

91st BOM, 26.12.2018

Decision	Placed before the Board for consideration of approval. <i>Approved.</i>
B.91/2018/6/2.6	Draft start up policy of the University
Note	Subject to approval of the Board of Management, a Draft Start up Policy for the University under the Centre for Innovation, Incubation and Entrepreneurship (CIIE) has been prepared by a designated committee constituted for the same. The Draft Start up Policy of the University is placed before the Board for consideration of approval.
Decision	<i>Approved.</i>
B.91/2018/6/2.7	Recruitment of Assistant Professors on contract

START-UP POLICY

Centre for Innovation Incubation & Entrepreneurship (CIIE)

Tezpur University.

(Approved by PGM vide Res NO: B.91/2018/6/2.6, dt 26.12.2018)

1. The Preamble:

India is currently placed 3rd on the global list of the top five startup communities. The country has been able to establish a strong footprint in becoming a globally recognized Startup Nation.

Indian ecosystem continues to remain attractive for investors with almost US\$ 6.4 Billion of funding in first half of 2017 demonstrating 167% growth over H1 2016. The start-up ecosystem also witnessed mushrooming of a significant base of companies building solutions for India centric grass root level problems across Healthcare, Education Inclusion, Financial Inclusion, Clean Energy and Agriculture ["Indian Start-Up Ecosystem – Traversing The Maturity Cycle - Edition 2017" NASSCOM report]

Student/faculty member/alumni/staff (owned) start-ups have started to contribute towards market expansion and job creation. Most of the Student/faculty member/alumni/staff (owned) start-ups have evolved from technology, sciences, social sciences & management disciplines. In recent years, a few technological and entrepreneurship development institutions have initiated efforts to design Start-up Policies for student ventures on their campuses.

Tezpur University took up the task of designing the 'Start-up Policy for its members, alumni & collaborating institutes to increase the efforts of Tezpur University as it prepares future generations for entrepreneurship.

2. Vision:

The vision of Tezpur University Startup Policy is to promote specialized knowledge in the field of entrepreneurship development, innovation and creative ideas. The policy is to incubate and materialize the conceptual ideas among the students, faculty members and alumni of Tezpur University and other collaborating Institutions and transform these ideas into value added products in the commercial market.

3. Mission:

To help create a larger number of student-driven/faculty-driven, on campus start-ups that will add to economic and social value. To achieve this, the below mentioned strategies would be applied:

- Teaching students and encouraging them to take up entrepreneurship as a preferred career choice
- Preparing students, faculty members and alumni of Tezpur University for successful launching of their start-ups
- Re-orienting academic curriculum and pedagogy with a strong focus on Start-ups
- Developing customized teaching and training materials for start-ups and engaging them in pre-startup activities
- Capacity Building Programmes / Activities for faculty/staff/etc as well as trainers.
- Mentoring start-ups to become sustainable
- To support Virtual Incubation
- To provide infrastructure support, advisory support, technology & consultancy support.

4. Definitions:

4.1 Start-up: An entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant. A Start-up that is initiated by Tezpur University students/faculty members/ alumni enrolled in any regular programme of Tezpur University.

4.2 Start-up Policy of Tezpur University: Facilitate the management of Tezpur University to create a conducive environment for start-ups in Tezpur University.

4.4 Start-up Course Curriculum: It refers to the course contents and academics that are provided by Tezpur University under a specific course or program of study. The Start-up Course Curriculum should have courses on business opportunity identification, business idea generation, IPR/patenting regulations, B-plan and feasibility, start-up finance, launching and sustaining start-ups, soft-skills for start-ups, foundation of the business basic subjects as well as management, accounting & finance, negotiation etc.

