

St. Martin's Engineering College
Dhulapally, Secunderabad-500100

Startup Incubator

Srishti

...where the Ideas turn into reality



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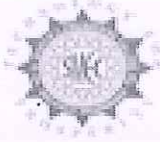
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Introduction:

A startup incubator is a collaborative program designed to help new startups succeed and help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training (the below is a more extensive list of common incubation services). The sole purpose of a startup incubator is to help entrepreneurs grow their business. It helps students from Ideating Stage to Product Selling Stage. The incubator gives students a chance to learn through experience and provide opportunities to work through a business concept in the Student Business Lab, get involved with startups, and take part in competitions and conferences for entrepreneurs. Dedicated students can even choose to co-ops, mentoring, courses, and always-on access to the incubator. Participants in the incubation program learn valuable lessons in entrepreneurial management, further funding from other incubators or VC firms, modern office space, and fully equipped labs with a wide range of technical equipment and engineering resources.

Basic Services of an Incubator:

- Conversion of an idea to a prototype
- Basics of setting up a business
- Networking opportunities
- Marketing assistance
- High-speed Internet access
- Accounting/financial management assistance
- Access to bank loans, loan funds and guarantee programs
- Help with presentations skills
- Connections to higher educational resources
- Connections to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel

Srishti startup Innovation & Technology Hub:

More than 4000 Engineering Colleges are producing around 12-13 Lakhs of Engineers every Year. Out of them only 19% are getting jobs, 13%-14% are going for Higher Education where as 1% are starting on their own. MITH will be a platform to nurture



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student ideas and help the ideas from ideation to a Startup. MITH will be a Hub for Budding Entrepreneurs.

Srishti Startup incubator (SSI) will be Powered by EIC India. EIC is a 1 Year Experiential Learning Course which is opted by Students. Within the Course of time the Students are taught Various Concepts of Market Research, Ideation, Prototyping, Idea Validation, Legal Concepts and Many More. The Complete Course is Carried Out with a Curriculum which is Exactly according to the Requirements with which student Can Startup.

MODUS OPERANDI :

Innovation HUB has Few Basic Infrastructure of Computers and WIFI. Innovation Hub is Monitored by Innovation Officer who is Appointed by College. Innovation Office is Trained to Facilitate the Students and Help them. College Academic Incubator Incubates only Few Selected Students who are Nominated after Screening. They Undergo Various Activities Each Month. Students are Taught about the Basics Concepts of an Organization. Industrial Experts of Various Domain and Founders of Startups will be helping them in Development of Their Idea.

Students In-take: 5 to 10 startups.

The incubation program is designed in such a way that the selection process will filter in worthy candidates with viable ideas having high probability and market sustainability. This will make sure that the quality of the incubator is optimal at all the times.

Screening Process:

- **Ideathon :** All the Students are Asked to Submit their Ideas. They are Taught with Basic Presentation Skills and After those Ideas are Screened by Team. Ideas can be of Advancement of Existing Technology / Innovation in Any Technology / Solving the Problem
- **Personal Interview:** The Selected Idea Individual /Team will undergo with an Interview Process. Idea pitching : Shortlisted Teams will Present their Ideas to the Jury
- **Incubation :** Selected Startups are Made Incubated.



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Course Curriculum:

Ideating - Concepting - Validating - Scaling -Establishing

1. Idea Validation & Organizational Structure, 3 Hrs. Market Analysis,
2. Design Thinking - Naming & Branding;
3. Requirement Gathering
4. Wireframing; UI/UX;
5. Development
6. Development
7. B-Plan and R-Model.
8. Pitch Presentation.
9. Fund Raising and Validation.
10. Legal, Finance & Opportunities 3 Hrs
11. Implementation.
12. Launch & Graduation.

Program Activities

Entrepreneurship Talks: Includes CEO Talks, Tech Talks, Industrial Experts Talks to Help the Participants to Learn the Hurdles that are Faced by the Founders of Various Startups.

Tasks : Participants of Incubation are Given with Various Tasks Every Week.

Startup Visit : Participants are taken to Various Startup Visit in order to Know about the Startup Work Culture.

