



PROCEDURE



Effective from JUNE 2022

**S.V. University Innovation, Incubation and
Startup Policy
for Students, Faculty and staff**

INDEX

S.N	TITLE
1	Introduction
	<u>Svu Daksh Innovation Hub</u>
	Vision
	Mission
2	Incubation Eligibility
3	Structure for Incubation Program
4	General Evaluation Criteria
5	Non-Disclosure Agreement
6	Infrastructure And Services Provided To <u>Incubatee's</u>
7	Period Of Incubation
8	Information Submission
9	Periodic Assessment
10	Consideration
11	Conflicts Of Interest
12	Disclaimer
13	Exit Policy For Startup Incubation Support
14	SVU AIC Technology Business Incubator-Application Form
15	Startup Application Evaluation Committee
16	Application For Registration Of Copyright/Patent/Trademark

INTRODUCTION

SV University

Established in 1954, ranked 22nd in the country based on the research publications and hi-index in biological and physical sciences. Completed 68 years of excellence in teaching, research, extension and outreach activities, the University is committed to cater to the needs of higher education offering a full range of post-graduate programs in Arts, Sciences, Law, Management, Education, Physical Education, Engineering and Pharmacy disciplines accommodating 54 departments offering 72 programs. The University has got ACCREDITED A+ GRADE BY NAAC-2017 and is also Category-1 University with 44th rank QS India Rankings-2020, 38th ranking in NIRF University category, 23rd amongst Education world Rankings 2020, with 217 FT + 129 PT PhD's awarded, 13 patents filed, 34 research projects ongoing.

The University is selected under RUSA component 4 for Rs.100 crore. Under this program Centre's of Excellence in (i) Nano & Micro Satellite (ii) Earth & Atmospheric Sciences (iii) Material Sciences (iv) VLP Technologies (v) Herbal Drug Development (vi) Psycho & Bio Sciences (viii) Water Resources and (ix) Bio Energy are being established, Received funding for Centre for Advanced Studies (CAS) Special Assistance Programs (SAP) of UGC, New Delhi and also received fund under FIST program of DST, DBT, CSIR, ICMR, ICSSR, BRNS, ISRO, MNES, MoES, MoEF and DRDO and foreign financing such as UNESCO, UK-DFID, ICRISAT, European Commission Programme ERASMUS MUNDUS.

The University is well equipped with the most modern laboratory facilities (DST, PURSE Centre) and a very strong library resource system, offers research programmes leading to Ph. D degrees in almost all branches of Humanities, Social Sciences, Basic Sciences, Engineering, Management. Post-doctoral programmes in space research, ground water exploration, restoration of river water sources, Gerontology, Rural Development and appropriate technologies, Oriental Research and Studies on Indo-China are under taken; Several Departments in the University such as Anthropology, Botany, Bio-Technology, Physics, Psychology, Zoology, Civil Engineering, Economics and Telugu studies have been recognized by UGC with Special Assistance Programmes (SAP). The Department of Physics and Anthropology are awarded with the UGC CAS Programme. The UGC SVU Centre for MST Radar Applications provides inputs for Space Research programmes. The Coveted research projects are: Erasmus Mundus – Greece, Marie Curie programs of the International European Commission; UKIERI of the British Council (UK) and DST/UGC (India), DST/Spain, DST/British Council, DST/Mexico, Indo-Spain, Indo-Israel. Interdisciplinary projects were funded by various national funding organizations like: DRDO, IISc, BARC, CCMB, AIIMS, VIT, IICT, AP Agriculture University, MST Radar Centre (ISRO), AP Biodiversity Board, AP medicinal and Aromatic Plants Board

SVU – DAKSH INNOVATION HUB

Setup a world class Incubation Centre to encourage young and other aspiring entrepreneurs to bring in new ideas to build products and solutions using the latest and emerging technologies, File for patents, Intellectual Property and Copyright protection which will be jointly owned between the entrepreneurs and SVU, Marketing & selling of the products and solutions, The Incubation Centre to become self-sufficient in two years, The Incubation Centre to be profitable in three years enabling further investment in Research & Innovation.

A.Merge SVU Entrepreneurship cell & Purdue University Entrepreneurship development program, NEU E-CELL with Incubation @ SVU-DAKSH

B.Access to student pool and collaboration with faculty |Involve alumni and faculty for networking & mentoring

C.Boot Camps | Academic Credits | Fellowships | Internships | Industry tours |Industry oriented Curriculum development

D. B-plan Pitching competitions, Demo days, Hackathons - Exhibits | Seed funding, Basic support services, Defined Thrust areas

E.Sharing of best practices| Knowledge Sharing through Seminars and workshops. Skill Development for Employability

SVUAIC - Centre of Innovation, Incubation, Entrepreneurship & Startups , is set up to promote innovation and entrepreneurship among the Faculty, Staff, Research Scholars, Students at S.V. University and startup. To accomplish its goal, SVUAIC runs and manages a Centre of Innovation and Technology Business Incubator at S.V.University, Tirupati. This manual will also facilitate Intellectual Property ownership management, technology licensing and institutional Startup policy, thus enabling creation of a robust innovation and Start up ecosystem.

SVUAIC address the challenges of entrepreneurs to create knowledge/technology-based enterprise to successfully commercializing business model.

SVUAIC aim to provide the world class facilities, infrastructure and services for the incubation of the start-ups in the various domains such as Technology core area, Sciences, Information Technology: Architecture, E Commerce and Services.

SVUAIC is establishing a Special Purpose Vehicle - Section 8 Company to create a strong and sustainable ecosystem in the University. SVUAIC is supported Atal Innovation Mission Government of India.

Vision:

SVU - RUSA pledge to be the forerunner amongst the world's best facilitation using the EDTECH, KNOWLEDGE & EXPERIENCE to enhance the capabilities of young graduates and researchers from the region through Innovation & Incubation, Centre of Excellences for R&D with International Academy and Industry Collaborations.

