

# NAARIPRENEUR FOR HER Program



is your venture

Led  
by Her

or

Solving  
for Her



Any Sector | Anywhere in India | 15 Months Cohort based program

Apply Before 26th Nov 2023, 23:59:59 Hrs

Phase

1

**Call for Applications**

Just begin with an idea

Phase

2

**Ideation Bootcamp**

for upto 75 ventures

Phase

3

**Launchpad**

for upto 50 ventures

Phase

4

**Incubation Support**

for upto 25 ventures  
Grants upto INR 3,00,000

For more details and  
program brochure



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[iimvfield.com/naaripreneur-for-her-program](http://iimvfield.com/naaripreneur-for-her-program)

## ABOUT IIMV FIELD

**IIMV Foundation for Incubation Entrepreneurial Learning and Development (IIMV FIELD<sup>1</sup>)** is the Incubation and Startup Hub of IIM Visakhapatnam. It is a section 8 company which aims to promote, develop, and nurture the culture of entrepreneurship and innovation. The Incubator has been making an impact in the ecosystem since 2018, when it started entrepreneurship activities with the Women Startup Program in partnership with NSRCEL of IIMB.

Over the years, IIMV FIELD has received recognition from various governmental bodies, including **MEITY** (TIDE2.0 Program), **NSTEDB**, **DST** (NIDHI Accelerator Program). The Incubator has also received CSR funding from **MTAR Technologies** for supporting social ventures & from **NBCC India** for supporting women led ventures. So far, IIMV FIELD has **incubated 144 startups** in **7 flagship programs**, out of which 112 are founded by women. As on Sep 2023, **92 startups are under incubation in 5 cohorts** and 52 startups have graduated from 4 cohorts.

As a management-based incubator, **IIMV FIELD is sector agnostic** and can support entrepreneurs in all sectors. However, in the direction of becoming a world-class incubation center, IIMV FIELD plans to strategically scale up its existing 7 programs and add new programs to its portfolio of services. The Incubator plans to **support women, social, student entrepreneurs, EduTech, FinTech, Emerging tech-based and export-oriented ventures** through **pre-incubation, incubation, acceleration, and seed support programs**.

Moreover, IIMV FIELD plans to explore the strengths of the region i.e., **logistics, marine, health & wellness, tourism sectors specifically**, become an entrepreneurial hub, and create entrepreneurial & skill development centres at the district level in the country. Additionally, the incubator plans to do entrepreneurship development programs **to build competencies in Startup Ecosystem Enablers** i.e., Entrepreneurs, Students, Faculties of K-12 schools, engineering/science colleges in AP & TG, and managers of E-Cells, E-Labs in the region.

Overall, IIMV FIELD is committed to creating a conducive environment for fostering and supporting entrepreneurship and innovation, and with its strategic plans, it is well on its way to **becoming a world-class incubation center**.

## ABOUT NBCC INDIA

**NBCC<sup>2</sup>** (National Buildings Construction Corporation) is a government owned **Navaratna company** in India. Established in 1960, NBCC has a **rich heritage** and is recognized as a **leader in the construction industry**. The company operates in three primary segments: Project Management Consultancy (PMC), Engineering Procurement & Construction (EPC), and Real Estate Development. With a strong workforce and a track record of excellence, NBCC continues to play a major role in nation-building and is committed to green, sustainable, and technology-driven construction practices.

**Corporate Social Responsibility:** NBCC's CSR (Corporate Social Responsibility) vision reflects its commitment to being a socially responsible corporate entity. By dedicating resources to support initiatives that contribute to the socio-economic development of the communities in which it operates, NBCC demonstrates a genuine commitment to making a positive impact beyond its core business activities. NBCC supporting IIMV FIELD's initiative for

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<sup>1</sup> <https://iimvfield.com/>

<sup>2</sup> <https://nbccindia.in/index>

entrepreneurship development, not only empowers women entrepreneurs but also aligns with the broader goal of fostering stronger, more sustainable communities and improving the quality of life for people across the country. By investing in projects that promote gender equality and economic empowerment, NBCC exemplifies the principles of responsible corporate citizenship and social development, thereby contributing to the betterment of society.