Networking Events : Participants are Taken to Various Technology Events

Hackathon : 24hrs / 48hrs Product Development Hackathon which will in Return Benefit with a Job Offer in a Tech Startup / Intern Opportunity

Intern Mela: Internship Drive with Top Startups. Where They Recruit Interns for Various Startups

Startup Utsav: An Intra College Event where Students, Mentors, Startups Join Together for a Festival of Startups where in the Students Pitch the Ideas and Investors Invest in Startups. Various Startups Exhibit their Products.

Partnered Events: All the Participants are allowed free to Any Partnered or Startup Event Happening in Hyderabad.

Scope of Incubator:

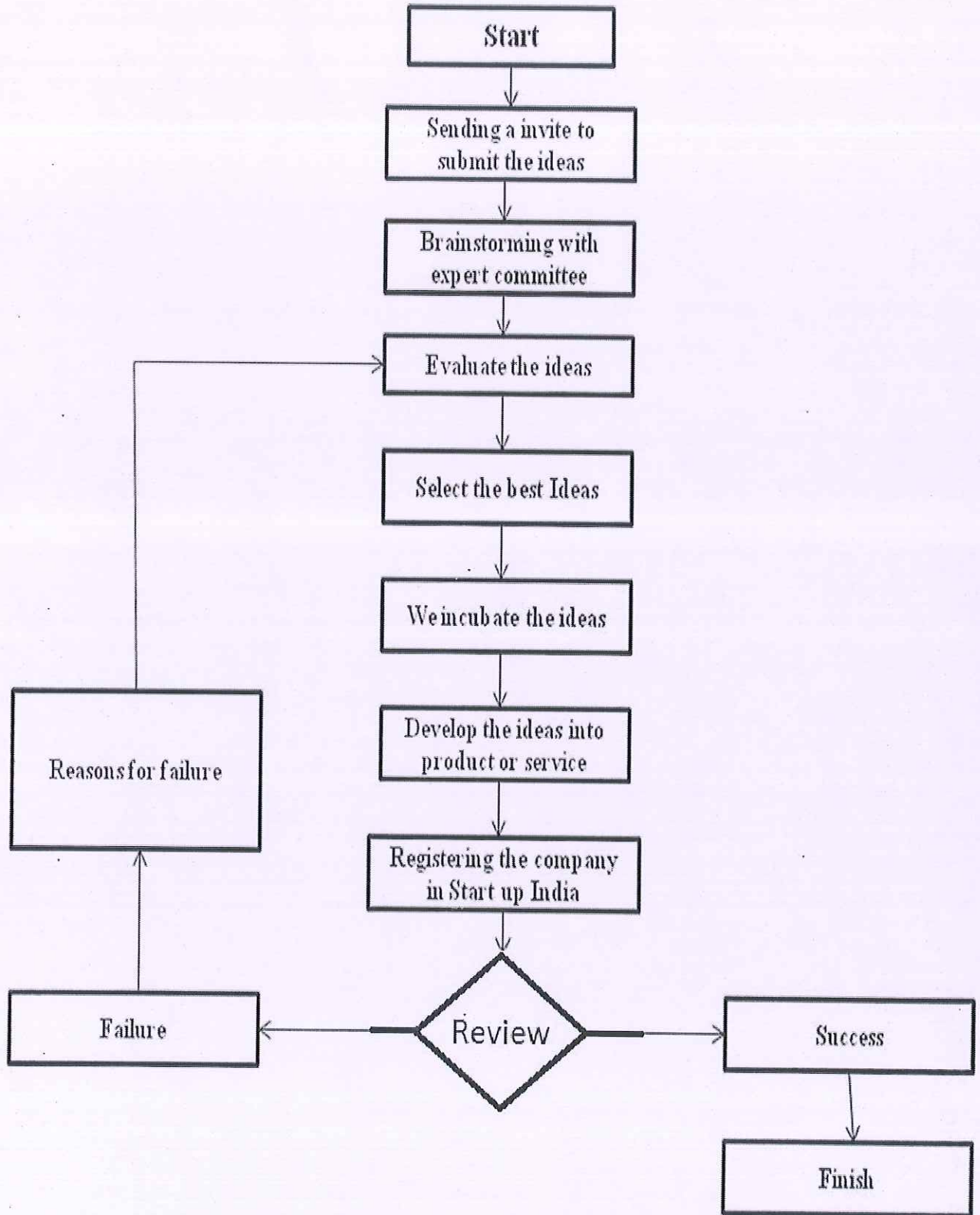
The Program Structure is designed in order to Incubate the Startups and Promote Entrepreneurship Among the Students. All the Course Curriculum and Program that is designed will be Useful to for Application of ATAL Innovation & Incubator. Program will indeed Help in Improving the Placement Record of the College.