Mission:

Our focus is to build the stimulating processes along with the faculties, alumni, government machineries to emphasis social / emotional, physical and cognitive development of building the knowledge eco system.

The scope of this manual is to define the policies and procedures to provide proper guidance to incubatee's regarding admission, administration and management of SVUAIC Business Incubator facility and also to provide various opportunities, support and service to incubatee's to establish technology based startups.

This policy document is subject to periodical review and amendments will be incorporated timely by SVUAIC Management. It will be the responsibility of the incubatees to update themselves with latest amendments added to Incubation policy and procedures. SVUAIC Management reserves the rights to make any exception of all or any of the terms of the policy for a particular company or a promoter on a case to case basis.

How do we achieve this?

Education:

Academic programs on social innovation and entrepreneurship for students across disciplines and degrees at SVUCE.

Research:

DAKSH provides an enabling environment for both student and faculty researchers interested in social enterprise research within the SVUCE campus.

Catalyzing Innovation:

Encouraging young innovators and entrepreneurs by assisting in the development of socially-beneficial products and ideas.

Collaboration:

S.V.Univeristy has got MoU with international institutions:

Northeastern University of USA.

1.North-eastern University, the 122 years old university famous for their co-op program, having its successful Signature program NU-IDEA. NEU has granted over \$1.8M in seed funding to 120 ventures. About 65 launched ventures have raised over \$187M of external funding.

2.Entrepreneurs Club is made available already with 12 students from MBA & BTech of SVU.

3. Venture Development Centre has to be created at the earliest. Personal Discovery through Entrepreneurship course is given for 500 serious students from the campus Intended to start something

4.Incubation process support will be given for 100 best students from the campus guided by the NEU. Venture Development Centre has to be created at the earliest.

5.Personal Discovery: Through Entrepreneurship course is given for 500 serious students from the campus Intended to start something.

Purdue University: Entrepreneurial Ecosystem Development

Purdue university uniquely positioned to foster international cooperation in education and research with svu on capacity building activities that fuse together Entrepreneurship and pharmaceutical science over an initial 12 months period in three main pillar areas:

1. Entrepreneurial ecosystem development
2. Research collaboration
3. Core facility training

Firestarter: 120 licences budgeted for Firestarter Digital workshops to be held at SVU.

Firestarter is an 18 hours ideation workshop where entrepreneurs evaluate their ideas, to identify a first business model hypothesis. Working in small cohorts, they are challenged to develop a clear, concise value of their idea for a identifying the potential market opportunities and evaluate the best product market fit.

Phases of Entrepreneurship collaboration:

Phase1: Facilitator Training

Phase2: Eco system development

Phase3: Firestarter Digital an 18hours course in 6 weeks, offered to first cohort of upto 30 participants. During the course Purdue's Office of Technology Commercialization (OTC) for patent support.

Phase4: Debrief lessons learned which can be applied to their next cohort.

Research Collaboration: Core Facility Training: State of the Art equipment for translational research in a broad range of scientific fields. Instrumentation, software, specialized analysis and interpretation of data and research collaboration.

2. INCUBATION ELIGIBILITY

a)Any Student, Faculties, Research scholar, Staff and Alumni of S.V. University

b)Any individual(s) or company (PVT LTD & LLP) or a foreign subsidiary with Indian party holding at least 51% direct stake can be Incubatee at SVUAIC Technology Business Incubator.

c)Individual applicants who are into technology development and with no intension of doing business but with intension of monetizing of their IPs and Technologies are also eligible for incubation.

d)The applicants shall agree to the terms and conditions of the SVUAIC - Technology Business Incubator and have to enter into legal agreement with the incubator for incubation.

e)The startup promoted by students &faculty of S.V.University be governed by SVUAIC Innovation, Incubation and startup policy for students, faculty and staff as approved by the Institute time to time.

3. Structure for Incubation Program

3.1 PRE-INCUBATION STAGE

Pre-incubation stage mainly focuses on ideation stage, who has a potential innovative idea can be provided with a co-working space. During this period, the entrepreneur takes up the role of developing the idea into a proof of concept and prepares him for understanding the technical feasibility of the idea proposed. SVUAIC Technology Business Incubator will be supporting the startups by mentoring or by creating right platform for networking. Once a marketable technology/product ideas evolved, a company can be formed and SVUAIC Technology Business Incubator can look at for Incubation Stage.

3.2 INCUBATION/ ACCELERATION STAGE

Where startup companies draft / handhold product development and prepare themselves for marketing.

During this stage, the entrepreneur will put his efforts (such as technology, team) to build a market viable prototype. SVUAIC can also offer a wide array of value-added services like entrepreneur trainings and workshops, skill development programs, leadership programs and R&D facilities etc. to speed up the incubation cycle.

The incubation stage enables the entrepreneur to be ready with an 'innovative technology' in the form of marketable product that can primarily drive the market and helps to make pitch ready for investment.

