



दून विश्वविद्यालय DOON UNIVERSITY

मोथरोवाला रोड, केदारपुर, पो०ओ० डिफेन्स कालोनी,
देहरादून-248001 (उत्तराखण्ड) भारत

Mothrowala Road Kedarpur, P.O. Defence Colony,
Dehradun-248001 (Uttarakhand) INDIA.

DOON UNIVERSITY

CENTRE OF INNOVATION, INCUBATION, ENTREPRENEURSHIP AND INDUSTRIAL RELATIONS (CIIER)



INCUBATION POLICY

1. Introduction

Centre of innovation, incubation, entrepreneurship and industry relations (CIIER) is the innovation, incubation and Entrepreneurship development center of the **Doon University, India**. CIIER is set up with the objectives of promoting innovation and entrepreneurship development. In order to assist businesses and foster innovation that benefits society, CIIER has adopted this incubation policy, laying down the provisions in accordance with which CIIER will provide management and other support to entrepreneurs and startups and build industrial relations. Doon University CIIER shall be registered as a non-profit organization under Section 8, Company Act, 2013.

For the purpose of this policy, the startup shall have the same definition as defined by the Department for Promotion of Industry and Internal Trade, Government of India. The person incubated under CIIER ("Incubatee") must read, understand, and agree to this incubation policy for getting incubation support for his/her company ("Incubated Organization"). Each startup, entrepreneur, or business incubated by CIIER must adhere to this policy at all times during the incubation period.

The policy is subject to periodical review and amendments. It will be the responsibility of the companies admitted to CIIER to update themselves from time to time on amendments in Incubation policy and procedures. Doon University reserves the right to make an exception to all or any of the terms of policy for a particular company or a promoter on a case-to-case basis.



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2. Eligibility

- 2.1. The applicant has to be incorporated as a legal entity such as private limited company, limited liability partnership (LLP), or partnership firm. The startup should be registered in India. In addition to that CIIEIR, can also incubate the startup at ideation with high potential growth and scalability, and with support and services offered by CIIEIR will suggest the startup incorporate after the incubation period.
- 2.2. Incubation support by CIIEIR is offered for:
 - a) Pre-seed stage startups: Should have a prototype/ minimum viable product (MVP) ready
 - b). Seed-stage startups: Should have a pilot run or early revenues in the company
- 2.3. The applicants should provide a detailed business plan and at least 3 years of future growth.
- 2.4. The Indian promoters of the startup should hold 51% of the shareholding in the company.

3. Incubation Admission Process

Based on the documents submitted, the Business Plan will be screened by the pre-selection 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. The Business Plan will be reviewed by experts having technical, business and financial expertise. Applicants may be invited with their teams to make a presentation on their proposal. In order to enable the expert



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members to take an appropriate decision, members may ask for any additional information from the applicants and/or revision in the proposal.

- 3.1. For getting incubation under CIIEIR, the Applicant must submit an incubation application at www.doonuniversity.ac.in. It consists of the following information: Incubation form, Business-plan (pitch deck), Certificate of incorporation, Executive Summary, Video-pitch, and Declaration.
- 3.2. The business plan shall be submitted by the Incubatee that will contain the following: Introduction / Company overview, Problem statement, Solution offered, Concept / Proposition / Product description, Market opportunity, Competition survey (SWOT Analysis), Development plan and milestones, Revenue model, Management / Organizational chart (TEAM), Financials, Achievements/recognitions/certifications.
- 3.3. At the time of submitting the incubation application or a later stage, CIIEIR may demand any other document, as it deems fit, from the Applicant.

CIIEIR will have a sole discretion whether to admit or reject a proposal for incubation and the decision of CIIEIR in this regard shall be final. CIIEIR is not bound to provide any reason in case a proposal is rejected.

