

# Social Impactpreneurs Program

Phase 1  
Call for Applications

Just Begin with an Idea

Phase 2  
Ideation Bootcamp

For Upto 100 Startups

Phase 3  
Pre Incubation  
Bootcamp

For Upto 50 Startups

Phase 4  
Incubation Support

For Upto 25 Startups

Prototyping Grant  
upto INR 50,000

Seed Support  
upto INR 250,000

Are you an Entrepreneur motivated  
to solve a social problem and create  
an impact on the society?

Apply Now  
Deadline Extended to  
18th Sep

Refer Program Brochure in our  
website for more details



## ABOUT IIMV-FIELD

IIMV Foundation for Incubation Entrepreneurial Learning and Development (IIMV-FIELD) is the **Incubation and Startup Hub** of **IIM Visakhapatnam**.

After starting Operations in 2018, IIMV-FIELD is now one of the **fastest growing incubators** in India. We are in Visakhapatnam - a **Smart City**, an aspirational district, an industrial hub in the state of Andhra Pradesh. IIMV-FIELD would like to build the incubation center by leveraging the strengths of this region. We are keen on promoting **innovation and entrepreneurship** by encouraging and supporting the students, faculty members, alumni of the Institute, start-ups, and entrepreneurs **across the nation, and specially the region**, to translate their ideas and concepts into business models and make their products/services ready for commercialization.

## ABOUT MTAR TECHNOLOGIES

**MTAR Technologies** is a leading national player in precision engineering industry engaged in the manufacture of mission critical precision components with close tolerances (5-10 microns), and in critical assemblies, to serve projects of high national importance, through our precision machining, assembly, testing, quality control, and specialized fabrication competencies, some of which have been indigenously developed and manufactured. Since its inception in 1970, MTAR has grown into a major group with **state-of-the art facilities with unparalleled history** of contributing to Indian Civilian Nuclear Power program, Indian Space program, Indian Defence, Global Defence, as well as Global Clean Energy sectors.

Through its wide variety of complex product portfolio, MTAR has created a niche for itself in the Indian precision engineering industry and is today counted among the top three suppliers that cater to precision engineering requirements of Indian nuclear, Defence and Space sectors. Various awards such as the '**Best Quality Supplier Award**', '**Defence Technology Absorption Award**', '**INS Industrial Excellence Award**' and the 'Award for Excellence in Aerospace Indigenization' were received by MTAR in the past bear testimony to the faith their customers have in them and their ability to successfully serve and meet the customers' requirements.

**Corporate Social Responsibility:** MTAR believes that corporate social responsibility is an integral part of the organisation and gives utmost importance to protecting the interests of all the stakeholders. They also believe in providing a safe and sustainable environment to future generations and has placed special emphasis on green product portfolio.

## ABOUT SOCIAL IMPACTPRENEURS PROGRAM

**Social Impactpreneurs Program** at IIMV FIELD aims to focus on and support **Entrepreneurs** that set out to solve social problems in the gap areas<sup>1</sup> as identified by the NITI Aayog, GOI and thereby **create an Impact on the Society**. The objective of this program is to enable them to **transform their ideas** into a successful & financially sustainable business venture for the larger good of the society. The 15-month long Program **will support upto 100 entrepreneurs** in multiple phases and provide one year of **incubation support for upto 25 promising ventures** at IIMV FIELD. The Program is funded by the CSR Initiatives of MTAR Technologies Ltd, Hyderabad

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<sup>1</sup> <https://sdgindiaindex.niti.gov.in/#/ranking>  
<https://www.niti.gov.in/social-sector-indices>

The program at IIMV-FIELD will consist of four Phases

**Phase 1 – Outreach & Applications** – During this phase, IIMV-FIELD will be reaching out to Startups expected to be benefitted through this program. Interested & eligible Startups will need to submit the application form in our website <https://iimvfield.com/social-impactpreneurs-program>

**Phase 2 – Ideation Bootcamp** – In this Phase, upto 100 applicants will get shortlisted for a month-long ideation bootcamp being conducted virtually by IIMV-FIELD. During the bootcamp, the entrepreneurs will get inputs on various essential knowledge areas such as:

- Introduction to “Do Your Venture”
- Opportunities and Idea Generation
- Idea Validation and Evaluation
- Lean Canvas

After the completion of the bootcamp, the Startups will be encouraged to submit a business plan (lean canvas & pitch video) for selection to the next stage of the program

**Phase 3 - Pre-incubation bootcamp** – In this phase, upto 50 ventures will be shortlisted to undergo a two-month long pre-incubation bootcamp, where ventures will be given structured inputs and mentorship by IIMV-FIELD supplemented by inputs from technical institutions, social Startup entrepreneurs and mentors to develop idea into a business plan. The participants would learn what it takes to building a sustainable business, such as

- Basics of social entrepreneurship
- Basics of venture creation
- Building on Idea-Value proposition
- Idea validation and competition analysis
- Total Addressable (Available) Market - TAM – Market Research & Analysis
- Revenue model for social ventures
- Preparing winning pitch deck
- Team building & organisational resources
- Conflict resolution and negotiation skills
- Business communication
- Understanding Cost, Revenue and Business Models
- Key management tools and techniques for managing an early-stage business

After the completion of the bootcamp, the progress of the ventures will be reviewed internally, and the Startups will be shortlisted for a brief interaction with the Screening cum Evaluation Committee (SCEC) of IIMV-FIELD. The SCEC will select upto 25 Ventures for the next phase of the program

**Phase 4 – Incubation Program** – In this phase, the selected Startups will be a part of a rigorous 12-month long Incubation Program at IIMV-FIELD (virtual & Physical). Startups will also get **Prototyping and Seed Support** from IIMV FIELD depending on their progress. The phase will end with a **Demo Day** connecting the Startups with investors for fundraising.

## SECTOR FOCUS IN THE IIMVFIELD COHORT

Startups can be from any sector

## OTHER OPPORTUNITIES IN THIS PROGRAM

The following support will also be provided for the selected Startups in the Social Impactpreneurs Program at IIMV FIELD

- **Financial Support** – During the Incubation Phase, **15 Startups will get upto INR 50,000 as Prototyping Fund**. At the end of the Incubation Phase, **4 Startups will get upto INR 250,000 as Seed Fund**. This is not Equity of Debt Based.
- **Incubation Services** – For a Period of 15 Months which includes
  - ✓ **Promotions in Internal Digital media channels** – Social media Pages of IIMVFIELD / of Student Entrepreneurship Club - EPIC Club /of Student body Clubs/ of IIM Visakhapatnam, Through IIMV's Quarterly Newsletters IIMV Vibes, Annual Reports etc
  - ✓ **Media Coverage** - Through External Print and Digital Media channels
  - ✓ **Consultation Support** - IIMV PGP Students as Part time interns & Consultants for Marketing/Business Development, etc
  - ✓ **Customized Business Challenge Competitions & Opportunities** - Get solutions to specific Startup problems from IIMV PGP Students by involving them in Competitions, Challenges, Etc
  - ✓ **Business Communications** – Pitch Decks, Social Media Posts, Application forms for various opportunities, etc
  - ✓ **Startup Kit** - Joining kit including cloud credits from AWS, etc
  - ✓ **Shared Professional Services** - For Company Registrations, Web Development, Digital Marketing, Legal, CA, IPR Support, etc at discount prices from our service providers
  - ✓ **Information about Live Opportunities** - Opportunities of Events, Programs, Bootcamps for Incubation, acceleration, funding at our ecosystem Partners, Network Institutions, social media connections, etc; Through IIMV-FIELD's WhatsApp Business Channel
  - ✓ **Mentoring Support** - from IIMV faculty, IIM alumni, Resident Mentors, successful entrepreneurs, domain experts, etc.; One to One/One to Many; Last Mile Mentoring and Consultation Support
  - ✓ **Networking Support** - with Institutions, Labs, Organizations, Resource persons, Entrepreneurs, IIMV Clubs etc, Networking Events (Physical/Virtual) and Investor Connects. Access to IIMV-FIELD's Ecosystem partners and Network Institutions.
  - ✓ **Capacity Development Programs** - Access to Workshops, Masterclasses, Knowledge Series, Founders talk series, Ask me Anything series, etc
  - ✓ **Infrastructure & Access to Learning Resources** - Physical; Coworking spaces in the Incubation Center; Access to certain online & offline learning resources in the state-of-the-art IIMV Library and IIMV-FIELD's library.