4.5 Pedagogy and Experiential Learning: It refers to specific methods and teaching practices (as an academic subject or theoretical concept) which would be applied for students working on start-ups. The experiential learning method will be used for teaching 'start-up related concepts and contents' to introduce a positive influence on the thought processes of students. Courses like 'business idea generation' and 'soft skills for start-ups' would demand experiential learning rather than traditional class room lecturing. Business cases and teaching cases will be used to discuss practical business situations that can help students to arrive at a decision while facing business dilemma(s). Field based interactions with prospective customers; support institutions will also form a part of the pedagogy which will orient the students as they acquire field knowledge.

4.6 Tinker Lab: Tinker lab is a combination of experimental research and specialization. It sharpens technical and content specific aspects of a drawing and expands it by taking an open attitude in regards to the image and its possibilities within the design.

4.7 Accelerators: Start-up Accelerators design programs in batches and transform promising business ideas into reality under the guidance of mentors and several other available resources.

4.8 Angel Investors and Venture Capital Funds: An angel investor is a wealthy individual who invests his or her personal capital and shares experiences, contacts, and mentors (as possible and required by the start-up in exchange for equity in that start-up). Angels are usually accredited investors. Since their funds are involved, they are equally desirous in making the start-up successful.

4.9 Venture Capital: It is the most well-known form of start-up funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the start-up.

4.10 Entrepreneurial Individuals: An Individual who has an entrepreneurial mindset and wants to make his/her idea successful.

4.11 Start-up Managers: Start-up Managers are entrepreneurial individuals who facilitate the start-up functions and manage everything that is required to make the start-up successful and sustainable.

5. Policy Objectives:

5.1 To prepare students, faculty members and alumni of Tezpur University and gain benefits from TU's 'Start-up' programme.

5.2 To encourage entrepreneurship as careers.

5.3 To motivate, to convert the Detailed Project Reports (DPRs) and projects into viable B-plans.

5.4 To create a common virtual platform and make projects submitted of national importance.

5.5 To inculcate social responsive behaviors to those aspire to launch start-ups.

5.6 To offer youths from rural regions training in business opportunity identification in their local areas.

5.7 To orient interested persons as to how they can conceptualize social business start-ups that will address social issues.

5.8 To provide handholding support for launching start-ups.

5.9 To provide necessary skills for managing business enterprise.

6. Curriculum:

6.1 Courses aimed to develop students as start-up entrepreneurs will have emphasis on Knowledge related courses, Skills based courses and Attitude related courses.

6.2 Introduction of Entrepreneurship Courses: Entrepreneurship courses will be comprised of the Basics of Entrepreneurship, Start-up Eco-system in the region with Country in general, Business Idea Generation and Support Institutions to Entrepreneurship. This may be introduced in the initial semesters of TU programmes as add-on/open-elective. These courses would help with encouraging students to choose entrepreneurial careers.

6.3 Courses on Basic Business Management: In the first year (for two-year programme) and the third year (for four-year programme) courses like, Basics of Entrepreneurship Accounting and Book-Keeping, Basics of Entrepreneurial Marketing, Principles of Inventory Management and related concepts, Small Business Management, should be discussed for 2-4 hours per week. This will orient students with the fundamentals of business and other related areas. Such courses will be offered as add-on/open-elective.

6.4 Start-up education: All GoI initiated start-up/skill development programs shall be offered by TU..

6.5 Industry-Government-Academic Linkages: Experts from Industry and Government must agree while designing the Program Architecture. The Academic Advisory Committee should have representation from Industry and Government as well as academia.

6.6 Technology development group & Incubation club: Technology development group & Incubation club will be set up at TU. The Incubation club can be run by students who are in the final year of their programme. They can encourage, guide and mentor the first and second year students while identifying at least one feasible business idea for a business or social venture. TU can plan on allocating a separate space for enlisting student business ideas on

their web-portal.

6.7 MOOC: A student may enroll for at least one MOOC related to 'Start-up Management and Entrepreneurship'. MOOCs are being offered by renowned Institutions in the country.