4. Incubation services and support

Upon admission to CIIEIR, the following services will be offered to the incubate companies on an individual basis are:

- 4.1. **Mentoring and Advisory:** Access to the pool of mentors including entrepreneurs, Industry experts, founders, and Doon University professors.
- 4.2. **Networking, Partnerships, and Collaboration opportunities-** peer interaction, cross-collaboration opportunities, and awareness on various schemes.
- 4.3. **Infrastructure and Facilities**¹- co-working space, high-speed internet access, library, and computing infrastructure.
- 4.4. **Legal and Intellectual Support-** Company related legal support, assistance with regulatory compliance, IPR, and legal counselling.

¹ For office space use, Incubatees need to take prior permission from the CIIEIR, and can be provided only if available at the time of incubation. Additionally, to avail of the health and food services, the incubated startup needs to pay the required amount on its own.



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access to year-round training

4.5. **Knowledge development and training-** programs, workshops, and other events.

4.6. **Promotions-related assistance-** startups ads/paosts on CIIEIR social media handles, CIIEIR website, and third-party online and offline media platforms.

CIIEIR shall provide a right to the Incubation Organization to use the name, logo, and trademark on its website, social media pages, banner, brochure, or any other online or offline publication. But CIIEIR's logo or name cannot be used on the product/package to be sold by the incubated organizations. Incubated organizations cannot use the name, logo, or any other trademark of Doon University, India (Host Institute). The Incubated Organizations must take the prior written permission of CIIEIR for usage of the CIIEIR's logos anywhere in its advertising or publicity materials.

5. Tenure of Incubation

Companies will be permitted to stay in the incubator for a maximum period of two years.

5.1. **Exit:** An Incubatee will leave the incubator under the following circumstances:

1. Completion of incubation tenure of two years.
2. Underperformance or non-viability of the business proposition as decided by CIIEIR.
3. Violation of any rule, regulation, or policy laid down by Doon University or CIIEIR or not qualifying the periodic due-diligence procedure.
4. When Incubatee's company enters into an acquisition, merger or amalgamation or reorganization deal resulting in a substantial change in the profile of the company,
5. Change in promoters'/ founders' team without knowledge of CIIEIR
6. Any change of more than 50% of equity ownership without a prior intimation to CIIEIR
 - 6.1 In case of any change in equity ownership of the Incubated Organization, the Incubatee shall inform CIIEIR about the same within 7 days of execution of such change.
 - 6.2. In case of change in more than 50% of the equity ownership during the term of Incubation, the incubation tenure shall be deemed ended from the date of such change.
7. Any other reason for which CIIEIR may find it necessary for an Incubatee to end his/her incubation period.



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6. Periodic Assessment

- 6.1. A committee ("Review Committee") of CIIEIR, will review the performance Devaluation will be on checking if the milestones specified in the business plan are met or not. A periodic assessment would vary depending on the stage of business and the milestones set by the Incubatee. It is mandatory for incubated startups to attend the assessment.
- 6.2. The incubated startup will be monitored and evaluated on the parameters such as financials, employment generated, sales, revenue, partnership, and collaborations, awards and achievements, funding, and paid customer base/ market tractions.
- 6.3. Incubatee companies will submit information to CIIEIR on quarterly basis in a prescribed format. The companies may also be subject to an annual assessment by a committee of external experts. Incubatee companies will have to submit their annual reports within a period of 15 days from the date of their approval.

7. Conflict of Interest

In case of any conflict between the Incubatee and CIIEIR, the decision of CIIEIR shall be final, if not satisfied with the decision of CIIEIR, may raise a complaint to the higher authority (MD or CEO) of CIIEIR.

8. Information Submission

Incubatee companies will submit information to CIIEIR about all material changes or developments taking place in their companies from time to time. Such information could be (but not limited to) change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, additional equity or debt investments. CIIEIR may require Incubatee companies to submit other information as it deems fit. Prior concurrence of CIIEIR should be obtained for effecting such changes.



