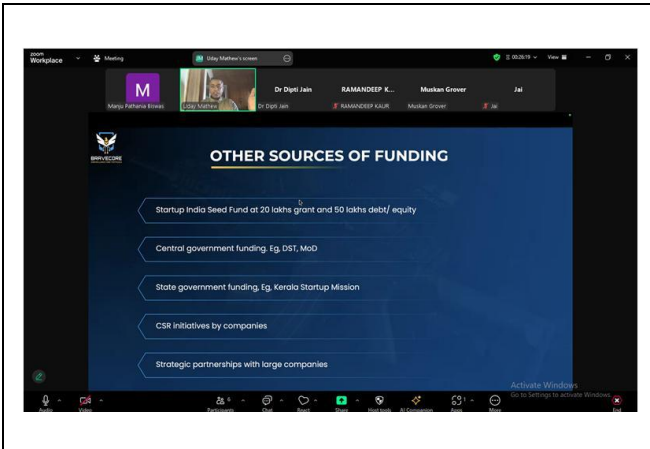


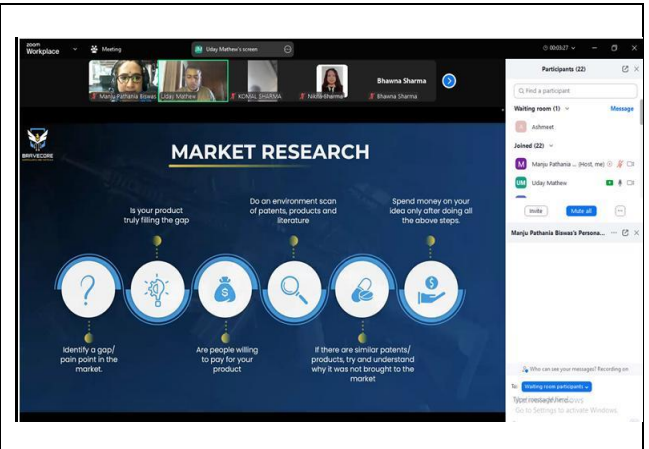
# ACCELERATION/ INCUBATION - OPPORTUNITIES FOR STUDENTS & FACULTIES - EARLY STAGE ENTREPRENEURS”

## 19<sup>TH</sup> JULY 2024



**OTHER SOURCES OF FUNDING**

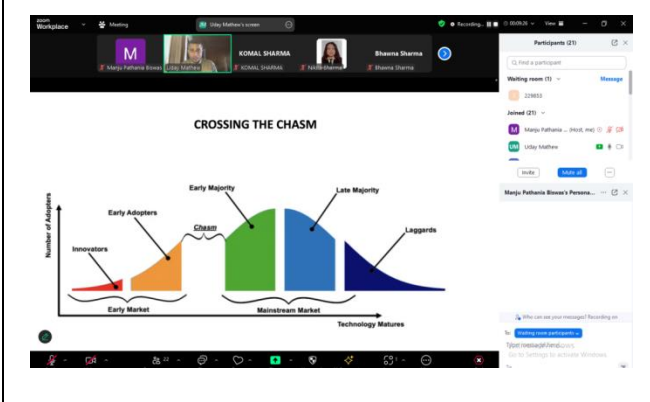
- Startup India Seed Fund at 20 lakhs grant and 50 lakhs debt/ equity
- Central government funding, Eg. DST, MoD
- State government funding, Eg. Kerala Startup Mission
- CSR initiatives by companies
- Strategic partnerships with large companies



**MARKET RESEARCH**

Is your product truly filling the gap? Do an environment scan of patents, products and literature. Spend money on your idea only after doing all the above steps.

- Identify a gap/ pain point in the market.
- Are people willing to pay for your product?
- If there are similar patents/ products, try and understand why it was not brought to the market.

