

# Start Up Policy of VIT, Vishwakarma Startup and Technology Park (V-STEP)

The proposed incubation center is for Manufacturing Engineering with the support of Signal and Image processing and Information and Communication Technology (ICT), as all areas are strengths of applicant institute. Vishwakarma Startup and Technology Park (V-STEP) will provide support to start-ups and researchers that allow for creation, integration with research and innovation processes. This would also include regular mentoring and connecting to industry for business pilots and growth of start-ups. As Pune city is recognized as hub for automotive manufacturing industry and information technology, V-STEP will be a good supportive platform for nearby industries. The center has an advantage of proximity to both supply and demand for the incubator. Further, VIT is already has linkages with industries and top academic institutions like IIT's. This will help it to provide solutions in the areas of automation of the processes, transport systems, telecommunication, health-care and also provides solutions about prototype development and manufacturing.

The proposed V-STEP will sensitize 1,000+ students, faculty and scientists of Pune and Maharashtra region on entrepreneurship in ICT and manufacturing sector. It is expected that in 5 years, center will admit 70+ incubatees and would commercialize 200+ new products/technologies/innovations. Further, VIT-V-STEP is planning 60+ events related to strategy and business plan development, Fund raising, Finance & Taxation, Intellectual Property, Product Designing, Manufacturing, Sales & Distribution, mentoring, training and other domains as required for startups. Center would develop partnerships and networks with the stakeholders such as industry, investors, Government & public funding entities, and incubators.

## **Selection Criteria and Exit Policy For Incubates**

### **General Selection criteria**

1. The startups working only in Manufacturing and Engineering, Signal and Image processing

and Information and Communication Technology areas will be incubated.

2. If the applicant is working on an area which is similar or has potential conflicts of interest with another startup that is already reside with V-STEP, V-STEP will not support such startups until previous

startup leaves the incubator.

3. If the applicant has not incorporated the company, the applicant will have to incorporate the company within a period of three months from the date of approval for incubation in the proposed V-STEP.

4. The business must be in early stages of development. Early stage usually means within the first two years of business operations, but startup companies involved in a significant change in direction or launching a new business product may also be considered.

At the opening level, applicants for admission in VIT-V-STEP will be required to submit, which can

be availed from the Institute office or downloaded from its website. The application will be scrutinized internally by the VIT team. While submitting application, applicants will also disclose information on executive involvement of the promoters/ founders in other companies or commercial entities.

Based on the initial scrutiny of application and affirmative assessment, applicants will be asked to submit a formal application for admission in prescribed format along with a detailed proposal comprising of the following documents:

1. Business Plan.

2. Details of IP/ technology based on which a company is proposed to be promoted/ founded. In case the IP/ technology is developed at VIT, Pune, a copy of letter of approval from VIT-V-STEP

for transfer of / licensing of/ permission to use IP in favour of prospective incubatee companies.

The business plan is expected to cover the basics of the business, namely, value proposition, products and services, market analysis, competition analysis, funding requirements, capital structure, milestones and timelines, development and marketing plan, organizational structure, team, risk analysis and projected financials. An illustrative template for a business plan may be

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obtained from the office or may be downloaded from its website. Applicants may give such additional information as they think would help in the assessment of their proposal.

Based on the documents submitted, the Business Plan will be screened by the VIT-V-STEP team for

assessing the suitability of the proposal for further evaluation by expert members regarding its potential for incubation. Detailed scrutiny including financial and technical due diligence of the proposal shall then be carried out by the expert members for evaluation of the proposal.

Applicants may be invited with their teams to make a presentation on their proposal. In order to enable the expert members to take an appropriate decision, members may ask for any additional information from the applicants and/or revision in the proposal.

Business Plan will be reviewed by experts having technical, business and financial expertise.

These members will be other than VIT, Pune employees. The expert members would be invited/identified depending on the nature of the proposal. The proposal will be handled in terms of VITV-STEP

Policy on Conflicts of Interests and Confidentiality appended hereto as

### **EXIT POLICY**

Incubatee companies are required to leave the VIT-V-STEP under the following circumstances:

- a. On completion of two years (Unless extended by the VIT-V-STEP)
- b. Underperformance or unavailability of the Business Venture.
- c. When the annual turnover of the company exceeds Rs.2 crores or when the company's net profit after tax exceeds Rs. 50 lakhs annually.
- d. When the number of employees of the company exceeds 20 e. Disputes among the promoters, affecting the viability of the Company.
- e. Notwithstanding anything written elsewhere, the VIT-V-STEP's decision in connection with the exit of an incubatee company.

### **Plan of action to operationalize the V-STEP**

**1. Marketing through seminar/workshop/website:** VIT V-STEP will do the marketing of the V-STEP

available for solving different manufacturing issues. Discussion will be done about the existing facility and the expertise available with V-STEP.

**2. Identify the requirements of the startups, incubators:** With the mutual discussion and understanding the problems of the incubators or startups will be identified. Discussion and concession about the rates for the process will be decided. Signing of MOU and the proposed work schedule will be finalized.

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**3. Providing solutions:** V-STEP will provide the solutions to the identified problem using the existing facility and the expertise available.

**4. Implementation of the solution:** V-STEP will help incubators and startups to apply the solutions.

**5. Results after implication:** V-STEP will take the follow up of the enhanced outputs due to the solution provided to incubators or the startups.

The above plan of action will be done by the V-STEP for the term of five years.

### **Sustainability and revenue generation model**

Along with few number of startups enrolled and facilitated every year, this centre will undertake training and developmental activities. There is plenty of requirement of corporate training around Pune. Special training workshops will be periodically scheduled for engineering students. As the proposed area (signal and image processing) has been showing prominence in science and technology, students will be great beneficiary out of the centre. A tentative batch of 15 per programme/workshop