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Standard Operating Procedure (SoP)



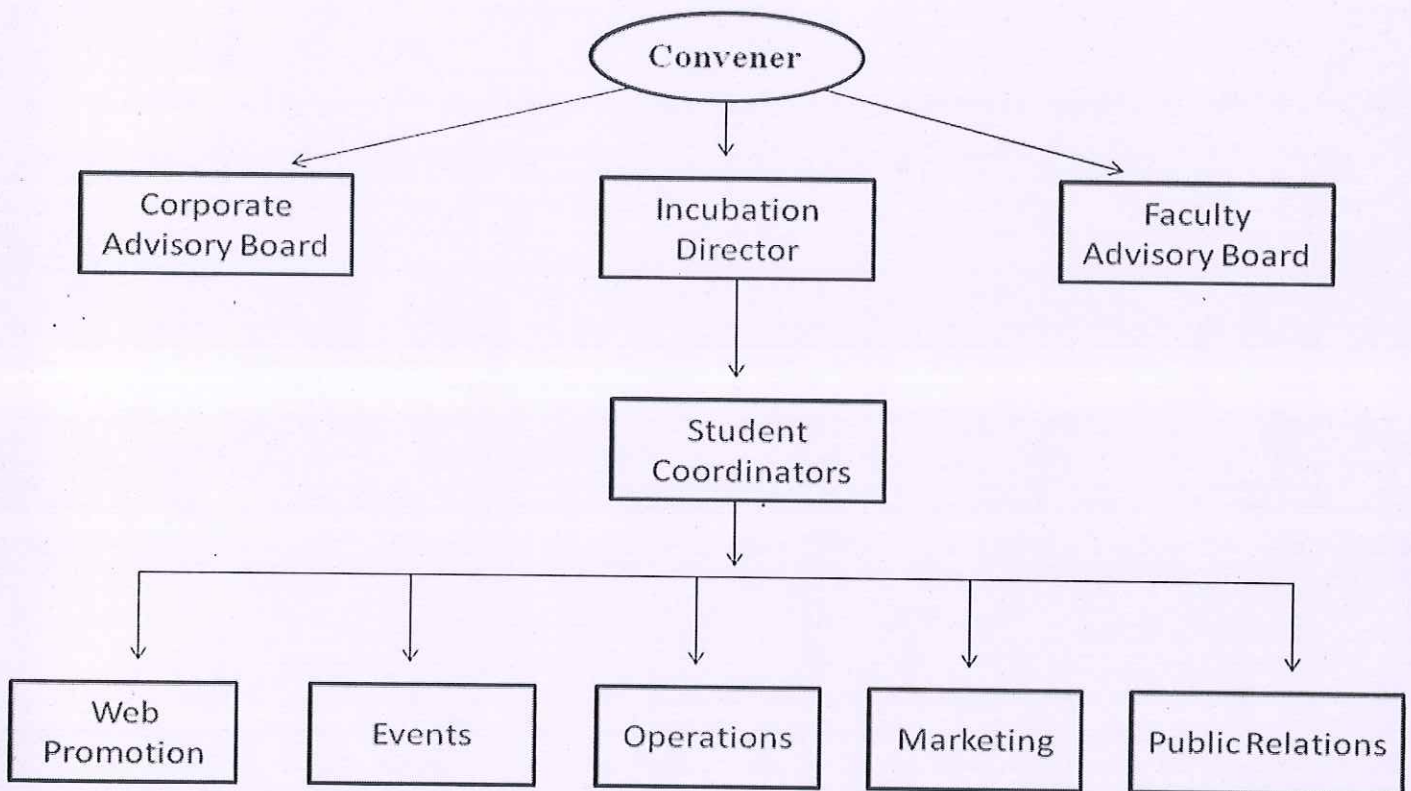
Startup Convener



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Student Structure Flow Chart




Startup Convener