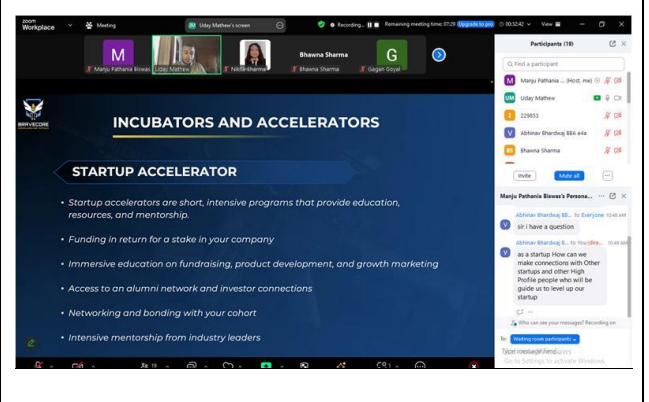


**CROSSING THE CHASM**

Number of Adopters vs Technology Maturity

Early Adopters, Early Majority, Late Majority, Laggards

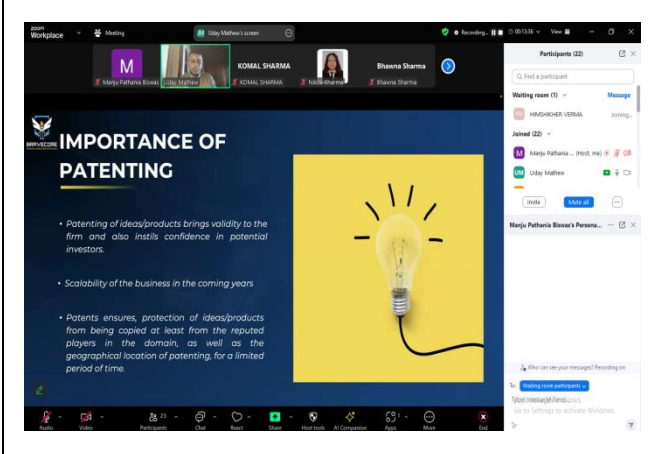
Chasm, Mainstream Market



**INCUBATORS AND ACCELERATORS**

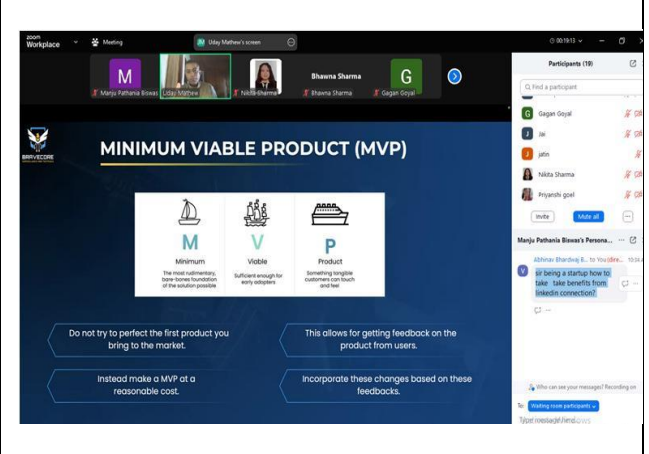
**STARTUP ACCELERATOR**

- Startup accelerators are short, intensive programs that provide education, resources, and mentorship.
- Funding in return for a stake in your company
- Immersive education on fundraising, product development, and growth marketing
- Access to an alumni network and investor connections
- Networking and bonding with your cohort
- Intensive mentorship from industry leaders



**IMPORTANCE OF PATENTING**

- Patenting of ideas/products brings validity to the firm and also instils confidence in potential investors.
- Scalability of the business in the coming years
- Patents ensures, protection of ideas/products from being copied at least from the reputed players in the domain, as well as the geographical location of patenting, for a limited period of time.



**MINIMUM VIABLE PRODUCT (MVP)**

M: Minimum (The most customers, bare bones foundation of the solution possible)  
 V: Viable (Sufficient enough for early adopters)  
 P: Product (Something tangible, customer can touch and feel)

Do not try to perfect the first product you bring to the market. This allows for getting feedback on the product from users.

Instead make a MVP at a reasonable cost. Incorporate these changes based on these feedbacks.