## ELIGIBILITY CRITERIA FOR STARTUPS

- The applicant can choose to be working on a product/service in any sector but should be solving the social problems in the [gap areas](#) as identified by the NITI Aayog, GOI mentioned earlier.
- The applicant **can apply with only an idea** during the call for applications phase.
- Applicant must be a citizen/resident of India and must be at least 18 years of age (as on 1<sup>st</sup> July 2022)
- At least one member from the team should be willing to pursue the idea full time and at least one member must be from technical background

## IMPORTANT POINTS TO NOTE

- The Support cannot be used for Innovators/Startups who do not/will not own the Project know how/IP
- The Support cannot be used for Funding research / student internship in Academic institution or R & D organization
- Innovators/founders/co-founders/Startups agree to strictly abide by IIMV-FIELD's Incubation policy and guidelines at any point in time as detailed in <https://iimvfield.com/iimv-startup-policy>
- Innovators /Startups should have a roadmap / will towards growth / scaling up

## SELECTION CRITERIA

The following parameters will be continuously evaluated for selecting the Startups into various phases of the Program.

<b>Selection for Phase 2</b>	Idea, Problem Identified & Fit into the Program; Submitted in Phase 1
<b>Selection for Phase 3</b>	Lean Canvas, Pitch Video; Submitted at the end of Phase 2
<b>Selection for Phase 4</b>	<p>Interaction with SCEC at the end of Phase 3. Tentative Criteria is as follows</p> <ul style="list-style-type: none"> <li>• <b>Idea</b> – Quality of the Problem or Opportunity statement; Timing of the Idea</li> <li>• <b>Proposed solution</b> – Customer's Desirability, Technical Feasibility and Business Viability</li> <li>• <b>Market Opportunity</b> - Market Size; Competition; Product Market Landscape.</li> <li>• <b>Business Model</b> – Revenue Models, Cost Structure, Value Proposition; Scalability, Sustainability, and profitability in the Long Run; Time taken to become Cash positive</li> <li>• <b>Scalability</b> – Alignment of Interests with Vision; Agility and Adaptability considering external market conditions</li> <li>• <b>Founder/Team</b> – Educational/Professional/Entrepreneurial background; Skills and Expertise of Team members; Motivation, Relevant exposure, and Complementarity</li> <li>• <b>Progress so far (Traction)</b> – Prototype Stage /MVP /Business Model Validation /Product Market Fit /Growth /Scaleup</li> </ul>

## PROGRAM TIMELINES

The following are the tentative timelines of the program

Phase	Activity	Tentative Timeline
1	Call for Applications – Start Date	15 <sup>th</sup> July 2022
	Outreach Event(s) – Q&A Sessions about the Program	22 <sup>nd</sup> July 2022
	Call for Applications – Last Date for submission	<b>18<sup>th</sup> Sep 2022</b>
2	Ideation Bootcamp	Oct – Nov 2022
3	Pre-Incubation Bootcamp	Nov 2022 – Jan 2023
4	Incubation Program Support	Jan 2023 – Dec 2023

## APPLICATION PROCESS

The application form needs to be submitted on the website <https://iimvfield.com/social-impactpreneurs-program>

It consists of the following parts

- **Section 1** - General Information (To be filled in the form)
- **Section 2** - Application Q & A (To be filled in the form)
- **Section 3** – Resume of Applicant/Founder (To be Uploaded in the form)

Details of application form and Guidelines for the filling the application form are detailed at the end of this document.