3.3 Application for Incubation startup idea and innovation – ANNEXURE -1

3.4 SVUAIC Startupcommittee:ANNEXURE -2

3.5 SOURCE OF APPLICATIONS:

- Students of S.V.University
- S.V.University alumni, Faculty and staff
- Other universities' students
- Through External Events, Social Media
- Startups from Vicinity
- PhysicalSupport (For pre- incubation)

3.6Support:

3.6.1 PHYSICAL INFRASTRUCTURE:

- Furnished Co-working /Office Space
- Meeting rooms, Conference rooms and Pantry etc.
- Access to labs as per the S.V.University special permission and approvals.
- Internet

3.6.2.ADVISORY AND COACHING:

- Mentoring support as decided by SVUAIC Management Team
- Participation in Events organized by SVUAIC / S.V.University
- Company Registration
- Performance Review (Monthly / Quarterly)
- Evaluation by Director (SVUAIC) and Head (SVUAIC)
- Legal, Chartered Accountant, Intellectual Property Rights, fund raising.
- Marketing and Public Relationship
- Access to government schemes
- Domain expert/ Startup expert/Domain specific mentor/anyone nominated by CEO (SVUAIC)

3.6.3.NETWORK:

- Facilitation for business, professionals and expert network
- Facilitation for investor's network
- Facilitation for industry connection
- Showcasing opportunities
- Facilitation for connection with government bodies

3.6.4.ECOSYSTEM ADVANTAGE:

- **EXPERIENTIAL LEARNING'S IN INCUBATOR**
- **ACCESS TO WIDE NETWORK OF S.V.UNIVERSITY**

3.6.5.PERFORMANCE REVIEW(BI-MONTHLY)

- Evaluation by Coordinator -RUSA / CEO- SVUAIC
- Domain expert/ Startup expert/Domain specific mentor/anyone nominated by Coordinator -RUSA.

4. GENERAL EVALUATION CRITERIA

4.1 Pre-Incubation:

4.1.1. Problem Identification (Quality, Size of problem, Relevance in present Social, Political, Economic conditions etc.)

4.1.2. Solution (Innovativeness, Impact on society, Simplicity, Quality of solution, Long term solution)

4.1.3. Feasibility (Practical possibilities, Minimum resource requirement, Financial and legal)

4.1.4. Team (availability and skills)

4.2 INCUBATION/ ACCELERATION:

1. Relevance to the thrust areas of SVUAIC
2. Business Plan (Value proposition, Market potential, Industry attractiveness, Potential social and strategic national impact and ethical) Innovation/ novelty, potential for IP, Technical viability and readiness.
3. Minimum Viable Product
4. Depth and Width of Market Research
5. Innovation / Competitive Advantage
6. Investment Strategy / Status
7. Scalability
8. Technical Feasibility
9. Revenue Strategy
10. Skills of team

STAGE 1: Preliminary Scrutiny

Initial step in the admission process:

Application received in prescribed format will be scrutinized by SVUAIC team for necessary information and supporting documents then it will be forwarded for the review of SVUAIC Committee.

STAGE 2: Presentation before selection Committee

Applicants will be invited to present their idea before selection committee for valuation online/offline of the submitted proposal. Key applicant/principal investigator/innovators/ team leader/company founders, are expected to present a Power Point presentation describing critical aspects of the project for evaluation before committee. The presentation will be followed by Q&A session.

After the presentation, a final decision will be made regarding the entry into the incubator. The applicant will be informed the final decision of SVUAIC Committee.

4.3 Allotment of Incubation space & Execution of Incubation agreement

Allotment letter will be issued to successful applicants through SVUAIC Team.

Applicant needs to accept the allotment and date of occupancy should be communicated within 7 days from receipt of communication. Thus accepted applicant has to execute an agreement on stamp paper/franking paper of value of Rs.100/- and get it notarized, submit to SVUAIC, as a token of confirming acceptance of terms and conditions, within 30 days of acceptance of allotment offer. SVUAIC- Technology Business Incubator may seek additional information from the applicant if necessary, and may ask to revise the executive summary and/or presentation/proposal/ project during the due diligence based on the recommendations of selection committee.

SVUAIC - Technology Business Incubator adheres to strict confidentiality throughout the application process. The Incubatee/startup and SVUAIC will enter into a Non-Disclosure agreement as per- **Annexure 3**.

NON-DISCLOSURE AGREEMENT

THIS AGREEMENT MADE ON THIS THE _____ DAY OF _____, 2016

BY AND BETWEEN

<Party 1>, a company incorporated under the Companies Act, 1956 and having its registered office at <<address>> (hereinafter referred to as “_____”, which expression shall unless repugnant to the context or meaning thereof, include its successors in interests and assigns) **OF THE ONE PART;**

AND

[SVUAIC Incubation Center] a Sec8 company incorporated under the Companies Act, 2013 and having its registered office at **NS Block II, SV University, Tirupati**(hereinafter referred to as “Company” which expression shall, unless repugnant to the context or meaning thereof, be deemed to include, its representatives and permitted assigns) **OF THE OTHER PART;**

PARTY 1 and **SVUAIC Incubation Center** shall hereinafter be referred to as such or collectively as “Parties” and individually as “Party”.

WHEREAS both the Parties herein wish to pursue discussions and negotiate with each other for the purpose of entering into a potential business arrangement in relation to [*Please fill in details of proposed transaction*] (“**startup incubation facilitation**”);

AND WHEREAS the Parties contemplate that with respect to the Proposed Transaction, both the Parties may exchange certain information, material and documents relating to each other’s business, assets, financial condition, operations, plans and/or prospects of their businesses

(hereinafter referred to as “**Confidential Information**”, more fully detailed in clause 1 herein below) that each Party regards as proprietary and confidential; and

AND WHEREAS, each Party wishes to review such Confidential Information of the other for the sole purpose of determining their mutual interest in engaging in the Proposed Transaction;

IN CONNECTION WITH THE ABOVE, THE PARTIES HEREBY AGREE AS FOLLOWS:

1. “**Confidential and or proprietary Information**” shall mean and include any information disclosed by one Party (Disclosing Party) to the other (Receiving Party) either directly or indirectly, in writing, orally, by inspection of tangible objects (including, without limitation, documents, prototypes, samples, media, documentation, discs and code). Confidential information shall include, without limitation, any materials, trade secrets, network information, configurations, trademarks, brand name, know-how, business and marketing plans, financial and operational information, and all other non-public information, material or data relating to the current and/ or future business and operations of the Disclosing Party and analysis, compilations, studies, summaries, extracts or other documentation prepared by the Disclosing Party. Confidential Information may also include information disclosed to the Receiving Party by third parties on behalf of the Disclosing Party.
2. The Receiving Party shall refrain from disclosing, reproducing, summarising and/or distributing Confidential Information and confidential materials of the Disclosing Party except in connection with the Proposed Transaction.
3. The Parties shall protect the confidentiality of each other’s Confidential Information in the same manner as they protect the confidentiality of their own proprietary and confidential information of similar nature. Each Party, while acknowledging the confidential and proprietary nature of the Confidential Information agrees to take all reasonable measures at its own expense to restrain its representatives from prohibited or unauthorised disclosure or use of the Confidential Information.
4. Confidential Information shall at all times remain the property of the Disclosing Party and may not be copied or reproduced by the Receiving Party without the Disclosing Party’s prior written consent.

