



INCUBATION POLICY

SHIA P. G. COLLEGE

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Shia P.G. College Launchpad: Statement

1. Introduction

Shia P.G. College Launchpad is set up by Shia P.G. College University as an Entrepreneurship Development initiative. Its goal is to promote entrepreneurial spirit among students, faculty and alumni. It serves as the link between entrepreneurial enthusiasts and the larger entrepreneurial ecosystem. It aims to translate potential business ideas and technology innovations in various disciplines of sciences, technology and business into product and services for commercial applications. The said Launchpad is supported by committed corporate partners, the angel investors, and mentors from across the countries and abroad as well.

2. Shia P.G. College Launchpad: Mission & Objectives

The mandate of the Launchpad is to assist the Shia P.G. College community entrepreneurs (faculty, staff, alumni and students) as well as the external community entrepreneurs commercialize their product/service ideas and/or accelerate their growth. Launchpad's mission is to synchronize and synergize the interactions between various stakeholders of Entrepreneurship Ecosystem with utmost importance on enabling young students to become successful entrepreneur through its structured programs and events. The main objectives of the Shia P.G. College Launchpad are as follows:

- Organizing activities/events/lectures to promote entrepreneurial spirit in the students and alumni.
- Setting up of an Entrepreneurial Cell, one of the routes via which students can gain access to Launchpad.
- Mentoring by the in-house-faculty and industry experts for budding entrepreneurial students and alumni.
- Fostering the spirit of competition by nominating Shia P.G. College students for various inter and intra-college entrepreneurial contests.
- Coordinating and providing the live project opportunities for the participants to provide them with industry interface.
- Facilitating the entrepreneurial ideas through a graded series of professional expertise under the umbrella of following units:
 - a. Next Start-up: An ideal stage centre where student ideas are explored and evolved to look into efficacy of incubation.

- b. Syncubator: An incubator which will incubate selected projects and ideas through a formal incubation process.
- c. Xcelerator: An accelerator which seeks to accelerate entrepreneurial start-ups who have reached a minimum threshold level.

Therefore, Shia P.G. College Launchpad can assist budding start-ups at different levels of the entrepreneurial trajectory.

3. Definitions

Corporate Social Responsibility

The term Corporate Social Responsibility draws its meaning from the definition of the term from Companies Act 2013.

Incubation

Incubation is a process of nurturing business ideas to maturity through a structured approach involving requisite support from internal and external sources.

Incubatee's

All business entities admitted under the incubation process of Shia P.G. College and the policy consist of the following.

Innovation

The term has the following meaning in the context of Incubation policy of the College.

- 1) Business Model Innovation
 - Changing the way business is done in terms of capturing value
- 2) Marketing Innovation
 - Development of new Marketing methods with improvement in product design or packaging, product promotion or pricing.
- 3) Organizational Innovation
 - Creation or alteration of business structures. Practices or Models and may therefore include Process, Marketing and Business Model Innovations
- 4) Process Innovation
 - Implementation of a new or a significantly improved production or delivery method
- 5) Product Innovation
 - Introduction of a new good or service that is new or substantially improved. It may include improvements in functional characteristics, technical abilities, ease of use or any other dimension.
- 6) Service Innovation
 - Similar to product innovation except that innovation relates to services
- 7) Supply Chain Innovation

- Occurs in sourcing of inputs products from suppliers and delivery of output products to customers

Start up

The action or process of setting something in motion which has an innovative element, in furtherance of any of the following

- a) Commercial objective
- b) Social impact with self-sustaining revenue stream/s.

Shia P.G. College Launchpad

The said Launchpad is an Entrepreneurial Ecosystem setup as a Section 8 Company as detailed in Companies Act 2013 for the primary purpose of promoting and fostering Incubation of Start-up entities involving one or more College Member(s), by administering and implementing Shia P.G. College University's policies on entrepreneurship development.

Shia P.G. College Member

Any permanent / fulltime / part-time faculty / staff on duty or on short/long leave and students including alumni registered with the Launchpad.

Confidential Information: Confidential Information means information not generally known and proprietary to the Shia P.G. College Launchpad or to the Start-up, including, without limitation, information concerning any patents or trade secrets, confidential or secret designs, processes, formulae, source codes, plans, devices or material, research and development, proprietary software, analysis, techniques, materials, or designs (whether or not patented or patentable), directly or indirectly useful in any aspect of Launchpad or to the Start-up, any confidential secret development or research work of Launchpad. All information which is acquired or becomes acquainted with during the performance of the policy, which has a reasonable basis to believe to be confidential information, shall be presumed to be Confidential Information.

4. Shia P.G. College Launchpad: Activities

Shia P.G. College Launchpad may create or be involved in multiple incubators which may be specialized or general in nature. It may be also be actively involved in pre-incubation and incubation of a Start-up entity promoted by one or more Member.

1. Shia P.G. College Member may promote a College Incubated Entity
2. The Member can be involved with an External Start-up (ESU)
3. Launchpad through its incubators may be involved with an Entity
4. Launchpad can raise funds by seeking appropriate grants or funds from government (Central / State), Business Organisations/Industries through their CSR initiative or any other suitable source

5. Governance: Structure

The Launchpad will be headed by a director appointed specifically for this purpose. Day to day functioning of the society shall be the responsibility of Director, Incubation of the College. The Launchpad will have an advisory council to support the Director, Incubation.

