovation, Incubation and Startup for faculty, Staff and Students" has been prepared.

The policy is submitted to you for perusal and approval, please. Post your approval it will be notified for information of all the stakeholders.


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Encls: As state above



AMITY UNIVERSITY

HARYANA

(Accredited with Grade 'A' by NAAC)

Innovation, Incubation and Startup Policy for Faculty, Staff and Students



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

**Edition: 1
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Amity University Haryana

Our Guiding Principles

Vision:

To be a world class centre of creativity and innovation and to contribute to the progress of humanity through excellence in education, industry and society relevant research and extension services

Mission:

- To foster academic innovations to create an environment of student centric learning.
- To nurture talent and creativity.
- To promote interdisciplinary and trans-departmental culture.
- To strengthen industry - academia integration for relevance driven excellence in education and research.
- To promote international collaboration and cooperation.
- To inculcate moral values, help embrace cognitive skills and social responsibilities.
- To provide an academic environment where 'Modernity blends with tradition'.

Core Values:

- National pride and global outlook.
- Integrity, transparency and trustworthiness.
- Continuous learning and knowledge creation.
- Professional morality, scientific ethics and academic freedom.
- Quality consciousness and environmental sustainability.

Preamble

To address the necessity of introduction of a innovation and entrepreneurial mindset in Higher education Institutes (HEIs), the All India Council of Technical Education (AICTE), in 2016 released a startup policy document. This document was aimed to guide to all AICTE approved institutions in implementing the Government of India's "Startup Action Plan." Subsequently, the need to expand the scope of application of the policy was felt and this lead to the formulation of the "National Innovation and Startup Policy" (NISP) that was applicable to all HEIs in India.

At Amity University Haryana, (AUH), a committee composed of experienced faculty and staff members was entrusted to formulate the "Innovation, Incubation and Startup Policy for Faculty, Staff and Students" guided by the NISP document. After multiple internal meetings and meetings with all stakeholders, the committee prepared the said document applicable to all faculty, staff and students of AUH.

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Introduction

Ministry of Education has established Innovation Cell (MIC) to foster innovation at Higher Educational Institutes. In the year 2018, MIC launched the Institution's Innovation Council (IIC) program in collaboration with AICTE for Higher Educational Institutions (HEIs) to promote innovation. In this, each of the participating institutes were asked to set up IIC and carry out the prescribed activities.

The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are in their formative years. We are proud to announce that IIC-AUH was established in November 2020.

MIC also mandated all HEIs to formulate an Innovation, Incubation and Startup policy to guide innovation and startup related activities. This document is the Innovation, Incubation and Startup Policy of Amity University Haryana to educate students, faculty and staff on the procedure, laws and guidelines on how to proceed with innovation related activities. The IIC-AUH administers the various activities related to Innovation, Incubation and Startup. As of June 2022, the IIC-AUH consists of the members as listed in Table 1 below. In addition, the readers are advised to check for regular updates in the Institute Innovation Council, Amity University Haryana's website at <https://www.amity.edu/gurugram/iic.aspx>.

**Table 1: Constitution of Institution Innovation Council (IIC)
Ministry of MHRD (June 2022)**

Sr No	Name	Designation	Constitution of IIC
1	Prof. P. B. Sharma	Vice Chancellor	Patron
2	Dr Vikas Madhukar	Dy. Pro Vice Chancellor, Dean FMS, Director ABS	President
3	Mr. Vijay Veer Singh	Vice President, Amity Innovation Incubator	Vice President
4	Dr. Ranjana Kothari	Dy. Dean Students' Welfare and Associate Professor, ABS	Convenor ARIIA Coordinator
5	Dr. Atul Thakur	Professor & Director, AINT and Head Patent Cell AUH	IPR Activity coordinator
6	Mr. Manoj Sahani	Director, Corporate Resource Center	Internship/Industry coordinator
7	Dr. Anil Kumar	Dy. Director IQAC and Associate Professor ASET	NIRF Coordinator
8	Dr. Komal Tomar	General Manager, Marketing	Creatives, Promotion and Social Media Coordinator
9	Dr. Anirban Das	Associate Professor, ASAS	Innovation activity coordinator/ NISP Coordinator Startup Activity Coordinator
10	Dr. Lakshminarasimhan Krishnaswamy	Professor, AIB	Member
11	Dr. Shweta Sinha	Associate Professor, ASET	Member
12	Dr. Sanjeev Sharma	Associate Professor & Head, ASET	Member
13	Dr. Sunil Sikka	Associate Professor, ASET	Member
14	Dr. Arti Chugh	Assistant Professor, ASET	Member
15	Dr. Asim Kumar	Assistant Professor, AIP	Member
16	Mr. Raghav Aggarwal	Assistant Professor, ASAP	Member
17	Dr. A A S Azam	Assistant Professor, AIBAS	Member
18	Dr. Sangeeta Kumari	Associate Professor, AIB	Member
19	Mr. Ankit Kumar	Manager, ABS	Member
20	Ms. Monika Sharma	Executive Assistant Market Promotion	Member

INNOVATION, INCUBATION AND STARTUP POLICY FOR FACULTY, STAFF AND STUDENTS

1. Strategies and Governance

- a. One of the major dimensions of Amity University Haryana's (AUH's) strategies is entrepreneurship promotion and development. Specific objectives and appropriate performance indicators should be defined for assessment.