On July 19<sup>th</sup> 2024, IIC-GIBS hosted "Acceleration/Incubation - Opportunities for Students & Faculty - Early Stage Entrepreneurs." The session was meant for all students and faculty members featuring Commander Uday Mathew (Ret.), Indian Navy, and Director of Bravecore Private Limited. The event aimed to provide students and faculty with an understanding of acceleration and incubation programs, and how these can be leveraged for early-stage entrepreneurial ventures. Commander Mathew shared valuable insights from his journey and experiences, transitioning from a decorated Defense Officer to an innovative engineer and startup entrepreneur in the defense sector. He discussed the challenges he faced during the transition and how his military experience equipped him with valuable skills such as leadership, discipline, and strategic thinking.

Commander Mathew delivered an enlightening presentation emphasizing the significance of innovation, incubation, commercialization, and technology transfer in various business contexts. He also presented several case studies highlighting the success stories of entrepreneurs worldwide. The session focused on idea generation, capturing innovative concepts, developing effective business strategies and plans, and applying business improvement ideas.

The session was highly interactive, with Commander Mathew addressing all student queries regarding the evolution of innovation over time. The session had a remarkable impact on the participants, providing them with a profound understanding of entrepreneurship, particularly in the areas of innovation, development, and acceleration/incubation.

**FLYER OF THE EVENT**



The flyer features the logos of giBS, IIC-GIBS, and IOAC at the top. A central circular image shows Commander Uday Mathew (Retd.) in his Indian Navy uniform. The text on the flyer includes: 'ONLINE SESSION', 'ACCELERATION/ INCUBATION OPPORTUNITIES', 'Early Stage Entrepreneurs', 'COMMANDER UDAY MATHEW (RETD.) Indian Navy', 'Founder and Director: Bravecore Private Limited', 'Friday 19th July 2024', 'Start From 10:00 am onwards', 'Open to all for Students and Faculties of GIBS', 'Meeting Id : 977 101 9137', 'Passcode : u7xQUR', and contact information: '@ iic\_clubs\_gibs', 'iic.gibs@gitarattan.edu.in', and 'www.gitarattan.edu.in'.

<b>TYPE OF EVENT</b>	IIC
<b>VENUE</b>	Online via Zoom meeting
<b>TIME &amp; DURATION</b>	10:00 AM onwards
<b>CONDUCTED BY</b>	IIC
<b>ORGANISED FOR</b>	All students and faculty members
<b>NAME OF THE COORDINATOR</b>	Dr. Manju Pathania Biswas
<b>ATTENDANCE</b>	22
<b>RESOURCE PERSON</b>	Cdr. Uday Mathew(Ret.), Indian Navy Director, Bravecore Private Limited, New Delhi

<p align="center"><b>OBJECTIVES OF THE EVENT</b></p>	<ol style="list-style-type: none"> <li>1. To enhance the entrepreneurial mindset of participants.</li> <li>2. To guide students, faculties, and early-stage entrepreneurs on available opportunities.</li> <li>3. To foster transformative opportunities for startup enthusiasts.</li> <li>4. To develop key competencies for navigating the business landscape.</li> <li>5. To equip attendees with tools to excel in business and entrepreneurship.</li> </ol>
<p align="center"><b>ACTUAL LEARNING OUTCOME/S</b></p>	<ol style="list-style-type: none"> <li>1. Gained comprehensive insights into acceleration and incubation programs.</li> <li>2. Understood how to align products with customer needs and market demands.</li> <li>3. Learned essential early-stage entrepreneurial skills and qualities.</li> <li>4. Prepared for future entrepreneurial endeavors.</li> <li>5. Acquired advanced skills for success in the startup.</li> </ol>
<p align="center"><b>SHORTFALL DURING THE EVENT</b></p>	<p align="center">N/A</p>
<p align="center"><b>LINK TO ONLINE VIDEO</b></p>	<p align="center"><a href="https://youtu.be/MiVfEKaGKvk">https://youtu.be/MiVfEKaGKvk</a></p>

**PREPARED & SUBMITTED BY: DR. MANJU PATHANIA BISWAS, ASSOCIATE PROFESSOR, GIBS**