## ABOUT NAARIPRENEUR FOR HER PROGRAM

**Naaripreneur for Her Program** at IIMV FIELD aims to focus on and support **ventures led by women or ventures with solutions for women**, all over India. The Program is funded by the **CSR Initiatives of NBCC India Ltd**, Delhi.

The objective of this program is to foster an environment where these ventures can flourish, breaking down barriers, **promoting gender equality and economic empowerment** of women in the entrepreneurial landscape. The program is also dedicated to nurturing and supporting initiatives that **focus on improving women's lives** in various critical domains, including health, safety, education, financial independence, and enable the ventures to play an indispensable role in **cultivating a more inclusive and empowered environment for women to excel and flourish** across diverse facets of their lives.

By offering comprehensive support, including guidance, financial assistance, and access to IIMV FIELD networks, the program strives to enable these entrepreneurs to not only start their businesses but also help them navigate the challenges and complexities of the business world. The 15-month long Program **will support upto 75 entrepreneurs** in multiple phases and provide one year of **incubation support for upto 25 promising ventures** at IIMV FIELD.

This 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 entrepreneurs, with a venture idea or with an already running venture, will need to submit the application form in our website<sup>3</sup>.

**Phase 2 – Ideation Bootcamp** – In this phase, **upto 75 applicants will get shortlisted for a month-long ideation bootcamp**. It will be 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 participants will be encouraged to submit a business plan (lean canvas & pitch video) for selection to the next phase of the program.

**Phase 3 - Launchpad** – In this phase, **upto 50 ventures will be shortlisted for a two-month long launchpad**, where ventures will be given structured inputs on business and mentorship. It will be conducted virtually and physically by IIMV FIELD. The participants would learn what it takes to building a scalable, profitable, and sustainable business, such as

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<sup>3</sup><https://iimvfield.com/naaripreneur-for-her-program/>

- Objectives and Key Results
- Aspects of Marketing in Business Model
- Aspects of Operations in Business Model
- Aspects of Finance in Business Model
- Management of Performance and People in Organization
- Fundraising, Networking, Storytelling, etc

After the completion of the bootcamp, the progress of the ventures will be reviewed internally. The ventures will be shortlisted for a brief interaction with the Screening cum Evaluation Committee (SCEC) of IIMV FIELD, for selection to the next phase of the program.

**Phase 4 – Incubation Support** – In this phase, **upto 25 startups will be selected for a rigorous 12-month long incubation support** at IIMV FIELD. This will be provided virtually and/or physically by IIMV FIELD. During this phase, startups may also get financial grants based on the performance in this program and may be eligible for applying to any other seed funds available at IIMV FIELD. This phase will end with a **Demo Day** connecting the startups with investors for fundraising, after comprehensive assessments of various factors.

#### SECTOR FOCUS IN THIS PROGRAM

Startups can be from any sector.

#### OTHER OPPORTUNITIES IN THIS PROGRAM

The selected startups in Phase 4 of the Naaripreneur for Her Program at IIMV FIELD, may also avail.

- **Financial Support** – During the Incubation Phase, **TOP 20 Startups will get upto INR 50,000** as performance grant. At the end of the Incubation Phase, **TOP 5 Startups will get upto INR 300,000** as performance grant. This is not Equity or Debt Based.
- **Incubation Services** –
  - ✓ **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.