- b. The mission statement of AUH should reflect its entrepreneurial vision. A senior official holding a position no less than the dean should oversee the entrepreneurship promotion and development objectives. The aforementioned official should have a strong industry connect and/or background in addition to academic excellence. The official should be aided and guided a committee constituted by the following members:
 1. Head of the institution (Chair)
 2. One management expert from the school of business and management
 3. One finance expert from the school of business and management
 4. One member from school of engineering and technology
 5. One member from school of Natural science
 6. One member from the school of law (*preferably an expert in IP and/ or corporate law*)
 7. One member who is knows AUH's administrative policies very well.
 8. Two of the above members will serve as 'co-coordinators' who will liaise with MHRD Innovation Cell.

- c. The committee shall meet regularly (at least on a quarterly basis) and assess the progress in entrepreneurial activity and discuss future course of action towards this agenda.

In addition to the committee members listed above, each committee meeting can include up to 3 'guest members' upon invitation by the Chair. The guest members can be AUH faculty / staff or outsiders; they may be included based on the following considerations:

- i) if their expertise is required for the topic included for discussion in the meeting agenda for the day;

- ii) to give opportunity for faculty members across different departments to act as ambassadors of AUH's Innovation Cell among other colleagues and students;
 - iii) to give potential future members of the committee an opportunity to understand the vision, goals and proceedings of the committee.
- d. strategy for resource mobilization must be drawn out for supporting pre-incubation, incubation infrastructure and facilities. This strategy must be periodically reviewed and revised.
- i. AUH must invest a minimum 1% of its total annual budget for an “Innovation Fund.” This allocation must be utilized for entrepreneurial activities including but not limited to funding and supporting innovation and startup related activities.
 - ii. The faculty, staff and students must make concerted efforts to obtain funding from government and non-governmental agencies. AUH shall encourage and foster an environment of writing grants to agencies like DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE as well as private institutions.
 - iii. Funds earmarked by private and corporate sectors under the Corporate Social Responsibility ((CSR) as per section 135 of the Company act 2013 may be solicited to support technology incubators.
 - iv. Alumni should be encouraged to contribute through sponsorship and donations for innovation and entrepreneurship.
- e. AUH must strive promote individual autonomy and ownership of initiatives.
- f. AUH shall promote the entrepreneurial agenda at department and university level events e.g. workshops, conferences and convocations.
- g. AUH’s start-up plan as outlined in this policy document is applicable to all students, faculty, staff and researchers. The short-term and long-term goals stated here will guide the start-up initiatives in the University. The committee upon due discussion and discretion may amend the policies and goals from time to time as per evolving needs of the innovation and entrepreneurial ecosystem in the University.
- h. AUH shall at its level have a product to market strategy that is guided by the startup plan
- i. AUH shall foster an environment of entrepreneurship not only within the university but also in the nearby community, at the national level and internationally.

2. Startups Enabling Institutional Infrastructure

AUH would create pre-incubation and incubation cell for the purpose of nurturing innovations and startups. The goal would be to interlink innovation and incubation. The ultimate goal of the exercise is link innovation to enterprises to ultimately lead to financial success.

- a. AUH would create and nurture IICs (as per the guidelines by MHRD's Innovation Cell) EDC, IEDC, New-Gen IEDC, Innovation Cell, Startup Cell and Student Clubs. For this purpose resources would be mobilized from internal and external sources.
- b. The pre-Incubation/incubation facility would be accessible to faculty, staff and students irrespective of their departments and disciplines.
- c. An 'Incubation cum Technology Commercialization Unit' (ITCU) shall be created to function as a separate entity registered as a 'Society' under the Society Registration Act. This society shall have an independent governance structure and be accountable towards investors supporting the incubation facility.
- d. AUH would offer mentoring through pre-incubation/incubation units. This facility may be provided either free of cost or in-return for fees and(or) equity sharing. The modalities regarding Equity Sharing in Startups supported through these units will depend upon the nature of services offered by these units and are elaborately explained in Section 3.