The Advisory Council may have the following composition, or as may be approved by the Director, Incubation of Shia P.G. College.

1. Principal of Shia P.G. College or his/her nominee
2. Finance Controller the College or his/her nominee
3. Head of the departments or his/her nominee
4. Director of Business Studies or his/her nominee
5. Head of the department of Law or his/her nominee
6. Nominee of Founding Trust (Executive Director)
7. An external Expert with experience in Venture Capital/Private Equity.

Decision: All decision shall be based on majority of the members' acceptance of the proposal. In case of dead-lock, the Executive Director, Shia P.G. College University of shall have the casting vote to move the proposal.

Appointment and Removal of Advisory Council Members: The Director, Incubation of Shia P.G. College University in consultation with the Executive Director shall appoint or remove any members, from time to time. The decision of the Director, Incubation with approval of the College Executive Director would be final with respect to all such appointment and removal of members.

Expenses of the Members: Shia P.G. College Launchpad shall meet all reasonable expenses, which the members may have incurred with respect to the functioning of Shia P.G. College Launchpad.

6. Shia P.G. College, Lucknow Launchpad: Functioning

The process of translating knowledge in various disciplines into products, processes and services for commercial exploitation will also benefit the society at large and College Launchpad is a vehicle to achieve the same. It is a platform which rests on following pillars:

- i. Incubation Process
- ii. Faculty / Staff Engagement
- iii. External Engagement
- iv. Portfolio Review Board
- v. Acceleration Process
- vi. No Liability of College and Protection of fair name of Shia P.G. College, Lucknow.

A. Incubation Process

The Incubation process at Shia P.G. College Launchpad Syncubator is divided into three stages:

- The first stage would be a process of streamlining the entry of MEMBER into College Launchpad through a structured process, run by Next Start-up.
- Second stage comprises of Identification of Opportunity and building a business model Canvas. This stage is also supported by a team of mentors is essential to convert the idea into a business plan.
- The third stage would be establishment of legal entity and movement to an accelerator and various investment platforms.

i. Pre-Incubation and Entry into the Incubator

Initially the idea is discussed and then the concept emerges out. Based on the initial interaction and affirmative assessment, applicants will be asked to submit a formal application for admission in Shia P.G. College Launchpad along with a detailed proposal using a structured Idea Framework to the Next Start-up.

Suggestive templates for all these documents are available in the office of Launchpad of Shia P.G. College.

ii. Inside the Syncubator

The College Launchpad supports the incubatee in developing and streamlining the business opportunity with a pool of mentors who may be both from within or outside the College system.

Each entity would have to go through the following three phases.

- Ideation Phase” refers to identification of a problem to solve through creative solutions using variety of techniques such as discussions and brainstorming.
- “Product Idea” stage refers to planning while “Minimum Viable Product” Stage refers to Idea validation, prototype building, prototype validation and market validation. The Launchpad would assist the incubatee entity at this stage by connecting it to suitable platform for angel investment, alternative sources of funding or any other fund raising platform.
- After an entity reaches “Go to Market” Stage, Incubatee creates a new legal entity with suitable equity distribution between founder and Co-founders to take the business forward. At the time of formation of legal entity.

The said Launchpad would provide following to Incubatee entities:

1. Space for workplace
2. Networking Opportunities
3. A platform for technology transfer
4. Infrastructure support like Printer, Internet Network and Maker space.

iii. Incubator:

An Incubated entity would exit the membership of Shia P.G. College Launchpad under any of the following conditions

1. Completion of stay for 24 months, unless the stay is extended by College Launchpad.
2. Underperformance or unviability of the Business proposition: criteria for the same will be decided and applied by Launchpad on the case-to-case basis.
3. Irresolvable disputes between promoters/ founders. The College Launchpad will decide the position or point when disputes are deemed to be irrevocable.
4. When the number of employees of the incubatee company exceeds 20.
5. Any other time at discretion of College Launchpad

Incubatees: Agreements

The following agreements are required to be signed by the companies to the extent applicable:

- a) Service agreement: Between Shia P.G. College Launchpad and an Incubatee company for admission of the member in Shia P.G. College Launchpad. **For this purpose, additional 2-3% equity may be sought.**
- b) Loan Agreement: Between Shia P.G. College Launchpad and Incubatee Company on sanction of seed loan to the incubatee company in Syncubator.
- c) Usage of Departmental Lab: Between concerned Department of Shia P.G. College and an incubatee company for usage of departmental resources of College by the incubatee company as per the prevailing policy of Shia P.G. College, Lucknow.

Administration and Support

Shia P.G. College Launchpad's active support will be provided initially for duration of two years from the date of formal approval, which can be extended for a further period at the discretion of Shia P.G. College Launchpad for a maximum period of one year. Launchpad will nurture multiple Incubators.

