



# TIDE2.0 Program

## Call for Applications

### **EIR** Scheme

upto **INR 4 Lakhs**

financial assistance and Incubation Support for 1 Year. Applicable for startups at Ideation Stage or beyond.

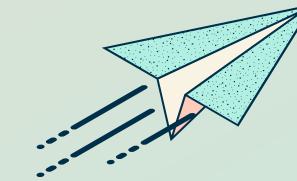
### **Grant** Scheme

upto **INR 7 Lakhs**

financial assistance and Incubation Support for 1 Year. Applicable for startups at Proof of Concept (PoC) Stage or beyond.

upto **INR 40 Lakhs**

in the next round, all startups may be eligible for Scaleup Investment Funding from MeitY



FOR MORE DETAILS AND  
PROGRAM BROCHURE

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[iimvfield.com/tide2-0-program](https://iimvfield.com/tide2-0-program)



LAST DATE TO APPLY

4 FEB 2024, 23:59:59

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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. 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 Jan 2024, **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 MEITY'S INITIATIVE

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. 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.

## ABOUT TIDE2.0 PROGRAM AT IIMV FIELD

- **TIDE2.0 Program** at IIMV FIELD aims to focus on and support **Ventures working in Information and Communication Domains** and using emerging technologies, all over India. The Sectors focused in this program are **ClimateTech, EduTech, FinTech, MedTech, LogisticsTech, AgriTech & Emerging Mobility**. This program is funded by MeitY.

The support available to Startups selected under TIDE2.0 Program will be in two schemes.

- **Entrepreneur-in-Residence (EiR) Scheme:** Applicable for Startups at Ideation Stage or beyond, with **upto INR 4 Lakhs per Startup** financial assistance as a grant and incubation support for a year. Around 2-4 Startups will get selected in this scheme.
- **Grant Scheme:** Applicable for Startups at Proof of Concept (PoC) Stage or beyond, with **upto INR 7 Lakhs per Startup** financial assistance as a seed investment and incubation support for a year. Around 2-3 Startups will get selected in this scheme.

All the selected startups may also get eligible to apply for an additional round of funding (**Scaleup Investment Round, upto INR 40 Lakhs**), as and when MeitY calls for applications, from the incubated startups in TIDE2.0 Program at IIMV FIELD.

This program at IIMV FIELD will consist of three 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>1</sup>.

**Phase 2 – Screening and Selection** – In this phase, **upto 15 startups will be shortlisted** for a brief interaction with the Screening cum Evaluation Committee (SCEC) & Investment Committee (IC) of IIMV FIELD, for selection to the next phase of the program.

**Phase 3 – Incubation Support** – In this phase, **4 to 6 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 will also get financial assistance based on the performance in this program and may be eligible for applying to any other seed funds available at IIMV FIELD.

## SECTOR FOCUS IN THIS PROGRAM

Startups can be working in the following sectors: **ClimateTech, EduTech, FinTech, MedTech, LogisticsTech, AgriTech & Emerging Mobility**.

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<sup>1</sup> <https://iimvfield.com/tide2-0-program/>

The selected startups in Phase 3 of the TIDE2.0 Program at IIMV FIELD, may also avail.

- **Financial Support** – During the Incubation Phase, **upto INR 4 Lakhs** for EIR Scheme Startups, **Upto INR 7 Lakhs** for Grant Scheme Startups; Additional funding **Upto INR 40 Lakhs** for startups getting selected in MeitY's Scaleup Investment round.
- **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 **should not have received** EIR or Grant Scheme Support in the TIDE2.0 Program from any other TIDE2.0 Centres.
- The venture must have been already incorporated by 31 Jan 2024
- The venture can only be a **private limited company**
- The stage of the venture – at least Ideation (for EIR Scheme); at least Proof of Concept (for Grant Scheme)
- The applicant can choose to be working on a product/service **in the following sectors - ClimateTech, EduTech, FinTech, MedTech, LogisticsTech, AgriTech & Emerging Mobility.**
- The applicant can be running his venture from anywhere in India.
- Applicant must be a citizen & resident of India and must be at least 18 years of age (as on 31<sup>st</sup> Dec 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 or as a stop gap arrangement in academic pursuits or transitioning between jobs.