## CONTACT US

### # For any queries about this program

Chat with us in WhatsApp at **+917569309208** or email us at [sjp@iimv.ac.in](mailto:sjp@iimv.ac.in)

### # Join Our Exclusive WhatsApp Groups & Stay Connected

For Entrepreneurs across India, to know about opportunities in IIMVFIELD Programs, Events, and interesting updates on Events by IIMVFIELD Ecosystem Partners. To Join the groups - Text us about your interest to our WhatsApp Number (+917569309208) or use this link <https://wa.me/message/5XPA42WCKUOGA1>

### # Connect with Us

IIMV-FIELD in social media: <https://iimvfield.com/iimvfield-in-social-media>

Submission Link: [https://iimvisakhapatnam.syd1.qualtrics.com/jfe/form/SV\\_bPnbSlxS2oV17Bc](https://iimvisakhapatnam.syd1.qualtrics.com/jfe/form/SV_bPnbSlxS2oV17Bc)

## SECTION 1 – GENERAL INFORMATION

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1. Select the Program you are applying for
  - a. Social Impactpreneurs Program
2. Name of the Venture –
3. Focus Area of the venture
  - a. Poverty
  - b. Hunger
  - c. Health & well being
  - d. Education
  - e. Gender Equality
  - f. Clean Water & Sanitation
  - g. Affordable and/or Clean Energy
  - h. Skill Development / Employment / Livelihood Generation
  - i. Infrastructure
  - j. Reducing Inequalities & Promoting Inclusion
  - k. Sustainable Cities & Communities
  - l. Waste Management
  - m. Climate Change
  - n. Preserving Biodiversity in Oceans
  - o. Preserving Biodiversity on Land
  - p. Protection from Abuse, Violence, Exploitation
  - q. Others, Please Mention
4. Mention the type of venture, you wish to incorporate
  - a. Not clear as of now
  - b. For Profit, Private Limited
  - c. For Profit, Partnership Firm
  - d. For Profit, Limited Liabe Partnership
  - e. Not for Profit, Trust
  - f. Not for Profit, Society
  - g. Not for Profit, Section 8 Company
  - h. Others, please mention
5. Full Name of the Applicant/Founder -
6. Gender of the Applicant/Founder –
  - a. Male
  - b. Female

7. Nationality of the Applicant/Founder –
  - a. Indian
  - b. Any Other
8. Email ID of the Applicant/Founder -
9. Contact No of the Applicant/Founder -
10. Highest Educational Qualification of the Applicant/Founder –
  - a. Class 12th
  - b. Graduate
  - c. Postgraduate
  - d. Doctorate
  - e. If you are currently Studying, Please Mention the details
  - f. Others, Please Mention
11. City of the Applicant/Founder –
  - a. Visakhapatnam
  - b. Vijayawada
  - c. Hyderabad
  - d. Others, Please Mention
12. State of Residence of the Applicant/Founder –
  - a. Andhra Pradesh
  - b. Telangana
  - c. Arunachal Pradesh
  - d. Bihar
  - e. Karnataka
  - f. Maharashtra
  - g. Orissa
  - h. Tamil Nadu
  - i. Delhi / NCR
  - j. Others, Please Mention
13. Address for Communication of the Applicant/Founder –

## SECTION 2 - APPLICATION Q & A

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14. Pitch your venture in less than 50 words.
15. What are the problem statements or opportunity statements you have identified? (In less than 50 words)
16. What motivates you to solve these problems? How will you overcome obstacles? (In less than 200 words)
17. Any other notable information you wish to share with us?
18. How did you come to know about this Program at IIMV-FIELD?
  - a. WhatsApp Groups
  - b. Startup India Website



- c. IIMV-FIELD Emails
- d. IIMV-FIELD Website
- e. IIMV-FIELD Social Media pages
- f. NGO Box Emails
- g. NGO Box Website
- h. Others, Please Mention

### SECTION 3 – RESUME OF APPLICANT/FOUNDER

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- Upload – Resume of the Applicant/Founder
- File name – “CV - Venturename” in pdf format. Ex: **CV - Hapup**