

CALL FOR APPLICATIONS

TIDE2.0 PROGRAM

LAST DATE TO APPLY
21 NOV 2021

12 Months Incubation Support

upto
INR
400,000

EIR SCHEME

Financial Assistance
per startup

Ideation Stage

Tech Based Solutions
in Specific Sectors

or

12 Months Incubation Support

upto
INR
700,000

GRANT SCHEME

Financial Assistance
per startup

POC STAGE

Tech Based Solutions
in Specific Sectors

Step 1: Read the Program Guidelines

Step 2: Submit the application form



<https://iimvfield.com/tide-2-0-program>



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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 and proposed **Executive Capital** of 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 TIDE2.0 PROGRAM

Ministry of Electronics and Information Technology (**MeitY**), Govt of India has initiated Technology Incubation and Development of Entrepreneurs (**TIDE 2.0**) Program. The objective is to promote tech entrepreneurship through financial and technical support to incubators engaged in supporting Information & Communication Technology Startups using emerging technologies such as IoT, AI, Block-chain, Robotics etc. in preidentified areas of societal relevance. The program is being implemented since 2019 through empowering 51 incubators across India and is expected to support 2000 tech start-ups over a period of 5 years. The program envisions creating a holistic ecosystem to support technology Startups and incubation centers through identifying and creating necessary linkages.

IIMV-FIELD is one of the 51 Tide Centers and is **awarded G3 Center Status** by MeitY. **We are one of the 5 IIM's and only third generation IIM** to be executing the TIDE 2.0 Program in the incubation centers. The support available to Startups selected under TIDE2.0 Program is in two schemes

- **Entrepreneur-in-Residence (EiR) Scheme:** Upto **INR 4 Lakhs per Startup** as grant for a year for validation and development of their idea to have a Proof-of-Concept (POC); along with incubation support.
- **Grant Scheme:** Upto **INR 7 Lakhs per Startup** as seed fund for a year to develop a Minimum Viable Product (MVP) from Proof of Concept (PoC); along with incubation support.

SECTOR FOCUS

Startups which are in Ideation / Proof of Concept stage and are using, Electronics / Information & Communication Technology in emerging areas such as IoT, AI, Block-chain, Robotics etc. in the below sectors can leverage EIR or Grant Schemes of TIDE2.0 Program

- Agriculture
- Clean Energy
- Education
- Environment and Clean Technology
- Financial Inclusion including digital payments
- Healthcare

- Infrastructure and Transportation
- Other emerging areas such as Fintech, Electric Mobility, Skill Development and Women Safety and Women & Children Nutrition, etc

OPPORTUNITIES FOR STARTUPS

The following support will be provided for the selected Startups in EIR / Grant Schemes of TIDE2.0 Program at IIMV-FIELD

- **Financial Support** – As per the EIR / Grant Schemes mentioned above
- **Incubation Services** – For a Period of 12 Months which includes
 - ✓ **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** - Physical; Coworking spaces in the Incubation Center; Library – Physical and Digital Access to the state-of-the-art IIMV Library and IIMV-FIELD's library.
 - ✓ **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

ELIGIBILITY CRITERIA FOR STARTUPS

- Applicant must be a citizen of India
- 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
- The solution should be Information & Communications Technology enabled serving a pressing problem across any one of these sectors – **Agriculture, Clean Energy, Education, Environment and Clean Technology, Financial Inclusion including digital payments, Healthcare, Infrastructure and Transportation, Other emerging areas such as Fintech, Electric Mobility, Skill Development and Women Safety and Women & Children Nutrition, etc**
- For EIR Scheme, the applicant must have a definite Idea that can be scaled into a viable, sustainable, scalable, and profitable businesses
- For Grant Scheme, the applicant should have a definite proof of concept which are to be further developed into Minimum Viable Products (MVP) or have an MVP which needs further support for commercialization.
- Applicant must not have received any EIR/Grants from TIDE2.0 Program at any other center prior to applying. During the incubation period, if the applicant secures any external funding/investments, the concerned entrepreneur/venture will be considered successfully graduated and financial support will be discontinued