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9. Declaration

It is understood that by agreeing to provide various supports and services, CIEIR does not undertake responsibility for:

- Ensuring success of an Incubatee company, its products/ process/ services or marketability;
- Ensuring quality of support and services provided by CIEIR to the complete satisfaction of the Incubatee companies or their promoters/ founders;
- Ensuring quality of services of the consultants engaged by the Incubatee companies through CIEIR / Doon University network.

The Incubatee companies agree that CIEIR / Doon University or their employees shall not be held liable for any reason on account of the above.


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Annexure

A. Personal Information

- a. Applicant's Name: Ms./ Mr./ Dr. _____
- b. Age (in years): _____ DOB: _____
- c. Address of Correspondence: _____
Pin: _____
- d. Phone/ Mobile (Mandatory) _____
- e. Aadhar No./ Voter ID No/ Passport No. _____
- f. Native State. _____
- g. Highest Qualification

Ph.D.		Post Graduation		Graduate	
Intermediate		High School		Other Certification	

B. Technology/ Product Details:

- a. Project Title _____
- b. Which Focus Area does your product/ service belongs to
(Please tick (✓) the applicable option):

1	Agriculture (Agri tech, Food Processing, Digital Agriculture, Organic, Agriculture machinery, Agri marketplace, Animal husbandary)	
2	Ayurveda, Health Care Science & Technology, Digital healthcare	
3	Art & Carft	
4	Tourism and hospitality technology	
5	Waste Management, Waste to Wealth, Recycling Technology	
6	Manufacturing (Industry automation, safety, IoT, ICT, E-vehicle)	
7	Logistics and Supply Chain Management	
8	Energy, Utilities, Power technology, Renewable, Clean-Tech solutions	

- c. **Technology Description:** Intended product/service/ process (Define scope carefully). [Use additional papers if required]



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1	What is your Innovation?
2	What problem is it going to solve?
3	What is the USP (Unique Selling Proposition) of your product?
4	Stage of product development? (Please tick (✓) the applicable option)

Description

Concept – Idea Stage

Proof of Concept- Some experiments done.
Preliminary proof of concept exists.

Prototype: Several proofs of concept demonstrated.

Minimum viable product (MVP): Pre commercialization use. Prototype made and performance claims tested, trials have been done on sufficient scale to demonstrate interest of potential customer.

Go to Market for Commercialization: product ready for market
lunch and customers use.

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d. Company Details:

1. How you registered your company ? (Please tick (✓) the applicable option)

Yes		No	
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2. What is the legal status of the entity you have formed? (Please tick (✓) the applicable option)

Sole Proprietorship	Partnership Firm	Limited Liability Partnership	Private Limited Company

3. Company's Name (If Applicable): _____

4. Address _____ Pin _____

5. Date of Incorporation (DD/MM/YEAR):

6- How much money have you invested in your company (Rs.)?

6. Website: _____

7. Is your startup/ company recognized under DPIIT?. If yes mention DIPP No _____

8. Do you have any patent

Yes		No	
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9. Do you any copyrights

Yes		No	
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10. Do you have any registered trademarks?



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11. Team Details

Sno	Name	Gender	Highest Qualification	Experience (in years)	Current Profile	Role in the proposed startup
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12. Did you take any grant-in-aid from any Incubation center, private investors or other GOI Institution for same business idea?

Yes		No	
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13. If yes, please provide the following details:

Name of the Institution/ Investor:	
Grant-in-aid amount (INR)	
Purpose for aid given	


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14. Expectations from Incubator

1	What support do you expect from Doon University-CIEIR?				
2	Are you ready to attend the physical incubation in Doon University- CIEIR ? (Please tick (✓) the applicable option) <table border="1" data-bbox="491 562 1401 614"><tr><td>Yes</td><td></td><td>No</td><td></td></tr></table>	Yes		No	
Yes		No			

Declaration: This is to certify that I/We before signing this incubation policy have read and fully understood all the terms and conditions. All the details are true.

(Signature)

Name:

Designation:

Company Seal (If any)

Note: Incubation policy document duly signed on each page along with Annexure.


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