## APPLICATION PROCESS IN PHASE 1

The application form needs to be submitted on our website <https://iimvfield.com/tide2-0-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** - Application Q&A (To be filled in the form) - **Optional**
- **Section 4** - Lean Canvas (To be Uploaded in the form) - **Optional**
- **Section 5** - Resumes of Applicant / Founder, Co-Founders & founding team members (To be Uploaded in the form)
- **Section 6** - Pitch Deck (To be Uploaded in the form)
- **Section 7** - Pitch Video (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.

|                                     |   |
|-------------------------------------|---|
| <p><b>Selection for Phase 2</b></p> | <p>Application Form, Resumes, Pitch Deck, Pitch Video.</p>  |
| <p><b>Selection for Phase 3</b></p> | <p>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                                     | 5 <sup>th</sup> Jan 2024                          |
|         | Call for Applications – Last Date for submission                       | 4 <sup>th</sup> Feb 2024 (Sunday)<br>23:59:59 Hrs |
| Phase 2 | Screening and Selection  | Feb 2024  |
|         | Announcement of Shortlisted Applicants for next round                  |   |
|         | Session 1 - Business communications Support for Shortlisted Applicants |   |
|         | Session 2 - Feedback Session for Eliminated Applicants                 |   |
|         | Presentations & Interaction with SCEC, IIMV FIELD                      |   |
|         | Announcement of Final Selections & Program offer Letter                |   |
|         | Acceptance of Offers by Selected Candidates                            |   |
| Phase 3 | Incubation Support   | Mar 2024 – Feb 2025                               |



## FREQUENTLY ASKED QUESTIONS

Get instant responses for the frequently asked questions about this program **from an AI Tool**.

- 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 [tide2@iimv.ac.in](mailto:tide2@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>
- MeitY Startup Hub <https://msh.meity.gov.in/schemes/tide>

**Submission Link:** <https://iimvfield.accubate.app/ext/form/1687/1/apply>

### Guidelines

- **Compile your answers in a word document initially.** Then fill the information in this form, so that your data is not lost due to any issues.
- The application form in our platform will also allow you to **automatically save the draft**, after the name of the applicant and Email ID of the applicant is filled. You will receive an **automated email with login id and password** for the form/our platform.
- Use **AI tools like Askyourpdf**, upload our program brochure, to get answers to queries regarding the program <https://askyourpdf.com/>
- Use **AI tools like Chatgpt** to refine your answers within character limits <https://chat.openai.com/>
- Refer **IIMV FIELD's Video on Improving Business Communications** for better understanding of the questions & usage of AI Tools. Link : [https://www.youtube.com/watch?v=1\\_ZnIL67EfQ](https://www.youtube.com/watch?v=1_ZnIL67EfQ)

### How to Begin

- The application form might look lengthy, **But**
- Most of the initial questions are easy to answer.
- The information in Section 3 - Application Q&A and Section 4 - Lean Canvas is **optional**. They can also be drafted initially through AI Tools and improvised.
- The Pitch Deck and Pitch Video can also be drafted initially through AI Tools and improvised

Happy answering!

## SECTION 1 – APPLICANT INFORMATION

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1. Select the Program you are applying for, at IIMV FIELD
  - a. EIR Scheme, TIDE2.0 Program Cohort 3
  - b. Grant Scheme, TIDE2.0 Program Cohort 3
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. State of Residence of the Applicant/Founder –
  - a. Andhra Pradesh
  - b. Delhi / NCR
  - c. Karnataka
  - d. Maharashtra
  - e. Tamil Nadu
  - f. Telangana
  - g. Others, Please Mention
14. Full Address of the Applicant/Founder for Communication -
15. 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. Word of mouth
- g. Others, Please Mention

## SECTION 2 – VENTURE INFORMATION

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16. Did the venture receive EIR/Grant Scheme Support at any other TIDE2.0 Centres in India?
  - a. Yes
  - b. No
17. 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
18. Products/Services offered by the venture are -
  - a. In Communication & Technology Domain
  - b. Others, Please Mention
19. Emerging Technologies being used in the Products/Services of the venture
20. Mention the Sector of the venture
  - a. ClimateTech
  - b. EduTech
  - c. FinTech
  - d. MedTech
  - e. LogisticsTech
  - f. AgriTech
  - g. Emerging Mobility
  - h. Others, Please Mention
21. Mention the type of venture the Applicant/Founder has incorporated.
  - a. For Profit, Private Limited Company
  - b. Not Incorporated yet
  - c. Others, Please mention.
22. Mention the month and year, from which the Applicant/Founder started working on the venture.
23. If the venture is already incorporated, Please mention it's full name & Incorporation year.
24. Pitch your venture (In less than 300 Characters)