6.8 Summer/Winter Internship: Students opting for 'Start-up: Launching and Sustaining' specialization could be placed in Financial Institutions and student driven start-ups to enable them to learn the basics of financial management and gain ideas about the extent of support available to start-up entrepreneurs and youth entrepreneurs.

7. Pedagogy:

7.1 On Campus-Off Campus: Course on 'Start-up: Launching and Sustaining' may be offered as open elective or add-on course.

7.2 Entrepreneur-on Campus (both successful and failed): In addition to the regular classes and assignments, entrepreneurs or start-up entrepreneurs (both successful and failed) should be invited on campus to live with the students and mentor /guide them for their start-ups. This concept helped several US based academic institutions in the past and this practice continues even today. The successful entrepreneur will teach his experience with success. However, the failed entrepreneur would offer guidance on mistakes to be avoided.

7.3 Angels and Venture Capitalists in Classrooms: A member pursuing a start-up as a career needs to know the details of the funding mechanism of start-ups. It is advisable to invite Business Angels and VCs as part-time course instructors. The practical knowledge and rich insights provided by these experts would help students during the financial planning of their start-ups.

7.4 Workshops: Those who aim to start a business venture must be well trained and have the support from practitioners and market experts. This will help them find a business opportunity and refine their initial raw ideas with the right perspective. Hence, a set of workshops are required to be scheduled like Opportunity Sensing and Business Ideation, Raw Idea to Viable Business Idea, Technology Commercialization and B-plan Preparation.

7.5 Start-up Fest: To bolster the Start-up Eco-system in the region, the TU will introduce Start-up fests at its campus. This initiative will be connected to the Government of India initiative. Such fests would serve as an ideal platform for Start-ups to showcase their ideas and work with a larger audience comprised of potential investors, mentors and fellow start-ups.

7.6 Elevator-Pitch: Short orientation programmes on, 'how to pitch business ideas for funding' are also essential for start-ups. These can be conducted on campus by faculty/trainers.

7.7 Short-Films: Shorts films of 2-3 minutes can be made about several related aspects of venture planning, start-up launching, financing, elevator pitch, negotiating with customers etc. to give an idea and start discussions among the students who are conceptualizing start-ups.

7.8 Dissemination of Govt. Policies and Programmes for Start-up and Entrepreneurship: Awareness of Generation Programmes are needed to make students aware of government initiatives such as Skill-India, Smart-Cities, Swacch Bharat, Make-in-India and several other related offers from banking and financial institutions. Through such interventions, efforts can be made to offer a supportive and knowledge-driven environment for potential student entrepreneurs, which is a prerequisite for start-ups.

7.9 Development of Start-up Manual: TU will develop manuals (rules & regulations) on 'Business Ideation to Launch a Business Start-ups'. These manuals will help faculty and trainers as they guide interested persons effectively.

8. Mentoring, Incubation and Acceleration:

8.1 Web-portal for Mentoring of Start-ups: An interactive web-portal will be made by TU along with a list of approved mentors. Start-ups can then identify mentors, interact with them and gain guidance. The web-portal will also have a database of subject matter specialists, researchers, faculty and trainers.

8.2 Pre-Incubation Planning: It is very important to primarily identify which ideas can successfully go through the incubation process. This phase of pre-incubation can prepare entrepreneurs for the incubation phase by providing them prerequisite skills and knowledge that will help them validate and assess their ideas as well as define their business models in detail. In the pre-incubation planning phase, the following activities are to be performed:

8.2.1 Basic Idea Testing: The idea needs to be tested before applying for incubation. Academic Institutions must ensure pre-incubation qualification of a business idea.

8.2.2 Promoters Details: Relevant details of promoters are required to be validated before allowing start-ups to enter the incubation process.

8.2.3 Registration of Start-up: The Start-up needs to be registered under a form of business entity like Partnership Firm, LLP, Private Limited Company and One Person Company. Start-ups should be able to provide a copy of the registration certificate/letter to Tezpur University.

