



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

IIMFIELD

Indian Institute of Management Visakhapatnam
A holistic entrepreneurial ecosystem

MCNPREENEUR
Igniting Sparks of Innovation

S2Tech
Enabling Client Success

FOR ENGG & SCIENCE COLLEGE STUDENTS

**3 MONTHS
ENTREPRENEURSHIP
& LEADERSHIP
DEVELOPMENT
PROGRAM**

&

**9 MONTHS
PRE-INCUBATION
SUPPORT**

Vidhyardhi to

Vyavasayee

(V2V) Program

**INCUBATION AT
IIMV FIELD**

VIRTUAL PROGRAM

**PROTOTYPE & SEED
FUNDING SUPPORT**

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 THE VIDHYARDHI TO VYAVASAYEE PROGRAM (V2V PROGRAM)

IIMV FIELD has collaborated with a Silicon Valley Ed-tech company **Moonpreneur** to conduct a unique Entrepreneurship, Leadership Development, and Pre-Incubation Program i.e **Vidhyardhi to Vyavasayee Program (V2V Program)**. This program is exclusively designed for young engineering and science graduate students from the region. It is expected to develop the entrepreneurial mindset and boost the startup ecosystem in Undergraduate colleges in Andhra Pradesh. The partners of IIMV FIELD in this program are Moonpreneur, S2Tech and APSCHE-QAC.

The Program consists of five Phases –

Phase – 1: Outreach & Screening: IIMV FIELD has received ~2400 applications from Students of ~290 engineering and science institutions in Andhra Pradesh, India. Students are familiarized to ELDP (Entrepreneurship & Leadership Development Program) Bootcamp by Moonpreneur. Selection to the ELDP is based on merit list and after clearing a test conducted by Moonpreneur. Scholarship/funding is provided to merit students by S2Tech.

Phase – 2: ELDP Bootcamp: The Bootcamp is designed for 10 weeks where students will be working in teams on potential business ideas; industry leaders, subject matter experts, and mentors will assist them to develop an idea into a business plan.

Phase – 3: Pitch Fest at Moonpreneur: The business cases are pitched in the 10th week in front of a panel of judges and selected pitches get an opportunity to take their idea to the next level. This will be jointly done by Moonpreneur and IIMV FIELD.

Phase - 4: Selection for Pre-incubation Support: Students who complete the bootcamp successfully in the IIMVFIELD cohort and other ongoing cohorts of Moonpreneur, will be eligible to apply for the Pre-Incubation Support at IIMVFIELD. Select few ideas (upto 40; 25 from IIMVFIELD bootcamp & 15 from others) will get opportunity to get pre-Incubation Support (Virtually) at IIMV FIELD

Phase – 5: Pre-Incubation Support at IIMV FIELD: With the Support of S2Tech, the Selected startups will get opportunity to incubate at IIMV FIELD, for a period of nine months. The startups will be offered mentoring, networking, and consulting support to develop from Ideations to Prototype to MVP Stage. Quarterly Mentoring Sessions will be organized

to track the progress of the startups (mandatory); and On-Demand Mentoring Support will be given on demand & as per the requirements of startups. Though the support will be Virtual, entrepreneurs welcome to visit the campus and meet the mentors at IIMV FIELD. Opportunities will be provided to attend Events, Programs; Applications for Incubation, acceleration, funding at our ecosystem Partners; Startups will be given visibility for their progress/achievements in the internal and external media channels.

Note: Please refer <https://iimvfield.com/iimv-startup-policy> for more details about the policies & working of IIMV FIELD.

ELIGIBILITY CRITERIA FOR THE V2V PROGRAM

- **For Phase 2 (ELDP Bootcamp):** Applicant must be a student in Engineering and Science Colleges in AP & Telangana. Should also complete the process in Phase 1.
- **For Phase 5 (Pre-Incubation):** The applicant should have successfully completed the ELDP Bootcamp (Phase 2) organized by Moonpreneur & S2Tech (from IIMV FIELD Cohort and other ongoing bootcamp cohorts organized by Moonpreneur in Andhra Pradesh) to apply for Preincubation Support. Then should get selected in Phase 4
- The applicant must have a definite Idea that can be scaled into a viable, sustainable, scalable, and profitable businesses
- **Up to 40 Startups** shall be provided Pre-Incubation support (Phase 5)

OPPORTUNITIES FOR STARTUPS IN THE V2V PROGRAM

The following support will be provided for the selected Startups during the pre-Incubation (Phase 5) at IIMV FIELD

- **Financial Support** – Upto INR 50,000 as prototyping fund by S2Tech (Directly) for max 20 Startups; Seed fund as per the availability of funds and recommendations of Investment/Evaluation Committee, IIMV FIELD
- **Pre-Incubation Services** – For a Period of 9 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; Quarterly Mentoring Sessions – To track the progress of the startups (mandatory); On-Demand Mentoring Sessions - Support will be given on demand & as per the requirements of startups.
 - ✓ **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 {Organized in other programs at IIMV FIELD}
 - ✓ **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
 - ✓ **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

SECTOR FOCUS

Startups can choose to work in any sector.