25. What is the traction of the venture so far? (In less than 1500 Characters)
26. Share the website or any social media link of the venture, if any (In less than 500 Characters)
27. 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. Others, Please Mention
28. Mention their names, competencies, and roles in the venture, if any (in less than 500 characters)
29. Share the LinkedIn Profile Links of the co-founders / founding team members, if any (In less than 1000 Characters)
30. 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 other venture.
31. Did this venture/applicant get incubated in any other incubation/Acceleration/Seed Support program at any incubation center? Mention the status of support - Currently at, started in the year or Completed at, ended in the year. Write NA if not applicable (in less than 500 characters)
32. How much did the founders invest in the venture so far? Please mention in INR(in less than 500 characters)
33. Did your venture raise any funds? If yes, what is the source and quantum of funds? Please mention in INR (in less than 500 characters)
34. Does your venture generate revenue currently? If yes, please mention the revenue for FY23-24 & FY22-23 in INR. (in less than 500 characters)
35. Did your venture file/register or was granted any Intellectual Property? (Patents, Trademarks, Copyrights/Design Registrations)? If yes, please share the details i.e IP Type and IP filing number. (in less than 500 characters)
36. If registered legally, what is the current Shareholding pattern of the founders / investors / others? (in less than 500 characters)
37. Do you wish to share any other notable information with us? (in less than 1000 characters)

### SECTION 3 – APPLICATION Q&A (OPTIONAL)

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#### *Guidelines*

- Refer **IIMV FIELD's Video on Improving Business Communications** for better understanding of the above questions & usage of AI Tools.
- Link : [https://www.youtube.com/watch?v=1\\_ZnIL67EfQ](https://www.youtube.com/watch?v=1_ZnIL67EfQ)
- 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.

38. What are the TOP3 problem statements or opportunity statements that you have identified? (In less than 500 Characters)
39. What are the root causes of the problem or opportunity statements? (In less than 500 Characters)
40. What are the existing alternatives available today to solve the above problems? (In less than 500 Characters)
41. How do you plan to solve the TOP3 problems or use the opportunities? (In less than 500 Characters)
42. What products/services do you want to offer to your customers? (In less than 500 Characters)
43. How will the venture using existing or emerging technologies in solutions? (In less than 500 Characters)
44. Which customer segments have you identified as your potential/target customers and what are their characteristics? (In less than 500 Characters)
45. Who are your likely early adopters i.e who will use the products/services first? (In less than 500 Characters)
46. Which channels do you plan to use to reach your target customers? (In less than 500 Characters)
47. What is the market size or opportunity of this business? (In less than 500 Characters)
48. Who are your competitors in the market? (In less than 500 Characters)
49. What is cost structure in your business model i.e costs which take major share in your business expenditures? (In less than 500 Characters)
50. What is the revenue structure in your business model i.e revenues which take major share in your business incomes? (In less than 500 Characters)
51. What is the Unique Value Proposition of your product/service/Business Model? (In less than 500 Characters)
52. What is your Unfair advantage i.e Something which your competitors cannot copy initially? (In less than 500 Characters)
53. What are some of the key metrics that you identified to monitor the performance of the business? (In less than 500 Characters)

#### SECTION 4 – LEAN CANVAS (OPTIONAL)

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- **Upload** – fill your information in the 9 boxes of lean canvas model template and present it **in one slide**.
- Lean Canvas Template is attached as a supporting document at the beginning of the application form
- File name format – “LC - Venture name”. Ex: **LC – Hapup**
- File type format – Only PDF. Max 10 MB
- Can use <https://tinywow.com/> for pdf tools

#### *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 5 – RESUMES OF APPLICANT / FOUNDER AND FOUNDING TEAM MEMBERS

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- **Upload** – The Latest Resumes of the Applicant / Founder and Founding Team Members in one file.

- File name format – “CV - Venture name”. Ex: **CV – Hapup**
- File type format – Only PDF. Max 10 MB
- Can use <https://tinywow.com/> for pdf tools

## SECTION 6 – PITCH DECK

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- **Upload - Pitch deck about the venture in one file**
- File name format – “PPT - Venturename”. Ex: **PPT – Hapup**
- File type format – Only PDF. Max 10 MB
- Can use <https://tinywow.com/> for pdf tools

### *Guidelines*

- It should have a **maximum 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.
- **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)
- **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 7 – PITCH VIDEO

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- **Upload - Pitch video about the venture in one file**
- File name format – “Video-Venture Name”. Ex: **Video – Hapup**
- File type format – Only mp4. Max 50 MB
- Can use <https://www.veed.io/> for video tools

### *Guidelines*

- **A 3 minute Pitch Video** (maximum) should be in the talking presentation format (embed voice/video of speaker along with the pitch deck submitted). 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
- How to create a talking presentation – [https://www.youtube.com/watch?v=gr6f5b0s\\_h8](https://www.youtube.com/watch?v=gr6f5b0s_h8)