5. Within seven (7) days of a written request by the Disclosing Party, the Receiving Party shall return/destroy (as may be requested in writing by the Disclosing Party or upon expiry and or earlier termination) all originals, copies, reproductions and summaries of Confidential Information provided to the Receiving Party as Confidential Information. The Receiving Party shall certify to the Disclosing Party in writing that it has satisfied its obligations under this paragraph.
6. The Receiving Party may disclose the Confidential Information only to the Receiving Party's employees and consultants on a need-to-know basis. The Receiving Party shall have executed or shall execute appropriate written agreements with third parties, in a form and manner sufficient to enable the Receiving Party to enforce all the provisions of this Agreement.
7. Confidential Information, however, shall not include any information which the Receiving Party can show:
 - i) is in or comes into the public domain otherwise than through a breach of this Agreement or the fault of the Receiving Party; or
 - ii) was already in its possession free of any such restriction prior to receipt from the Disclosing Party; or
 - iii) was independently developed by the Receiving Party without making use of the Confidential Information; or
 - iv) has been approved for release or use (in either case without restriction) by written authorisation of the Disclosing Party.
8. In the event either Party receives a summons or other validly issued administrative or judicial process requiring the disclosure of Confidential Information of the other Party, the Receiving Party shall promptly notify the Disclosing Party. The Receiving Party may disclose Confidential Information to the extent such disclosure is required by law, rule, regulation or legal process; *provided however*, that, to the extent practicable, the Receiving Party shall give prompt written notice of any such request for such information to the Disclosing Party, and agrees to co-operate with the Disclosing Party, at the Disclosing Party's expense, to the extent permissible and practicable, to challenge the

request or limit the scope thereof, as the Disclosing Party may reasonably deem appropriate.

9. Neither Party shall use the other's name, trademarks, proprietary words or symbols or disclose under this Agreement in any publication, press release, marketing material, or otherwise without the prior written approval of the other.
10. Each Party agrees that the conditions in this Agreement and the Confidential Information disclosed pursuant to this Agreement are of a special, unique, and extraordinary character and that an impending or existing violation of any provision of this Agreement would cause the other Party irreparable injury for which it would have no adequate remedy at law and further agrees that the other Party shall be entitled to obtain immediately injunctive relief prohibiting such violation, in addition to any other rights and remedies available to it at law or in equity.
11. The Receiving Party shall indemnify the Disclosing Party for all costs, expenses or damages that Disclosing Party incurs as a result of any violation of any provisions of this Agreement. This obligation shall include court, litigation expenses, and actual, reasonable attorney's fees. The Parties acknowledge that as damages may not be a sufficient remedy for any breach under this Agreement, the non-breaching party is entitled to seek specific performance or injunctive relief (as appropriate) as a remedy for any breach or threatened breach, in addition to any other remedies at law or in equity.
12. Neither Party shall be liable for any special, consequential, incidental or exemplary damages or loss (or any lost profits, savings or business opportunity) regardless of whether a Party was advised of the possibility of the damage or loss asserted.
13. Both the Parties agree that by virtue of the Parties entering into this Agreement neither Party is obligated to disclose all or any of the Confidential Information to the other as stated in this Agreement. The Parties reserve the right to disclose only such information at its discretion and which it thinks, is necessary to disclose in relation to the Proposed Transaction.
14. Both the Parties agree that this Agreement will be effective from the date of execution of this Agreement by both Parties and shall continue to be effective till the Proposed Transaction is terminated by either Party by giving a thirty (30) days notice, in case either Party foresees that the Proposed Transaction would not be achieved.

Notwithstanding anything contained herein, the provisions of this Agreement shall survive and continue after expiration or termination of this Agreement for a further period of five year(s) from the date of expiration.

It being further clarified that notwithstanding anything contained herein, in case a binding agreement is executed between the Parties in furtherance of the Proposed Transaction, the terms and conditions of this Agreement shall become effective and form a part of that binding agreement and be co-terminus with such binding agreement and shall be in effect till the term of such binding agreement and shall after its expiry and or early termination shall continue to be in force in the following manner:

- i. years after the termination of the binding agreement
- ii.years after the expiry of the binding agreement

(whichever is earlier)

- 15. Each Party warrants that it has the authority to enter into this Agreement.
- 16. If any provision of this agreement is held to be invalid or unenforceable to any extent, the remainder of this Agreement shall not be affected and each provision hereof shall be valid and enforceable to the fullest extent permitted by law. Any invalid or unenforceable provision of this Agreement shall be replaced with a provision that is valid and enforceable and most nearly reflects the original intent of the unenforceable provision.
- 17. This Agreement may be executed in two counterparts, each of which will be deemed to be an original, and all of which, when taken together, shall be deemed to constitute one and the same agreement.
- 18. The relationship between both the Parties to this Agreement shall be on a principal-to-principal basis and nothing in this agreement shall be deemed to have created a relationship of an agent or partner between the Parties and none of the employees of COMPANY shall be considered as employees of PARTY 1.
- 19. This Agreement shall be governed by the laws of India. Both parties irrevocably submit to the exclusive jurisdiction of the Courts in Bangalore, for any action or proceeding regarding this Agreement. Any dispute or claim arising out of or in connection herewith, or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the provisions of Procedure of the Indian Arbitration & Conciliation Act, 1996, including any amendments thereof. The arbitration tribunal shall be composed of a sole arbitrator, and such arbitrator shall be appointed mutually by the Parties. The place of arbitration shall be Bangalore, India and the arbitration proceedings shall take place in the English language.
- 20. Additional oral agreements do not exist. All modifications and amendments to this Agreement must be made in writing.
- 21. The Agreement and/or any rights arising from it cannot be assigned or otherwise transferred either wholly or in part, without the written consent of the other Party.