IMPORTANT POINTS TO NOTE

- MeitY TIDE 2.0 EIR / Grant Schemes recipient should not treat this support as a stop gap arrangement to support them in their academic pursuits or transition between jobs.
- Venture should be able to meet the criteria of Startup definition as per DPIIT & StartupIndia Portal before the end of this incubation program.
- The applicant seeking the support should demonstrate his/her ability to build a scalable technology business Startup
- The applicant and team members are not eligible to avail funding support in parallel from both i.e., MeitY EIR and MeitY Grant schemes.
- Any Innovator / Startup founders can be supported only once under MeitY EIR / Grant Schemes irrespective of, same idea or different idea
- 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.
- Innovators /Startups should have a roadmap / will towards commercialization

PROGRAM TIMELINES

The following are the tentative timelines of the program

Activity	Tentative Dates
Call for Applications – Start Date	22 nd Oct 2021
Call for Applications – Last Date for submission	21st Nov 2021 ; 23:59:59 Hrs
Screening of Applications	22 nd Nov 2021 to 3 rd Dec 2021
Announcement of Shortlisted Applicants	3 rd Dec 2021
Bootcamp	6 th Dec 2021
Presentations to Selection Committee	10 th Dec 2021 to 15 th Dec 2021
Announcement of Final Selections	20 th Dec 2021
Incubation Period	21 st Dec 2021 to 20 th Dec 2022

SELECTION CRITERIA

The applicants for EIR and Grant Schemes should meet the eligibility criteria for Startups mentioned above. The following parameters will be evaluated for selecting the Startups for the program.

- **Idea** – Quality of the Problem or Opportunity statement.
- **Proposed solution** – Customer’s Desirability, Technical Feasibility and Business Viability
- **Business Model** – Market Size, Revenue Models, Cost Structure, Value Proposition; Scalability, Sustainability, and profitability in the Long Run.
- **Founder/Team** – Educational/Professional/Entrepreneurial background; Skills and Expertise of Team members.
- **Progress so Far** – Ideation Stage / Proof of Concept / MVP / Business Model Validation / Product Market Fit / Growth / Scaleup

APPLICATION PROCESS

The application form needs to be submitted on the website <https://iimvfield.com/tide-2-0-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)
- **Section 4** - Pitch Deck (To be Uploaded in the form)
- **Section 5** - Pitch Video (Uploaded video link is to be shared 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](tel:+917569309208) or email us at tide2@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://forms.gle/7u3b8SUv4KkpyVQp7>

SECTION 1 – GENERAL INFORMATION

1. Select the Scheme you are applying for
 - a. TIDE 2.0 EIR Scheme
 - b. TIDE 2.0 Grant Scheme
2. Name of the Venture –
3. Specify the Sector of the Venture –
 - a. Agriculture
 - b. Clean Energy
 - c. Education
 - d. Environment and Clean Technology
 - e. Financial Inclusion including digital payments
 - f. Healthcare, Infrastructure and Transportation
 - g. Other emerging areas such as Fintech, Electric Mobility, Skill Development and Women Safety and Women & Children Nutrition, etc
4. Select the Stage of the Venture –
 - a. Ideation Stage
 - b. Proof of Concept
 - c. MVP
 - d. Business Model Validation
 - e. Product Market Fit
 - f. Growth
 - g. Scaleup
5. Full Name of the Applicant/Founder -
6. Gender of the Applicant/Founder -
7. Nationality of the Applicant/Founder -
8. Email ID of the Applicant/Founder -
9. Contact No of the Applicant/Founder -
10. Select the Current Status of the Applicant/Founder -
 - a. Undergraduate Student
 - b. Postgraduate Student
 - c. Full time Entrepreneur/Founder working on this/other ventures
 - d. Working as employee in a Startup
 - e. Working as employee in Established Govt/Pvt organizations
 - f. Others (Please mention) :
11. Highest Educational Qualification of the Applicant/Founder -

12. City of the Applicant/Founder -
13. State of Residence of the Applicant/Founder -
14. Address for Communication of the Applicant/Founder –
15. No of Team Members/Co-Founders working in this venture as on Nov 20th, 2021?
16. Mention the Full Names of Team Members/Co-Founders
17. What skills and expertise does each team member or cofounder bring to the venture? (In less than 250 words)