V2V PROGRAM TIMELINES

The following are the tentative timelines of the program

Activity	Tentative Times
Phase 1 - Call for Applications from Students to join ELDP Bootcamp	Sep to Oct 2021
Phase 2 - ELDP Bootcamp	Jan 2022 – May 2022
Phase 3 - Pitch Fest	19 th June 2022
Phase 4 - Call for Applications for Pre-Incubation – Start Date	19 th June 2022
Call for Applications for Pre-Incubation – Last Date for submission	10th July 2022
Screening of Applications	11 th – 24 th July 2022
Announcement of Shortlisted Applicants	25 th July 2022
Presentations to Screening Cum Evaluation Committee (SCEC), IIMV FIELD	26 th to 30 th July 2022
Announcement of Final Selections & Program offer Letter	7 th Aug 2022
Acceptance of Offer from Shortlisted Candidates	15 th Aug 2022
Phase 5 - Pre-Incubation	Sep 2022 – May 2023

SELECTION CRITERIA FOR PRE-INCUBATION SUPPORT

The applicants should meet the eligibility criteria for Startups mentioned above. The following parameters will be evaluated for selecting the students for the program.

- **Idea** – Quality of the Problem or Opportunity statement; Timing of the Idea
- **Proposed solution** – Customer's Desirability, Technical Feasibility and Business Viability
- **Market Opportunity** - Market Size; Competition; Product Market Landscape.
- **Business Model** –Revenue Models, Cost Structure, Value Proposition; Scalability, Sustainability, and profitability in the Long Run; Time taken to become Cash positive

- **Founder/Team** – Educational/Professional/Entrepreneurial background; Skills and Expertise of Team members; Motivation, Relevant exposure, and Complementarity
- **Progress so Far** – Ideation Stage / Proof of Concept / MVP / Business Model Validation / Product Market Fit / Growth / Scaleup
- **Others** - Mutual Fit, etc and other Qualitative assessments.

APPLICATION PROCESS IN PHASE 4

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

It consists of the following parts

- **Section 1** - General Information (To be filled in the form)
- **Section 2** - Application Q & A (To be filed 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 (To be Uploaded in the form)

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

For any queries about this program

Chat with us in WhatsApp at **+917569309208** or use this link <https://wa.me/message/5XPA42WCKUOGA1>

or email us at v2v@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 IIMV FIELD Ecosystem Partners. To Join the groups, use this link -

<https://chat.whatsapp.com/FNKqWTbVcBZ0autWc9isQk>

Or Text us about your interest to our WhatsApp Number (+917569309208)

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_cYGgkMcJjGLSISy

SECTION 1 – GENERAL INFORMATION

1. Select the Program you are applying for
 - a. Vidhyardhi to Vyavasayee Program
2. Name of the Venture –
3. Did the Applicant/Founder complete the ELDP Bootcamp of Moonpreneur in any of its cohorts?
 - a. Yes
 - b. No
4. Mention the cohort in which you completed ELDP Bootcamp of Moonpreneur (Write the Cohort name, Month & Year of Completion, if Option Others Is chosen)
 - a. IIMVFIELD Cohort, June 2022
 - b. ISHA Cohort, Jan 2022
 - c. Others
5. Specify the Sector of the Venture –
6. Select the Stage of the Venture –
 - a. Ideation
 - b. Prototype
 - c. MVP
 - d. Others
7. Full Name of the Applicant/Founder -
8. Gender of the Applicant/Founder –
 - a. Man
 - b. Woman
9. Nationality of the Applicant/Founder –
 - a. Indian
 - b. Any Other
10. Personal Email ID of the Applicant/Founder -
11. Contact No of the Applicant/Founder -
12. Highest Educational Qualification of the Applicant/Founder –
 - a. Class 10th
 - b. Class 12th
 - c. Graduate
 - d. Others
13. Are you studying in engineering / science college?
 - a. Engineering
 - b. Science

c. Others

14. Mention the College Name of the Applicant/Founder
15. Mention the Year of Study & Branch of the Application/Founder
16. City of the Applicant/Founder -
17. State of Residence of the Applicant/Founder -
18. Address for Communication of the Applicant/Founder –
19. Mention the No of Team Members/Co-Founders working in this venture as of now?
20. Mention the Full Names of Team Members/Co-Founders, Their Colleges, Year of Study & Branch
21. What skills and expertise does each team member or cofounder bring to the venture? (In less than 250 words)
22. Upload the ELDP Bootcamp Course completion certificates (of all the applicants) in a rar file.

SECTION 2 - APPLICATION Q & A

23. Pitch your venture in less than 100 words.
24. What are the problem statements or opportunity statements you have identified? (In less than 100 words)
25. What do you think are the root causes of the current problems / challenges faced by your potential customers? (In less than 100 words)
26. What are your proposed solutions? (In less than 100 words)
27. What are the existing alternatives available today to solve the above problems? (In less than 100 words)
28. What is the Unique Value Proposition of your product/service/Business Model? (In less than 100 words)
29. Who are your target customers / Which customer segments have you identified which has your potential customers? (In less than 100 words)
30. How does the venture plan to generate revenue / Revenue model? (In less than 100 words)
31. What is the progress of your venture so far? (In less than 100 words)
32. 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
- File name – “CV - Venturename” in pdf format. Ex: **CV – Hapup**

SECTION 4 – PITCH DECK

- Upload - Pitch deck about the venture in the form of 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 – “PPT - Venturename” in pdf format. Ex: **PPT - 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 mp4 format
- 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 4 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
- File name – “Video-Venture Name” in mp4 format. Ex: **Video-Hapup**

Guidelines

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