IN WITNESS WHEREOF, THE PARTIES HERETO HAVE EXECUTED THIS CONFIDENTIALITY AGREEMENT IN DUPLICATE BY AFFIXING THE SIGNATURE OF THE AUTHORISED REPRESENTATIVES AS OF THE DATE HEREIN ABOVE MENTIONED.

SVUAIC Incubation Center		[Please fill in Customer name]	
Signature 1		Signature 1	
Name		Name	
Désignations		Désignations	
Place		Place	
Date		Date	
Signature 2		Signature 2	
Name		Name	
Désignations		Désignations	
Place Date		Place	
Date		Date	

5. INFRASTRUCTURE AND SERVICES PROVIDED TO INCUBATEES

Upon admission to SVUAIC- Technology Business Incubator, the following facilities based on the requirements and recommendations by SVUAIC Management Team will be offered to the incubatees for the selected purpose only. Common utility space of SVUAIC- Technology Business Incubator along with common pool of hard and soft infrastructure to be shared by all incubated companies.

The following resources will be provided based on availability, requirements and recommendations;

Incubation Space	Board room for Business meetings
Dedicated Incubation Facility	Desktop
Shared Incubation Facility	Photocopying Machine
Common Instrumentation Facility	Printer
Dedicated Offices	WiFi and Lan Internet Access
Plug and play Workstations	Laboratories & Equipment of DIT University

Office space	Common Reception
Meeting space	Standard Furniture
Conference room with AV/Projection equipment	Document Scanner
Generator	Security services

5.1. S.V. University Infrastructure Accesses:

SVUAIC- Technology Business Incubator may facilitate access to the Institute infrastructure or laboratories as per the norms of S.V. University (With special permissions and approvals case to case basis as per needs)

6. PERIOD OF INCUBATION

Incubation period will be decided by SVUAIC Committee based on the Incubatee requirement. Generally, pre incubation/Incubation/Acceleration period will be 3months to 24 months. Additionally, Incubatee can apply for extension, at least one month before the project dead line and SVUAIC Committee team look into such matter and extensions may be granted based on the merits of case and decisions made by the committee will be final. If extension is not granted incubatee need to vacate the space and security deposit will be returned after deductions if, any. Incubatee companies will leave the **S.V.University –SVUAIC** under the following circumstances:

- 6.1. Completion of stay for stipulated period unless the stay is extended by S.V. University – SVUAIC-.
- 6.2. Under performance or un-viability of the business proposition: criteria for the same will be decided and applied by SVUAIC on the case to case basis.
- 6.3. Irresolvable disputes between promoters/ founders.
- 6.4. When the company enters in an acquisition, merger or amalgamation deal or reorganization deal resulting substantially a change in the profile of the company, its promoters, directors, shareholders, products or business plans.
- 6.5. Change in promoters / founders team without concurrence of SVUAIC.
- 6.6. Non-compliance of term and conditions of S.V.University and SVUAIC
- 6.7. Any other reasons which SVUAIC may find it necessary for an Incubatee company to leave.
- 6.8. Any other reasons Incubatee decides to leave SVUAIC. Not with standing anything

Written elsewhere, CEO(SVUAIC) decision in connection with the exit of an

Incubatee company shall be final and shall not be disputed by any Incubatee company. Notice period of one month will be given to the Incubatee companies for the exit or extension either side. The extension to the Incubatee companies will be provided only after the approval from the CEO (SVUAIC) may be by circulation. In case of exit, physical transfer of the shares from/to the incubator should be completed and all the financial obligations should be settled from both side. All the resources provided to the incubates should be returned to the incubator. Details of new location should be provided to the SVUAIC.

7. INFORMATION SUBMISSION

Incubatees should submit necessary information in writing to SVUAIC- , but not limited to, change in name of the company, change in business or product profile, change in directors, change in promoters or shareholders, acquisition of a new office, additional equity or debt investments, take overs, addition or deletion of individuals, staff details, material/goods/assets of incubator, usage of instruments, common utilities, services, filing of IPs, technology transfers, spinoff, trials and tests which require clearance, damages of any material assets of incubator or any other developments taking place in their companies from time to time. Prior consent of SVUAIC- should be obtained in all important aspects relevant to incubation process at SVUAIC- as it deems fit.

8. PERIODIC ASSESSMENT

SVUAIC- Technology Business Incubator Management Team will evaluate the performance of incubatees every 3 months. The emphasis of such evaluation is to review progress and fulfillment of milestones specified in the project application.

For any Incubatee company which has taken seed fund/ loan, additional checks will be done on the financial health of the company in terms of its order booking, expenses, profitability, and utilization of seed money. Further seed fund disbursement will be dependent on the progress shown in previous appraisal. Periodic assessment would vary depending on the stage of incubation the company is in.

Some representative criteria for evaluation based on the relevance are:

A. Ideation / Innovation stage

- Problem
- Solution
- Team
- Feasibility

B. Incubation Stage

- Registration of Company
- Investment
- Scalability
- Minimum Viable Product/Proof of Concept
- Market Research
- Business Plan
- Technical feasibility
- Revenue Strategy
- Skills of Team

C. Acceleration Stage

- Customer

- Functional skilled Team
- Funds
- Commercial Pilot
- Scalability
- Customer Feedback
- Product Iteration
- Sales

D. Exit stage

- Going National / Global
- Exit options for SVUAIC
- Full scale business Graduation
- Post incubation Survival

The Incubatee may be asked to provide more frequent updates to SVUAIC- Technology Business Incubator as and when required.