3. Nurturing Innovations and Start ups

- a. AUH would establish streamlined processes and mechanisms for easy creation and nurturing of Startups/enterprises by faculty, UG, PG, Ph. D students, staff (including temporary or project staff), alumni and potential start up applicants even from outside the institutions.
- b. Processes would be defined towards the following goals:
 - i. Provision of incubation facilities and support should be accessible to start ups by faculty, staff and students for a reasonable and mutually acceptable time-frame.
 - ii. The faculty members, staff and students intending to initiate a start-up based on the technology developed or co-developed by them or the technology owned by the institute, should be allowed to take a license on the said technology on easy terms,

either in terms of equity in the venture and/ or license fees and/ or royalty to obviate the early stage financial burden.

- iii. AUH would permit and encourage setting up a start-up and working part-time for the startups while studying and(or)working: AUH would device mechanisms to allow their students / staff to work on their innovative projects and setting up startups (including Social Startups) or work as intern / part-time in startups (incubated in any recognized HEIs/Incubators) while studying / working. Possibilities should be explored so that student entrepreneurs may earn credits for working on innovative prototypes/business models. Clear guidelines to formalize this mechanism should be issued. This would include the provision of student inventors being allowed to opt for startup in place of their mini project/ major project, seminars, summer trainings. The area in which student wants to initiate a startup may be interdisciplinary or multidisciplinary. Nevertheless, the student must describe how they will separate and clearly distinguish their ongoing research activities as a student from the work being conducted at the start up.
- c. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying should be allowed to use their address in AUH to register their company with due permission.
- d. A mechanism to provide OD (outdoor duty) to the concerned students should be worked out.
- e. AUH, should develop a procedure that would facilitate students to take a semester/year break (or even more depending upon the decision of a constituted review committee) to work on their start ups and re-join academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise. AUH set up a review committee for review of start up by students, and based on the progress made, it may consider giving appropriate credits for academics.
- f. AUH should explore provision of accommodation to the entrepreneurs within the campus for short duration if needed.
- g. A clear policy should be formulated to allow faculty and staff to take off for a semester / year (or even more depending upon the decision of a constituted review committee) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on startups and come back. AUH should facilitate use of its resource to faculty/students/staff wishing to

establish start up as a fulltime effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty.

- h. AUH should consider launching a part-time/full time MS/ MBA/ PGDM (Innovation, entrepreneurship and venture development) program where one can get degree while incubating and nurturing a startup company as per guidelines issued by AICTE for a similar program.
- i. AUH should facilitate the startup activities/ technology development by allowing students/ faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:
 - i. Short-term/ six-month/ one-year part-time entrepreneurship training.
 - ii. Mentorship support on regular basis.
 - iii. Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.
 - iv. AUH may also link the startups to other seed-fund providers/ angel funds/ venture funds or itself may set up seed-fund once the incubation activities mature.
 - v. License institute IPR as discussed in section 4 below.
- j. In return of the services and facilities, AUH may take 2% to 9.5% equity/ stake in the startup/ company, based on brand used, faculty contribution, support provided and use of AUH's IPR (a limit of 9.5% is suggested so that institute has no legal liability arising out of startup). Normally, AUH should take much lower equity share, unless its full-time faculty/ staff have substantial shares. Other factors for consideration should be space, infrastructure, mentorship support, seed-funds, support for accounts, legal, patents etc.
 - For staff and faculty, AUH can take no-more than 20% of shares that staff / faculty takes while drawing full salary from the institution; however, this share will be within the 9.5% cap of company shares, listed above.
 - No restriction on shares that faculty / staff can take, as long as they do not spend more than 20% of office time on the startup in advisory or consultative role and do

not compromise with their existing academic and administrative work / duties. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, then they will go on sabbatical/ leave without pay/ earned leave.

- In case of compulsory equity model, startup may be given a cooling period of 3 months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the institute/incubator. In that case, during the cooling period, institute cannot force startup to issue equity on the first day of granting incubation support.

AUH should also consider providing services based on mixture of equity, fee-based and/ or zero payment model. So, a startup may choose to avail only the support, not seed funding, by AUH on rental basis.

- k. AUH could extend this startup facility to alumni of the institute as well as outsiders.
- l. Participation in startup related activities needs to be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and must be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup.
- m. Product development and commercialization as well as participating and nurturing of startups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion.
- n. AUH might also need to update/change/revise performance evaluation policies for faculty and staff as stated above.
- o. However, AUH should ensure that at no stage any liability accrue to it because of any activity of any startup.

4. Product Ownership Rights for Technologies Developed at Institute

- a. When AUH facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and AUH.