The Launchpad will carry out its functions with Start-ups directly and/or through its incubators. Shia P.G. College Launchpad will actively support the Incubatee in following:

- I. Advice pertaining to legal and commercial IPR transactions,
- II. Business management advice
- III. Networking support
- IV. Mentoring
- V. Seed-fund where possible
- VI. Monitoring

Assessment: Periodic

Shia P.G. College Launchpad will evaluate the performance of incubatee companies periodically. Incubatee companies will submit information to the Launchpad on quarterly basis in a prescribed format.

B. Faculty / Staff / Students Engagement

Faculties/Staff/Students have an option to engage in entrepreneurship venture by choosing any of the following:

i. Faculties / Staff / Students may incubate any one corporate entity

During his tenure with Shia P.G. College as member can continue as a teaching faculty with no administrative responsibility on opting for creation of his venture. This entrepreneurial development process will be limited to two years with prior approval from principal Shia P.G. College.

ii. Unpaid Leave (Extra Ordinary Leave) Policy for Faculties / Staff / Students

The College Launchpad is proposing a new concept of granting unpaid leave of a period up to two years to faculty/staff members in order to promote Entrepreneurship within the Shia P.G. College fraternity. Any Faculty/Staff/Students who is a part of incubatee organization at Shia P.G. College Launchpad can avail this option as per Shia P.G. College sabbatical policy.

C. No Liability of the College and Protection of Shia P.G. College's fair name

The incubatee company will understand and acknowledge that Launchpad intends to provide support and services to the Company in good faith to pursue its objective to promote entrepreneurship by converting innovative technologies developed at the University for Commercialization by incubating and supporting new enterprises. It is understood that by agreeing to provide various supports and services, College Launchpad does not undertake responsibility for:

- Ensuring success of an incubatee company, its products/ process/ services or marketability,
- Ensuring the adequacy of equipment needed for prototyping at Shia P.G. College.
- Ensuring quality of services of the consultants engaged by the incubatee companies through Shia P.G. College Launchpad / College network. Incubatee companies will have to apply their judgements before getting in to a relationship with them.

When a Start-up is designated as an Entity, it is permitted to advertise itself as such wherever such advertisement is appropriate. However, if such advertising carries with it the risk that in case the entity indulges in improper behaviour or dealings, and there is likelihood of College's fair name to be tarnished by association with the entity, in order to protect itself from such risks, Shia P.G. College, through Launchpad may seek the control of the incubatee company by exercising shareholder rights.

D. Engagement: External

The present Launchpad aims to inculcate the essence of entrepreneurship in Shia P.G. College community entrepreneurs (faculty, staff, alumni and students) as well as the external community as appropriate to leverage their expertise and services for expanding the Entrepreneurship Ecosystem at Shia P.G. College in more effective and efficient manner.

E. Review Board: Portfolio

A portfolio review Board composed of the following members will meet every three months to monitor and evaluate each incubatee organization. The review Board shall have the power to grant seed funding.

The Composition of Portfolio Review Board will be as follows:

- a) Chairperson: Director, Incubation of Shia P.G. College
- b) Members: Financial Controller of Shia P.G. College, Senior Faculty Member from BBA department.
- c) Special Invitee: Subject matter expert related to Incubatee Organization's area of operations
- d) Member Secretary: Manager- Business Incubation, Shia P.G. College Launchpad
- e) Any other special invitee as Chairperson may deem fit.

7. Confidentiality: Obligation

In serving the objective of the Launchpad, the members, advisory council and such other connected person, on need-to-know basis, may be exposed to "Confidential Information". Each such above mentioned individual will have an obligation no to disclose or not use, directly or indirectly, such Confidential Information for the benefit of any person, entity, or organization other than the objective of Launchpad, or disclose such Confidential Information without the written authorization of the Associate Dean, Incubation of Shia P.G. College, either during or after the term of this Policy, for as long as such information retains the characteristics of Confidential Information.

8. Interest: Conflict

If there is any conflict between the advisors/consultants and start-ups, same shall immediately be notified in writing to the Advisory Council for determining the way forward.

9. No Partnership

Each member to the Advisory Council is advising in its individual capacity and does not represent the view of Shia P.G. College, And Shia P.G. College would not be considered bound or liable for such advice of the Council, or other advisers.

10. Legal expenses: Indemnity

A member, who has acted in good faith and diligently, shall be indemnified out of the SHIA P.G. COLLEGE LAUNCHPAD's assets against any expenses which the member may have incurred in relation to performance of his/her duty under this Policy (unless judgment is given against the member and the judgment is final).

11. Dispute Resolution

If there is any dispute or controversy between the parties arising out of or relating to this Policy, the parties agree that the matter shall be taken before the Advisory Council to be resolved amicable. If the parties fail to resolve such issues, the matter shall be taken before the Director, Incubation of Shia P.G. College, and the decision of the Executive Director, Incubation of Shia P.G. College would be final and binding.

The courts in Lucknow, includes High Court Lucknow branch Uttar Pradesh shall have exclusive jurisdiction with respect to any such matters.



Dr. S. S. R. Baqri
Coordinator, IQAC



Dr. Mohd Miyan
Principal