9. CONSIDERATION

SVU- Technology Business Incubator may charge the incubatees for infrastructure, Instrument usage charges and services provided to them. This payment would be in the form of Incubation fees and service charges. Two Incubation models available for incubatees registered as companies (PVT LTD or LLP) with equity and without equity options

10. CONFLICTS OF INTEREST

In case of any conflict of interest, the decision of the SVUAIC- head or Committee shall be final and binding upon the parties.

11. DISCLAIMER

SVUAIC- Technology Business Incubator does not guarantee success and/or feasibility of the technology transferred SVUAIC - / S.V. University or any person representing them shall not be liable for any acts or omissions of the Incubatee company. However, in case of any such event the incubatee company shall take necessary actions required to hold SVUAIC / S.V. University or any person representing them harmless from any loss including damage, penalty or legal Proceedings.

12. EXIT POLICY FOR STARTUP FROM INCUBATION SUPPORT

Incubatee companies will leave the S.V.University –SVUAIC under the following circumstances:

12.1. Completion of stay for stipulated period unless the stay is extended S.V.University – SVUAIC

12.2. **Raising substantial investment** from angel investor / Venture Capital Fund / any other investor– Rs. 20 Lakh or more.

- 12.3. Under performance or un-viability of the business proposition: criteria for the same will be decided and applied by SVUAIC on the case to case basis.
- 12.4. Irresolvable disputes between promoters/ founders.
- 12.5. **When the annual revenues of the company** exceed Rs. 20 Lakh.
- 12.6. When the company enters in an acquisition, merger or amalgamation deal or reorganization deal resulting substantially a change in the profile of the company, its promoters, directors, shareholders, products or business plans, or when a company plans for a public issue.
- 12.7. Change in promoters'/ founders' team without concurrence of SVUAIC.
- 12.8. Non-compliance of term and conditions of S.V. University and SVUAIC .
- 12.9. Any other reasons which SVUAIC may find it necessary for an Incubatee company to leave.
- 12.10. Any other reasons Incubatee decides to SVUAIC.
- Notwithstanding anything written elsewhere, CEO(SVUAIC) decision in connection with the exit of an Incubatee company shall be final and shall not be disputed by any Incubatee company.
 - Notice period of one month will be given to the Incubatee companies for the exit or extension either side the extension to the Incubatee companies will be provided only after the approval from the CEO (SVUAIC) may be by circulation.
 - In case of exit, physical transfer of the shares from/to the incubator should be completed and all the financial obligations should be settled from both side.
 - All the resources provided to the incubates should be returned to the incubator.
 - Details of new location should be provided to the SVUAIC.

13. NORMS FOR STUDENT START-UPS

- 13.1 Students will be allowed to work on setting up start-ups or work as intern/ part-time in start-ups (incubated in any **recognized HEIs**/incubators) while studying.
- 13.2 Students will be allowed to take a semester/year break (or even more depending upon the decision of a review committee) to work on their start-ups and re-join academics to complete the course
- 13.3 Students entrepreneurs may earn academic credits for their efforts while creating an enterprise. A review committee will be set up to review the student start-ups, and based on the progress made, it may give appropriate credits for academics. The decisions will be based on the guidelines developed for this purpose.
- 13.4 Student inventors will be allowed to opt for a start-up in place of their mini project/major project, seminars, summer training. The area in which a student wants to initiate a start-up may be interdisciplinary or multi-disciplinary
- 13.5 Students entrepreneurs working on a start-up should be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute. The decision will be based on the

recommendations of the review committee set up to monitor the progress of the student start-up.

14. NORMS FOR FACULTY/ STAFF START-UPS

- 14.1 Faculty and staff can take off for a semester/year (or even more depending upon the decision of the review committee) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on start-ups and come back. The seniority and other academic benefits during such a period will be preserved for such staff or faculty.
- 14.2 The role of faculty may vary from being an owner/ direct promoter, mentor consultant, or an on-board member of the start-up.
- 14.3 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.
- 14.4 Institutes should work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the start-up activities.
- 14.5 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.
- 14.6 Faculty must separate and distinguish on-going research at the institute from work conducted at the start-up/company.
- 14.7 Faculty must not involve research staff or other staff of institute in activities at the start-up and vice-versa
- 14.8 Human subject related research in a start-up should get clearance from the ethics committee of the institution
- 14.9. Product development and commercialization as well as participating in and nurturing start-ups will be added to a bucket of faculty-duties, and each faculty would choose a mix and match of these activities (in addition to the minimum required teaching and guidance) and then respective faculty will be evaluated accordingly for their performance and promotion. It is desired that every faculty member should mentor at least one start-up.

15. SVUAIC Technology Business Incubator | S.V. University, Tirupati Application Form- Annexure 1



**Centre for Innovation & Entrepreneurship –SV UNIVERSITY –AIC -
APPLICATION FOR INCUBATION OF STARTUP IDEA & INNOVATION**

Title of the project	
Candidate Details :	
Full Name	
DOB	
E-Mail ID	
Male/Female	
Contact Number	
Aadhar Number	
Pan card	
Office Details: Office Address	
Office Number	
Qualification :	
Department/ specialization	
Name of the Institution	
Name of the university	
Work Experience :	
Industry domain / vertical	
Legal status of firm- PVT.LTD:	
Partnership details:	
Registration number and date:	
<ul style="list-style-type: none"> a. Firm registration (as applicable) b. PAN c. Service TAX d. Has the company filled all annual IT returns till date(yes/no) e. Does the company have an SSI registration? 	
About your business idea	
Team size & details	
Product:	
Service:	

SUPPORT EXPECTED FROM INCUBATOR

1. How do you think your past experience is going to help you in this new venture?
2. Have you estimated and identified your seed funding needs/ source?
3. Who are your potential customers? What marketing tools will you use to sell your products or service?
4. Are there competitors for this business? If so what is your competitive edge? (why would they come and buy from you and not your competitor?)
5. How much money do you need to start this business? What do you need it for?
6. Have you estimated your Project cost? Do you need any machinery or capital item for starting of your venture? If yes, please specify the same with the purpose.