- ✓ **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, Access to YNOS, among 20+ other services 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 APPLYING TO THIS PROGRAM

- The venture can be **led by woman and working on any product or service.**
- The venture can be led by a man or woman, **but it must be working on solutions for women.**
- The applicant **can apply with only an idea** during the call for applications phase.
- The applicant can choose to be working on a product/service **in any sector.**
- The applicant can be running his venture from anywhere in India. Preference may be given to the ventures coming from
  - a) **Visakhapatnam, Vizianagaram districts** of Andhra Pradesh
  - b) **East Champaran, West Champaran districts** of Bihar
  - c) **Lepa Rada district** of Arunachal Pradesh
- Applicant must be a citizen/resident of India and must be at least 18 years of age (as on 1<sup>st</sup> Oct 2023)
- **At least one member from the team** should be willing to pursue the venture full-time.

## IMPORTANT POINTS TO NOTE

- 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>
- 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.

## APPLICATION PROCESS IN PHASE 1

The application form needs to be submitted on our website <https://iimvfield.com/naaripreneur-for-her-program/>

It consists of the following parts.

- **Section 1** - Applicant Information (To be filled in the form)
- **Section 2** - Venture Information (To be filled in the form)
- **Section 3** – Resume of Applicant / Founder, Co-Founders & founding team members (To be Uploaded in the form)

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

## 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, IIMV FIELD 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.

Details	Activity	Tentative Timeline
Phase 1	Call for Applications – Start Date	12 <sup>th</sup> Oct 2023
	Outreach Event(s) – Q&A Sessions about the Program	26 <sup>th</sup> Oct 2023
	Call for Applications – Last Date for submission	<b>26<sup>th</sup> Nov 2023 (Sunday)</b> 23:59:59 Hrs
Phase 2	<b>Ideation Bootcamp</b>	Dec 2023
Phase 3	<b>Launchpad</b>	Jan 2024 – Mar 2024
Phase 4	<b>Incubation</b>	April 2024 – Mar 2025

## FREQUENTLY ASKED QUESTIONS

Get instant responses for the frequently asked questions about this program **from a ChatGPT AI Bot**. Upload this program brochure pdf in <https://askyourpdf.com/> and ask your queries!

## CONTACT US

### # For any queries about this program

Chat with us in WhatsApp at **+917569309208** or use this link <https://api.whatsapp.com/send?phone=7569309208>

or email us at [nfhp@iimv.ac.in](mailto:nfhp@iimv.ac.in)

### # Join Our Exclusive WhatsApp Group & Channel to Stay Connected

For Entrepreneurs across India, to know about opportunities in IIMVFIELD Programs, Events, and interesting updates on Events by IIMVFIELD Ecosystem Partners. More details are <https://iimvfield.com/stay-connected-in-whatsapp/>

### # Know more about us

About IIMV FIELD: <https://iimvfield.com/>

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



Submission Link: <https://iimvfield.accubate.app/ext/form/1417/1/apply>

## SECTION 1 – APPLICANT INFORMATION

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1. Select the Program you are applying for, at IIMV FIELD
  - a. Naaripreneur for Her Program
2. Name of the venture -
3. Name of the Applicant -
4. Role/Title of the Applicant in the venture -
5. Nationality of the Applicant/Founder -
  - a. Indian
  - b. Any Other
6. Gender of the Applicant/Founder -
  - a. Man
  - b. Woman
  - c. Others
7. Email ID of the Applicant/Founder -
8. Contact No of the Applicant/Founder -
9. Highest Educational Qualification of the Applicant/Founder -
  - a. Class 12<sup>th</sup>
  - b. Graduate
  - c. Postgraduate
  - d. Doctorate
  - e. Currently studying
  - f. Others, Please mention.
10. What is the Applicant/Founder doing currently?
  - a. Studying, but interested to work on a business idea.
  - b. Not employed but interested to work on a business idea.
  - c. Employed in an organization but have an Idea and interested to setup a new business on own.
  - d. Working on the new venture Part Time
  - e. Working on the new venture **Full Time**
  - f. Others, Please mention.
11. Share the LinkedIn Profile Link of the Applicant/Founder (optional)
12. City of the Applicant/Founder -
  - a. Visakhapatnam
  - b. Hyderabad
  - c. Bengaluru
  - d. Chennai