Inventors and AUH could together license the product / IPR to any commercial organization, with inventors having the primary say. License fees could be either / or a mix of:

- i. Upfront fees or one-time technology transfer fees
 - ii. Royalty as a percentage of sale-price
 - iii. Shares in the company licensing the product ii. AUH may not be allowed to hold the equity as per the current statute, so SPV may be requested to hold equity on their behalf.
 - iv. If one or more of the inventors wish to incubate a company and license the product to this company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between AUH and the incubated company.
- b. On the other hand, if product/ IPR is developed by innovators not using AUH facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.
 - c. If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of AUH's alumni/ industry experts (having experience in technology commercialization) and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. AUH can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.
 - d. AUH's IPR cell or incubation centre will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If AUH is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. The committee should consist of faculty who have experience and excelled in technology translation. If inventors are using their own funds or non-AUH funds, then they alone should have a say in patenting.
 - e. All AUH's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology

translation. Other faculty in the department / institute will have no say, including heads of department, heads of institutes, deans or registrars.

- f. Interdisciplinary research and publication on startup and entrepreneurship should be promoted by the AUH.

5. Organizational Capacity, Human Resources and Incentives

- a. AUH should strive to recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behavior and attitude. This will help in fostering the I&E culture.
 - i. Some of the relevant faculty members with prior exposure and interest should be deputed for training to promote I&E.
 - ii. To achieve better engagement of staff in entrepreneurial activities, institutional policy on career development of staff should be developed with constant upskilling.
- b. Faculty and departments of the institutes have to work in coherence and cross-departmental linkages should be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.
- c. Periodically some external subject matter experts such as guest lecturers or alumni can be engaged for strategic advice and bringing in skills which are not available internally.
- d. Faculty and staff should be encouraged to do courses on innovation, entrepreneurship management and venture development.
- e. In order to attract and retain “right” people, AUH should develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
 - i. The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
 - ii. The recognition of the stakeholders may include offering use of facilities and services, strategy for shared risk, as guest teachers, fellowships, associateships, etc

- iii. A performance matrix should be developed and used for evaluation of annual performance.

6. Providing a streamlined system and process for AUH innovators and entrepreneurs

- a. To ensure exposure of students to innovation and pre incubation activities at their early stage and to support the pathway from ideation to innovation to market, AUH Innovation Cell will adopt the following mechanisms at the institution level.
 - i. To create and sustain entrepreneurial spirit among students, faculty and staff will be part of AUH's entrepreneurial agenda. AUH IIC will periodically organize awareness programs to inculcate the value of entrepreneurship and its role in career development and employability.
 - ii. AUH IIC will create among students and staff an awareness that innovation (technology, process, or business innovation) is a mechanism to solve the problems of the society and consumers. AUH Entrepreneurs will be guided and motivated to innovate with focus on the market niche.
 - iii. Students will be encouraged to develop entrepreneurial mindset by:
 - a) Engaging them in experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.)
 - b) Inviting first generation local entrepreneurs or experts to address young minds.
 - c) Organizing initiatives like idea and innovation competitions, hackathons, Design Thinking workshops, bootcamps, seminars, conferences and exhibitions. Mentoring by academic and industry personnel, throwing real life challenges, awards and recognition will be routinely organized.
 - iv. To prepare the students for creating a start-up, enterprise related activities will be integrated with the regular education activities of AUH.
- b. In order to increase the chance of success of AUH entrepreneurs, AUH IIC take initiatives to identify students who show potential in the pre-start-up phase, and provide enhanced support. AUH IIC will link our start-ups and companies with wider entrepreneurial ecosystem. Connecting student entrepreneurs with real life entrepreneurs will help the students in understanding real challenges which may be

faced by them while going through the innovation funnel and will increase their chance of success.

- c. AUH IIC will guide students, faculty and staff in conducting various activities related to innovation, start-up and entrepreneurship development. Collective and concentrated efforts will be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.
- d. For strengthening the innovation funnel of the institute, access to financing will be opened for the potential entrepreneurs.
 - i. Networking events will be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
 - ii. AUH IIC will provide business incubation facilities for new start-ups through AUH incubation centers. This includes providing laboratories, research facilities, IT services, training, and mentoring at subsidized cost.
 - iii. AUH IIC will promote a culture of responsible entrepreneurship with a clear understanding that money is not FREE and is risk capital. AUH IIC will encourage the entrepreneurs to utilize these funds and promptly return in due time. While funding is taking risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did right in funding him/ her.
- e. AUH IIC will prepare and make available a ready reckoner of Innovation Tool Kit, which will be made available on the homepage on AUH's website to answer the doubts and queries of the innovators and also provide a list of facilities available at the institute.

7. Norms for Faculty Start-ups

For better coordination of the entrepreneurial activities, the following norms will regulate start-ups initiated by faculty member(s).