If yes, please give the break-up, as below. *(Please give proper justifications for each head)*

Pre-Market Expenses	Rs.
Prototype Development Cost	Rs.
Marketing/Customer Survey	Rs.
Equipment	Rs.
Working Capital	Rs.
Others	Rs.
Total	Rs.

7. Describe your target market, have you done the survey?
8. Please attach the survey result/analysis if any.
9. Give comprehensive details for the following:
 - ◆ Profitability Analysis
 - ◆ Return of Income / Revenue generation

10. Technology Details:

Do you need to develop a technology for your idea? Kindly elaborate

Have you developed this technology yourself?

11. Estimated time to develop this technology/ product/ service?

12. Do you need labs, research scholars, students from the university, mentors , assistance to develop

this technology? Please describe?

13 . If you have transferred this technology from somewhere else kindly provide the details, such as no

objection certificate, partnership / technology transfer documents.

14. Have you applied for any Patents on your idea/ Do you require support from CIE-RUSA-SVU?

15. What are your arrangements and preparations for technology transfer and royalty payment etc with the technology providing source?

16. Have done any research or survey to validate your assumption on this?

REFERENCES:

1. Name

2. Name

Phone No

Phone No

Address

Address

Declaration:

I certify that the information contained in this application is correct to the best of my knowledge. I understand that to falsify information is grounds for refusing to incubate me at SVU INCUBATOR, cancel my application/eviction from the center in future, if incubated/pre-incubated. I authorize any person, organization or company listed on this application to furnish you any and all information concerning my previous employment, education and qualifications for employment. I also authorize you to request and receive such information. In consideration for my application, I agree to abide by the rules and regulations of the **AIC – SV UNIVERSITY**, which rules may be changed, withdrawn, added or interpreted at any time, at the **AIC – SV UNIVERSITY** sole option and without prior notice to me. I also acknowledge that my incubation may be terminated, or any offer or acceptance of incubation/pre-incubation withdrawn, at any time, with or without cause, and with or without prior notice at the option of the **Centre for Innovation & Entrepreneurship – AIC – SV UNIVERSITY** or myself.

Name of Applicant:

Signature of Applicant:

Date:

Place:

Kindly send a hard copy of filled application of this application with required documents to:

CHIEF EXECUTIVE OFFICER

CENTREFORINNOVATION&ENTREPRENEURSHIP

RUSA – SV UNIVERSITYTIRUPATI-ANDHRA PRADESH -517502.



Centre for Innovation & Entrepreneurship – AIC- SV UNIVERSITY
APPLICATION FOR INCUBATION OF STARTUP IDEA & INNOVATION

COMMITTEE EVALUATION – Annexure 2

S.N	Parameters	Poor (1)	Average (2)	Good (3)	Excellent (4)
1	Business Plan (Value proposition, Market potential, Industry attractiveness, Potential social and strategic national impact & ethical)				
2	Minimum Viable Product				
3	MarketResearch Details				
4	Innovation / Competitive Advantage				
5	Investment Strategy / Status				
6	Scalability				
7	Technical Feasibility				
8	Revenue Model				
9	Skills of team				
	Final Recommendation:	On Hold	Pre Incubation	Incubation	
	Reasons				
	Evaluator Name:				
	Evaluator Signature:				

Annexure - Evaluation Committee Name and Signature

Incubatee Exit

Name of Company:

Email:

Contact Number:

Incubation support allotment number:

Details for exit of startup from incubation support

S.N	Parameters	Please Tick
1	Completion of stay for stipulated period	
2	Under performance or un-viability of the business proposition	
3	Irresolvable disputes between promoters/ founders	
4	Company enters in an acquisition, merger or amalgamation deal or reorganization deal resulting substantially a change in the profile of the company, its promoters, directors, shareholders, products or business plans, or when a company plans for a public issue.	
5	Change in promoters'/ founders' team without concurrence of SVUAIC	
6	Non-compliance of term and conditions of S.V. University and SVUAIC	
7	Any other reasons which SVUAIC may find it necessary for an Incubatee company to leave	
8	Any others reason Incubatee decide to SVUAIC Approved by	

Approved By

Idea Startup Incubation Evaluation (Pre-Incubation Stage)

S.N	Parameters	Poor (1)	Average (2)	Good (3)	Excellent (4)
1	Problem Identification(Quality, Size of problem, Relevance in present Social, Political,Economic conditions etc.)				
2	Solution(Innovativeness, Impact on society, Simplicity, Quality of solution, Long term solution)				
3	Feasibility(Practical possibilities, Minimum resource requirement)				
4	Team (availability and skills)				
	Final Recommendation:	On Hold	Pre Incubation		
	Reasons				
	Evaluator Name:				
	Evaluator Signature:				

PROGRESS MONITORING REPORT

Startup Name	Promoter	Date of Incubation	Period

Plan	Progress

Evaluation	Excellent		Good		Satisfactory		Need Attention	
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Remarks

Evaluator Name	Evaluator Signature



SRI VENKATESWARA UNIVERSITY : TIRUPATI

No.19422/UGC-III (7)/ Startup Committee/RUSA/2022, dated: 10/06/2022.