- e. Delhi NCR
- f. Kolkata
- g. Mumbai
- h. Others, Please Mention

13. District of the Applicant/Founder –

- a. Visakhapatnam (Andhra Pradesh)
- b. Vizianagaram (Andhra Pradesh)
- c. East Champaran (Bihar)
- d. West Champaran (Bihar)
- e. Lepa Rada (Arunachal Pradesh)
- f. Others, Please Mention

14. State of Residence of the Applicant/Founder –

- a. Andhra Pradesh
- b. Arunachal Pradesh
- c. Bihar
- d. Delhi / NCR
- e. Karnataka
- f. Maharashtra
- g. Orissa
- h. Tamil Nadu
- i. Telangana
- j. Others, Please Mention

15. Full Address of the Applicant/Founder for Communication -

16. How did you come to know about this Program?

- a. IIMV FIELD or any other Incubator **WhatsApp Groups / Forward Messages**
- b. IIMV FIELD or any other Incubator **Emails**
- c. IIMV FIELD Website
- d. IIMV FIELD Social Media pages
- e. Startup India Website
- f. Aspire for Her
- g. Word of mouth
- h. Others, Please Mention

## SECTION 2 – VENTURE INFORMATION

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17. Leadership of the venture -

- a. Founded and Led by a Woman
- b. Founded and Led by a Man
- c. Others, Please Mention

18. Products/Services offered by the venture are -
  - a. Only for Women
  - b. Only for Men
  - c. For both Men and Women
19. Mention the Stage of the venture -
  - a. Ideation
  - b. Prototype
  - c. Proof of Concept
  - d. Minimum Viable Product
  - e. Business Model Validation
  - f. Product Market Fit
  - g. Scaling up
20. Mention the type of venture the Applicant/Founder wants to incorporate.
  - a. Not clear as of now
  - b. For Profit (Private Limited / Limited Liability Partnership / Partnership Firm)
  - c. For Profit (Sole Proprietorship / One Person Company)
  - d. Not for Profit (Trust/Society/Section 8 Company)
  - e. Others, Please mention.
21. Mention the month and year, from which the Applicant/Founder started working on the venture
22. If the venture is already incorporated, Please mention it's full name & Incorporation year
23. Mention the Sector of the venture
24. Pitch your venture idea (In less than 100 words)
25. What are the problem statements or opportunity statements that you have identified? (In less than 100 words)
26. What are the root causes of the problem or opportunity statements? (In less than 100 words)
27. How do you plan to solve the problem? (In less than 100 words)
28. What products/services do you want to offer to your customers? (In less than 100 words)
29. Mention if the venture is using / will use any existing or emerging technologies in solutions?
30. What motivates you to solve these problems? (In less than 100 words)
31. What is the traction of the venture so far? (In less than 100 words) (optional)
32. Share the website or any social media link of the venture, if any (optional)
33. How many co-founders / founding team members are working in this venture currently?
  - a. 0 i.e Applicant/Founder is working alone
  - b. 1
  - c. 2
  - d. 3
  - e. 4 and above
34. Mention their names and roles in the venture (optional)
35. Share the LinkedIn Profile Links of the co-founders / founding team members, if any (optional)

36. Is this new venture, a subsidiary, or a spinoff of an existing venture of the founder?

- a. No
- b. Yes, Please mention the details of the existing venture

37. Did this venture/applicant get incubated in any other program at any incubation center? Mention the status -  
Currently at / Completed at.

38. Do you wish to share any other notable information with us?

### SECTION 3 – RESUME OF APPLICANT / FOUNDER AND FOUNDING TEAM MEMBERS

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- Upload – The Latest Resume of the Applicant / Founder and Founding Team Members in one file.
- File name – “CV - Venture name” in pdf format. Ex: **CV - Hapup**