- a. Only those technologies that originate in AUH will be taken for faculty start-ups.
- b. The role of the faculty in the started-up may be as guided below:
 - i. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the start-up.

- ii. the regular duties of the faculty don 't suffer owing to his/her involvement in the start-up activities. (refer 'conflict of interest' document). (*'CoI' to be prepared*)
- iii. Faculty start-up may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- c. In case the faculty/ staff holds the executive or managerial position for more than three months in a start-up, they will go on sabbatical/ leave without pay/ utilize existing leave.
- d. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the start-up/ company.
- e. In case of selection of a faculty start-up by an outside national or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/ year (or even more depending upon the decision of review committee constituted by the institute) may be permitted to the faculty.
- f. Faculty must not accept gifts from the start-up.
- g. Faculty must not involve research staff or other staff of institute in activities at the start-up and vice-versa.
- h. Human subject related research in start-up should get clearance from ethics committee of the AUH.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- a. AUH IIC recognizes that development of Entrepreneurial spirit and Entrepreneurial culture in an organization requires not only a focused training in various aspects entrepreneurship but also through commitment to wholistic education which cuts across discipline, imparted through learner-centered, active-learning pedagogy. AUH IIC will make appropriate interventions in the currently existent educational ecosystem at AUH.
 - i. AUH has a tradition of observing Innovation week celebrations every year in the month of September. AUH IIC will utilize this tradition to enhance innovation and entrepreneurial spirit among students, faculty and staff through targeted bootcamps, hackathons and competitions.

- ii. At AUH the pedagogy is continually evolving keeping up with global standards in higher education. AUH IIC will work with appropriate authorities to organise Faculty Development Programs to train them to train the students in Critical Thinking and other skills essential for generations of students in the decades to come. The pedagogy will include active learning, activity-based learning, project based learning and *projects* based on real life challenges.
 - iii. Student clubs / organisations on campus will be guided and encouraged to organise their activities to nurture Critical Thinking, and Social Responsibility in students. Competitions, bootcamps and workshops will be organised with this goal in focus.
 - iv. AUH has been implementing a flexible Education system through the FlexiLearn program. AUH IIC will work with appropriate authorities to introduce courses relevant for innovation and entrepreneurship with flexibility for students from any stream to register for these courses.
- b. Entrepreneurship education will be imparted to students at curricular/ co-curricular/ extracurricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes will be made available to the students.
- i. In the beginning of every academic session, AUH IIC will conduct an induction program about the importance of Innovation and Entrepreneurship so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems. This will be part of the Innovation Week celebrations. Curriculum for the entrepreneurship education will be continuously updated based on entrepreneurship research outcomes. This will also include case studies on failures.
 - ii. Periodic training through workshops, hackathons, competition etc.
 - iii. Industry linkages will be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.
 - iv. Customized teaching and training materials will be developed for start-ups.
 - v. The training imparted to students will highlight the leadership qualities essential for an entrepreneur, with special focus on the ability to take risks. At the same time, students who innately are risk averse will be trained to support and contribute to the entrepreneurial initiatives.

- c. Learning interventions developed by the institutes for inculcating entrepreneurial culture will be constantly reviewed and updated.

9. Collaboration, Co-creation, Business Relationships and Knowledge Exchange

- a. In addition to enhancing the entrepreneurial ecosystem in AUH, AUH IIC will also give prime importance to entrepreneurial agenda in engagement with external stakeholders. AUH IIC will find potential partners, resource organizations, micro, small and medium sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.
 - i. To encourage co-creation, bi-directional flow/ exchange of knowledge and people will be ensured between institutes such as incubators, science parks, etc.
 - ii. AUH IIC will organize networking events for better engagement of collaborators and will open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration, lectures, etc. Appropriate mechanism will be developed to capitalize on the knowledge gained through these collaborations.
 - iii. Care will be taken to ensure that the organized events will not be an end goal. The prime focus of the incubator will be to create successful ventures.
- b. AUH IIC will develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.
- c. As mentioned earlier, knowledge exchange through collaboration and partnership will be made a part of AUH IIC policy, and will provide support mechanisms and guidance for creating, managing and coordinating these relationships.
 - i. AUH IIC will explore formal and informal mechanisms such as internships, teaching and research exchange programs, clubs, social gatherings, etc., whereby faculty, staff and students of AUH can avail opportunities to connect with their external entrepreneurial stakeholders.
 - ii. Connect of the institute with the external environment must be leveraged in form of absorbing information and experience from the external ecosystem into the institute 's environment.

- iii. AUH IIC will serve as the nodal point of contact for exchange of information between AUH students / faculty / staff, and external stake holders.