S.N	Committee Members for Startup Evaluation	
1.	Prof. S. Vijaya Bhaskara Rao	Co-Ordinator-I, RUSA Phase II
2.	Prof. O.V.S. Reddy	Co-ordinator-II, RUSA Phase II
3.	Prof. M. Srinivasulu Reddy	Dept., of MBA, S V University, Tirupati
4.	S. Naveen (PDF)	Dept., of MBA, S V University, Tirupati
5.	Prof. Ramashri	S.V.U College of Engineering, Tirupati.
6.	Prof. V. Diwakar Reddy	S.V.U College of Engineering, Tirupati
7.	Prof. Manjula Kola	Dept. of Home Science, S.V U College of Sciences, Tirupati
8.	R. Vamsi Krishna	CEO-RUSA-SVU

SN	External Committee Members (Industry)	
1	Punit Ekka	(North Eastern University- Representative)
2.	Sreenivas TN	(COO- Exafluence Pvt Ltd)
3.	Hari Muralidhar P.V.S	(SVUCE- Alumni/Director- Zradha Soft pvt ltd)

SN	Alumni Committee Members
1	Mr.Suresh Perugu
2.	Hari Muralidhar
3.	Chandra Mouli Depuru

What We Offer

Co-working space

We provide office space and a working environment to the start-ups that is comfortable and engaging.

Corporate Connect

We provide opportunities to start-ups to connect with professionals from different industries and successful entrepreneurs in talks, panel discussions and fireside chats.

Business Scale

The start-ups survival, sustainability and scaling of the start-ups with focused offering and support.

Mentorship

Experts from various fields guide the start-ups using their own experience and knowledge about the domain they belong to and according to the needs of the start-ups.

Access to high range of labs and technology infrastructure

Start-ups are given access to the S.V. University, Delhi NCR extensive labs and equipment for building or experimenting with their products.

Legal Support

We provide legal and accounting support to the start-ups as and when required by them.

Intellectual Property Rights

We help the start-ups with getting intellectual property rights for their unique and innovative products.

Intern Support

We provide intern support to start-ups that need more workforce to help them with day to day working and to fulfil their human resources needs.

SRI VENKATESWARA UNIVERISTY
APPLICATION FOR REGISTRATION OF COPYRIGHT/PATENT/TRADEMARK

To,

The Registrar of Copyright
Copyright Office
New Delhi

Sir,

In accordance with Section 45 of the Copyright Act, 1957 (14 of 1957), we hereby apply for registration of copyright and request that entries may be made in the Register of Copyrights as in the enclosed Statement of Particulars sent herewith in triplicate. We also send herewith duly completed the Statement of Further Particulars relating to the work (Literary work – Computer software).

2. In accordance with Rule 16 of the Copyright Rules, 1958, I have sent by prepaid registration post copies of this letter and of the enclosed statement(s) to the other parties concerned, as shown below:

Name and Address of the parties	Date of dispatch
(1) (2)	
(2)	
Not applicable	Not applicable

2. The prescribed fee has been paid, as per details below: IPO No. _____ Dt. _____
_____ For Rs. _____ (infig.) _____
(in words)

3. Communication on this subject may be addressed to:
CEO –SVU AIC, S. V. University, Tirupati – 517 502.

5. I/We hereby declare that to the best of my knowledge and belief, no person, other than to whom a notice has been sent as per paragraph 2 above has any claim or interest or dispute to my copyright of this work or to its use by me.

6. I/We hereby verify that the particulars given in this Form and in the Statement of Particulars and Statement of Further Particulars are true to the best of my/our knowledge, belief and information and nothing has been concealed there from.

Place:

Date:

Yours faithfully

Name: _____

Designation:

Signature: _____

List of Enclosures:

Date: _____

1. Statement of Particulars (in triplicate)

2. Statement of Further Particulars (in triplicate)
3. Declaration of Assignment of Rights (in triplicate)
4. IPO for Rs. _____

STATEMENT OF PARTICULARS
(To be sent in triplicate)

1. Registration Number
(in the Register of Copyrights) :
2. Name address and nationality of the : a.
application

b.

3. Nature of the applicant's interest in the copyright of the work :
4. Class and description of the work :
a. Computer software program
b. Technical document
c. Artistic work
d. Video work
e. Product
5. Title of the work :
6. Language of the work : _____
7. Name, address and nationality of the author and if the author is deceased, the date and his decease : _____
8. Whether the work is published or unpublished : Unpublished/Published (Please tick)
9. Year and country of first publication and name, address and nationality of the publisher : _____
10. Years and countries of: subsequent publications. If any, and names, addresses and nationalities of the publishers :

11. Names, addresses and nationalities of the owners of the various rights comprising the copyright the work and the extent of rights held by each, together with :
a. _____

b. _____

particulars of assignments and licenses, if
any

12. Names, addresses and nationalities of the : _____
persons, if any, authorised to assign or _____
license the rights comprising the _____
copyrights
13. If the work is an Artistic work the location : _____
of the original work, including name, _____
address and nationality of the person in _____
possession of the work.(In case of an _____
completion of the work should also be _____
shown)
- 13A. If the work is an Artistic work which is : _____
used or is capable of being used in _____
relation to any goods, the application _____
shall include a certificate from the _____
Registrar of Trade Mark in terms of the _____
proviso to sub-section(i) of section 45 of _____
copyright Act, 1957.
14. Remarks, If any :

Place: Tirupati

Date:

Authorized Offices of the Institute(s)

(i) Name _____

Signature _____

Date _____

Office Seal

(ii) Name _____

Signature _____

Date _____

Office Seal

(iii) Name _____

Signature _____

Date _____

Office Seal

(iv) Name _____

Signature _____

Date _____

Office Seal

1. Name of Authority: _____

Signature of Authority: _____

Designation: _____

Institution: _____

Date: _____

2. Name of Authority: _____

Signature of Authority: _____

Designation: _____

Institution: _____

Date: _____