8.3 Handbook on incubation Activities: A Handbook on incubation activities will be developed by Tezpur University for faculty/trainers and consultants, who would be involved in developing and teaching start-ups on campuses. The handbook will be provided on the

web-portal where students, mentors and teachers can view and use it.

9. Evaluation and Assessment:

9.1 Milestone based Continuing Internal Evaluation (CIE) for 'Start-up: Launching and Sustaining' Programme: Institutions or TBI admitting student teams must have a method for continuous and milestone based internal evaluation of key learning or milestones that the start-up has attained. Such evaluation must be recorded for audit purposes (only for malpractice/falsification of data detected at a later stage).

9.2 Growth Based Evaluation (GBE) for 'Start-up: Launching and Sustaining' Programme: CIIE should follow a Progress Based Evaluation system wherein the Start-ups are measured across the key start-up growth stages like Idea, Rapid-Prototype, Customer Validation, Efficiency of Acquiring Customers and Scaling Stages. This evaluation of growth in stages must be recorded for audit purposes (only for malpractice/falsification of data detected at a later stage).

9.3 Graduation Outcomes for Award of Degree: To qualify for an Award of Degree in the 'Start-up: Launching and Sustaining' programme, the student should have the minimum desired CGPA in courses where written examination is compulsory. However, those opting for the 'Start-up: Launching and Sustaining' programme will also have to fulfill two out of the following five measurable outcomes:

9.3.1 Funding: Student Start-up should acquire at least 1-5 Lakhs INR of start-up funding as capital/convertible equity or other similar equity instruments used in start-up investments.

9.3.2 Employment Created: At least 3 additional jobs, (other than student founders) should be created by the student start-up.

9.3.3 Revenues Generated: Revenues should be generated by the start-up as per Audited Profit and Loss Statements as per the following chart:

- A. 1st year : No profit no loss.
- B. 2nd year: Minimum 20% of total investment.
- C. 3rd year onwards: Minimum 50% of total investment

9.3.4 Patent Application or Granted: The student start-up should be encouraged to apply for registration of One Indian or International Patent OR such patent should be granted to the start-up.

Students who achieve the above outcomes should submit a form through the Head of the Dept/Centre to the University for Grant of Degree along with a Graduation Outcome Achieved Letter from the Incubator which clearly mentions the Name of the Start-up, Name of its Founders and the Graduation Outcome achieved along with the related details.

10. Funding and Administration:

10.1 TU will support the student who has opted for the 'Start-up: Launching and Sustaining' programme by providing mentoring services and allow the student to use facilities available in TU as well as in CIIE cell, if any. In our country, most of the technology business incubators are being supported by NRDC, NSTEDB, DST, and Gol. Hence, those incubators could be used for prototypes and rapid prototype stage assistance without any additional funding requirements. Also, students can be associated with these incubators and EDCs after their graduation from the course.

10.2 Seed Fund for Student Start-up: Private, institute specific funds shall be encouraged to set up operations in TU and for funding start-ups. AICTE may be approached for Early Stage Seed/Venture Capital funds to student start-ups. Members registered for start-up may be guided by Tezpur University for seed fund, angel investor etc. from Gol. Tezpur University will also provide soft loans to student start-up subject to availability.

10.3 Student Start-up Corpus Fund (SSCF): A 'Student Start-up Corpus Fund' with an initial annual outflow of INR 02 Crores shall be set up to support start-ups in TU.

11. Conflict of Interest:

In the process of a start-up, any IPR generated shall be mutually agreed upon by both the parties (TU and entrepreneurial individual). If necessary a non-disclosure agreement shall be executed.

12. Disclaimer:

Tezpur University does not guarantee to start-up incubated about success and/or feasibility and warrantee technology transferred and/or IPR generated from Tezpur University. Tezpur University or any person representing Tezpur University shall not be liable for any acts or omissions of the incubate start-up, however, in case of any such event the incubate start-up shall do all that is required to hold Tezpur University or any person representing Tezpur University harmless from any loss including damage & penalty.