10. Entrepreneurial Impact Assessment

- a. Impact assessment of AUH IIC entrepreneurial initiatives such as pre-incubation, incubation, and entrepreneurship education will be performed regularly using well defined evaluation parameters.
- i. Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning will be assessed.
- ii. Impact Assessment will be based on the following tangible outcomes: • Support system provided for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc at the institutional level and satisfaction of participants, • Number of start-ups created, • New business relationships created by the institute.
- iii. AUH IIC will periodically review its entrepreneurial strategy based on information gained through impact assessment mentioned above.
- iv. Impact assessment for measuring the success will be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model is critical. COMMERCIAL success is the ONLY measure in long run.

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Appendix 1

Incubation Guidelines
Prepared by
Amity Incubation Incubator at AUH



AMITY
INNOVATION
INCUBATOR

E-Cell

GURUGRAM

INCUBATION GUIDELINES



AMITY
UNIVERSITY
— HARYANA —

Amity Innovation Incubator at AUH (All-AUH) is focused on stimulating the establishment and growth of technology-based start-ups companies and other compatible businesses by providing new and emerging technology and compatible businesses with an environment that would support their start-up phase and increase their likelihood of success. The All creates an innovation eco-system in the chosen thrust areas by focusing on research and suggest best and novel practices to be adopted by different stakeholders in the innovation chain. It has a clear philosophy to encourage and incubate technology based new enterprises with innovative products and services with a mandate to strengthen collaboration between industry and academia and turn ideas into visible businesses and encourage the students for entrepreneurship.

Broadly, All-AUH will provide the following services to its incubatees:

- Mentoring and Advisory
- Financial Advisory and Support
- Infrastructure and Support

Entrepreneurship Cell (E-Cell):

The E-Cell at the University is actively involved in creating an ecosystem of entrepreneurship and start-ups in the campus by providing various opportunities to students to interact with entrepreneurs under the series of 'Friday Fortnight – Real Entrepreneurs, Real Stories'. The Cell is also involved in organizing Entrepreneurship Awareness Camps and providing support to the students' venture through Amity Incubation Centre.

PREREQUISITES FOR THE BUSINESS PLAN

1. **Executive Summary** (Two Page Elevator Pitch/Teaser)
2. **Business Description**
 - Legal Name and Legal Structure: Trademarks, Copyrights & Other Legal Issues.
 - Product or Service Description: What exactly will you be paid for, what is your Unique Selling Proposition?
 - Business Concept and Opportunity: Why are you likely to be profitable?
 - Financing Requirements: What do you need to get started and to operate?
3. **Industry Analysis and Trends**
 - Size, Growth Rate, New Developments or other forces that will impact your business?
 - Vulnerability to Economic Factors, Seasonal Factors, Regulatory Issues, Supply and Distribution, Anticipated Industry Trends.

4. The Target Market

- Describe your target market: Demographics/Geographic, Psychographics, buying patterns, Purchasing sensitivities.
- How large is this market in terms of Annual Sales, buying power and what is the potential for growth?



5. The Competition

- What is your competitive position? Who are your competitors?
- Which companies are currently serving your potential customers? What will be service in the future? – Provide names and locations. How do you compare to your competition - Price, Quality, Customer services, etc.

6. Marketing Plan

- What is your marketing/pricing strategy?
- How will you reach your target market– marketing vehicles, strategic partnerships, other marketing tactics.

7. Operations

- How will you manufacture your product or provide your service?
- What are the personnel or labour requirements?
- Special equipment or key suppliers, if applicable.
- Space requirements (e.g.: office, factory, retail, home) and associated costs, including renovations.
- Location – description of your location and its key features, including zone qualifications.

BUSINESS EVALUATION CRITERIA

1. Strength of the Business Idea

- Novelty of the Business Idea
- Use of the Technology

2. Innovation involved in the Business Idea

- Is the Innovation Patented

3. Commercial viability of the Product/Service

- Is the Product/Service saleable in the market
- Life cycle of the Product/Service

4. Stage of Progress

5. Team Strength & Past Success

- Strength of the team
- Past experience of the team
- Success story, if any

6. Funds Involved

- Expenditure made on the project
- Funds required to take it to the next level

AMITY CAPITAL VENTURES

SUPPORTING START UPS AT EVERY STEP OF THE ENTREPRENEURIAL JOURNEY

Amity Capital Ventures (ACV) is an early stage investment vehicle which operates from New Delhi, India with focus on investing in start-ups and SMEs at an early stage across diversified sectors with primary investments by way of equity and through quasi-equity instruments. ACV is closely associated with Amity Innovation Incubator, based out of Gurugram and supports its investment companies by way of constant mentoring and other value addition services to ensure success in the market.