SECTION 2 - APPLICATION Q & A

18. Pitch your venture in less than 100 words.
19. What are the problem statements or opportunity statements you have identified? (In less than 250 words)
20. What do you think are the root causes of the current problems / challenges faced by your potential customers? (In less than 250 words)
21. What are your proposed solutions? (In less than 250 words)
22. What are the existing alternatives available today to solve the above problems? (In less than 100 words)
23. What is the Unique Value Proposition of your product/service/Business Model? (In less than 100 words)
24. Who are your target customers / Which customer segments have you identified which has your potential customers? (In less than 250 words)
25. How does the venture plan to generate revenue / Revenue model? (In less than 250 words)
26. What is the progress of your venture so far? (In less than 100 words)
<Optional questions start>
27. What is the market size or opportunity of this business? (In less than 100 words)
28. Who are your competitors in the market? (In less than 100 words)
29. Who are your likely early adopters / What are the characteristics of your target customers? (In less than 100 words)
30. Which Channels do you plan to use to reach your target customers? (In less than 100 words)
31. What are some of the key metrics you identified to monitor the performance of the business? (In less than 100 words)
32. What are the likely costs / cost structure of your business model? (In less than 250 words)
33. What is your unfair advantage? Something which your competitors cannot copy? (In less than 250 words)
34. Do you have any website/social media handles for your business? If yes, please share the links.
<Optional questions end>
35. Did your venture receive TIDE2.0 Program EIR / Grant Schemes at any other TIDE G1, G2, G3 Center? If yes, please share the details of the program and incubation center with location.
36. Did your venture get selected in any other Incubation or Acceleration Program? If yes, please share the details of the program and incubation center with location.
37. Did your venture raise any funds? If yes, what is the source and quantum of funds?
38. Did your venture file/register/got any Intellectual Property? (Patents, Trademarks, Copyrights)? If yes, please share the details.

39. Is your venture registered legally? If yes, please share the Registered name and Incorporation number.

40. Any other notable information you wish to share with us?

Guidelines

- Refer **Lean Canvas by Ash Maurya** for better understanding of the above questions
- Example of Lean Canvas Template: <https://www.youtube.com/watch?v=pvIN9STpzCQ>
- Applicants/founders are encouraged to think or prepare answers for the optional questions as well, which will be helpful in subsequent rounds of selection process.

SECTION 3 – RESUME OF APPLICANT/FOUNDER

- Upload – Resume of the Applicant/Founder

SECTION 4 – PITCH DECK

- Upload - Pitch deck about the venture in the form of ppt or pdf.
- It should have a **max of 12 slides** (Including introduction and Ending page). *Note: Additional slides used can attract negative points in selection process.*
- Applicants/founders are encouraged to make creative pitch decks.
- File name – “2021TIDE-EIR/GRANT-Venture Name” in ppt or pdf form. Ex: **2021TIDE-EIR-HAPUP**

Guidelines

- Mandatory Information in slides - About the venture, Our Team, Problem, Solution, Product/Services, market size/opportunity, about the technology used, the ask (what do you require from our program)
- **Mandatory and most important Slide** – Lean Canvas Model (fill your information in the 9 boxes of lean canvas model template and present it in one slide)
- Optional information in slides – go to market strategy, financial projections, company registration/equity structures, customer testimonials, funds invested or raised so far, about competitors, exit options, etc

SECTION 5 – PITCH VIDEO

- Upload - Pitch video about the venture in youtube / other platforms and share the link
- Video should be in the talking presentation format (embed voice/video of speaker along with the pitch deck submitted in section 4) for a **maximum of 5 mins**. *Note: Additional time spent can attract negative points in selection process.*
- No of speakers in the video can be one or many.
- Applicants/founders are encouraged to make creative pitch videos
- Please upload the video in YouTube or OneDrive or Google Drive or any other and share the link.
- File name – “2021TIDE-EIR/GRANT-Venture Name” in pptx or pdf form. Ex: **2021TIDE-EIR-HAPUP**

Guidelines

- How to create a talking presentation – https://www.youtube.com/watch?v=gr6f5b0s_h8