- Active investment portfolio of companies across various sectors
- ACV is backed by a core team with decades of cumulative experience and strong capabilities in identifying opportunities at an early stage
- Strategically associated with Amity Innovation Incubator, with support in areas of IP Consulting, Strategic Advisory and Mentoring Support for ACV's portfolio investments



ACV'S team of domain experts have established a successful Portfolio of investments across various sectors such as:

- Education Technologies
- IT Services
- Clinical Research
- Online Gaming
- Smart Automation Devices
- Geographical Information Systems
- Microfinance Automation
- Mobile Technologies

INVESTMENT FOCUS

- Early stage investments across diverse sectors having potential for attractive growth and earnings
- Strong management team for products in a high growth market
- High expected return on investment

Investment Horizon: 5-7 years with an option for early exits.

FREQUENTLY ASKED QUESTIONS

1. What is a Technology Business Incubator (TBI)?

A Technology Business Incubator facilitates the development of technology based and knowledge driven companies helping them to survive and grow during the start-up period by providing an integrated package of work space, shared office services, access to specialized equipments and value added services like management assistance, technical assistance, networking support, financial support and business planning. The main objective of a Technology Business Incubator is to produce successful business ventures that create jobs and wealth in the region.

2. How are incubatee companies benefitted by TBI?

A Technology Business Incubator provides infrastructural support along with an integrated package of business support services at moderate costs enabling incubatee companies to start their ventures with a lower initial investment. A Technology Business Incubator also assists incubatee companies by offering critical support services so as to minimize the chances of failure and improve survival prospects. In addition to this, the networking support provided by a TBI helps incubatee companies to establish credibility and reduce their time in developing marketable products and services.

As a premier Technology Business Incubator, the Amity Innovation Incubator has a 100% survival rate- all companies incubated at Amity Innovation Incubator are commercially successful and flourishing.

3. How do incubators help start-ups in getting funding?

Incubators can help incubatee companies in securing capital in a number of ways:

- Managing in-house and revolving incubation funds/ seed support fund
- Connecting companies with angel investors (high-net-worth individual investors)
- Working with companies to perfect venture capital presentations and connecting them to venture capitalists
- Assisting companies in applying for bank loans

4. What are the different models of TBIs?

Technology Business Incubator evolves its model based on the needs, strengths and the thrust area of technology. They generally have the following features:

- Focus on specific sectors
- Proximity to the Educational Institutions/R&D/Management Institutes
- Equipped with modern Infrastructure, Labs etc.

5. How can one apply for incubation?

Individuals can visit the Amity Innovation Incubator website i.e. www.amity.edu/All and apply by filling an online form or directly contact Amity Innovation Incubator on the numbers given on the website

6. What are the modes of incubation?

There are three modes of incubation:

- 1) **Physical Incubation:** In this mode companies are provided with physical space and all services such as business plan writing, mentoring, raising funds etc.
- 2) **Virtual Incubation:** In this mode companies are not provided with physical space while all services stand same as in physical incubation. In addition companies can utilize the Amity Innovation Incubator infrastructure for conducting their board meeting and events after taking prior approval from the management team.
- 3) **Student Incubation:** This is a unique programme run by Amity Innovation Incubator where students while studying can apply for incubation services. Once selected they are entitled for privileges which include utilization of the incubator facilities and office space in a student innovation center to start their venture.

STARTUP SUPPORT MANDATE - STUDENT ENTREPRENEURSHIP

Amity Innovation Incubators (All) at respective locations have a mandate to create Entrepreneurship Ecosystem are various University Campuses across the Country.

All shall use the 4-step process to create systematized ecosystem at respective locations.

The four-step process is as briefed below:

1) Sensitisation via EACs

- Entrepreneurship Awareness Campus to be organized at campuses during induction of new Batches to make them aware about the presence of Amity Innovation Incubator's ecosystem at various locations and the services and offerings already in place.
- EAC's also to be used to scout for best talent for the formation of E-Cells as part of the second step of the Ecosystem building process.

2) Creation of E-Cell and outlining of activities for the year

E-Cell shall comprise of student members and shall hold regular meetings and facilitate Entrepreneurship events under the supervision of the All faculty incharge.

The events under the E-Cell shall be:

- Fireside Chats
 - Trainings and workshops
 - Business Plan Competitions
 - Applabs shortlistings etc.
-

3) Extension of Infrastructure support , Mentorship Support and Financial Support

- Support to be extended to Startups/ Students with Business/Startup ideas by way of office space, excess to Labs and equipment wherever possible.
- Mentors to be allocated as per the stage of the Startup to help them arrive at a Go-No-Go Decision.
- Initial Financial support to Student startups by way of a) Incorporation expenses, b) Absorption of office infra expenses c) Allocation of Technology Credits d) Mentor Expenses e) Event and Conferences delegate access as per availability.

4) Fulfillment of General Criteria to Establish Incubators Recognised by DST, MEITY, AIM, BIRAC or other Recognition authorities as per the Incubator's Focus area.

STUDENT SUPPORT POLICY

The Following process to be followed while identification of startup ideas/Business ideas submitted by Students for formal Incubation.

1) Student Project identification via

- Business Plan Competition Entries
- Training and workshop participations
- AppLab entries
- Direct submission of Entries via E-Cell
- Direct submission of Business Plan to incubator email id.

2) Project Evaluation

Business projects or startup evaluations to be done by the All Faculty incharge. Support to be aided via HQ All- Gurugram. All Faculty Incharge may seek help of on boarded mentors in the network for sector specific expertise. University Faculty members may be invited/enrolled to establish soundness of the proposal.

3) Pre-Incubation

- All such proposals deemed to be technically or Financially weak on the feasibility study shall be put under Pre-Incubation.
- Pre-Incubation shall entail mapping of Student Entrepreneurs to Mentors or Faculty incharge for further directions on their project research.
- The Mentor shall handhold the students till the point they are able to make a Go-No-GO decision to incorporate an entity to formally start product/Service operations of the Startup. This shall entail a pre-requisite of a detailed business plan of the venture drawn out by the startup for the launch of operations.

4) Incubation

The Startup team shall be required to present formally to the board their business plan presentation and shall be inducted in the the incubation process formally alongwith the suggestions of the Board members. The Board members may decide to extend the pre-incubation period of startups in unsatisfactory cases.

INCUBATION ONBOARDING PROCESS: (STUDENT INCUBATION)

- 1) Submission of Business Plan
- 2) Onboarding on IMS
- 3) Allocation of Mentor
- 4) Allocation of Incubation Space (Office Infra) - (if required)
- 5) Allocation of Tech Credits (AWS, Google, ZOHO, PayU - as per procedure)

SUPPORT SERVICES

Financial Support

- 1) **Student Startups (Both under Incubation and Pre-Incubation) shall be entitled to access of office infrastructure at the All regional location.**

(No Rent shall be charged from Student Incubatees for the use of office infrastructure, as long as they are ongoing students of any of the courses physically offered by Amity University, across any of the locations.

For teams comprising of external team members (non Amitian), The access to All location shall be limited to a maximum of 2 seats. (also, at the discretion of the Faculty incharge)

- 2) **Student Startups and Other Incubatees shall be entitled to Technology Credits as per the Partnership Tiers offered by Corporate Partners.**

The submission of the application for avail of credits shall be via the unique code and the layout procedure. (available with faculty incharge)

- 3) **Student Startups shall be supported by way of reimbursement of Incorporation Expenses (Upto a max of INR 20000, on submission of bills).**

(Incorporation Support is also available at HQ Gurugram by way of partner introductions.)

4) Seed Support or Grant Support.

Grant Support:

- Students shall be given access to various Grant Schemes (if available) under various heads for product development or for whatever purpose the grant may be available. Under such a case the proposal would have to be specifically presented to the committee made for the purpose of grant for the approval.
- All committee may also approve Grant to Student Startups from their Seed Support under exceptional conditions.

Seed Support:

- Student Entrepreneurs shall have access to the Seed Support available to the Incubator under various schemes. Students shall be given access to various Seed Support Schemes (if available) under various heads for product development or for whatever purpose as approved by the board. Under such a case the proposal would have to be specifically presented to the committee made for the purpose of Seed Support for the approval.
- Seed Support shall be made available in lieu of Equity. Such and arrangement shall be governed by SHA or Agreements laid out as per the Scheme policy.
- A draft of such Agreements shall always be available to Startup in advance.
- The release of seed amount may be based on achievement of Benchmarks and Milestones which may be set by the committee during the approval of the proposal or later but before the signing of the the SHA by both the parties.
- The Seed amount so approved may be distributed into tranches basis the Milestones and Benchmarks kept.

5) Fund Raising Support

Wherever required All shall introduce startups to Amity Capital Ventures, the investor consortium and other Co-investors as per the Entities Investment Mandate.

Student Startups shall also have access to present their proposals during Demo Days as organized by the Incubator for Specific Accelerator or Incubation Programs.

INVESTMENT MANDATE

- Sector Agnostic
 - Seed Support in lieu of Equity governed by SHA
 - Quantum (INR 5L - 50 L for Co- Investment)
 - (INR 12.5L-25 L for Co-investment via Seed Fund - ATI-EIC- Gurugram)
 - (INR 4 L-7 L under Meity & Other Schemes)
-