

ABOUT IIMV FIELD

IIMV Foundation for Incubation Entrepreneurial Learning and Development (IIMV FIELD¹) 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 CONNECT! FROM FIELD

The Connect! From FIELD Program is designed to bridge the gap between innovative startups and their dream corporate clients. Our structured approach ensures that startups receive guidance and opportunities needed to establish valuable corporate partnerships.

Key Features of the Program:

Targeted Corporate Engagement: Startups have the opportunity to identify three corporates they aspire to work with and IIMV FIELD will facilitate introduction and create platforms for meaningful interactions.

Mentorship and Guidance: Our program offers access to experienced mentors and industry experts who provide valuable insights and guidance to help refine business models and pitches.

¹ <https://iimvfield.com/>

Pitch Events: Selected startups will pitch their solutions directly to corporate representatives in a structured event, creating opportunities for partnerships, investments, or acquisitions.

Networking Opportunities: Engage with a diverse network of industry leaders, potential clients, and fellow innovators, expanding your professional connections and opening doors to new possibilities.

Resource Access: Gain access to resources and tools necessary for scaling your startup, including business development support, marketing strategies, and technical assistance.

The program consists of four key phases:

Phase 1 – Outreach & Applications – During this phase, IIMV FIELD will be reaching out to startups expected to benefit through this program. Interested & eligible entrepreneurs, with at least an MVP can submit the application form in our website².

Phase 2 – Mentorship and Guidance – From the pool of applicants, up to **40 startups** will be carefully selected based on their potential, innovation, and alignment with the interests of corporate partners.

Selected startups will undergo intensive one-to-one mentoring sessions with IIMV FIELD mentors and industry experts for a period of 6 weeks. These sessions are designed to refine their business models, enhance their pitching skills, and prepare them thoroughly for the upcoming pitch day, Connect From FIELD Day. Mentors will provide tailored guidance to help startups align their solutions with the needs and interests of their dream corporate clients.

*At the end of Phase 2, based on their performance during the mentoring sessions, up to **30 startups** will be selected to attend Connect from FIELD Day.*

Phase 3 – Connect! From FIELD – On the 100th day of the program, which is called Connect! From FIELD, startups will present their products and solutions to an audience of corporate clients they aspire to work with. This event provides a unique platform for startups to showcase their innovations and engage directly with potential corporate partners. Corporates will have the opportunity to assess the pitches and decide on potential collaborations, or partnerships with startups.

Follow-Up and Support: Post-event, startups receive ongoing support to help nurture and grow the established connections.

Phase 4 - Incubation – The startups participating in the Connect! From FIELD will be provided **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.

SECTOR FOCUS IN THIS PROGRAM

Startups can be from any sector.

²<https://iimvfield.com/connect-program/>

OTHER OPPORTUNITIES IN THIS PROGRAM

The selected startups for Incubation in Connect! From FIELD at IIMV FIELD, may also avail.

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 stage of the venture should be an **MVP** and above.
- The applicant **can apply with an MVP, Post MVP and Scaleup** during the call for applications phase.
- The applicant's product/service **can be in any sector**.
- Applicant must be a citizen/resident of India and must be at least 18 years of age (as on 24th May 2024)

- The company must be an **existing legal entity**.

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>

APPLICATION PROCESS IN PHASE 1

The application form needs to be submitted on our website <https://iimvfield.accubate.app/ext/form/2227/1/apply>

It consists of the following parts.

- **Section 1** - Basic Information (To be filled in the form)
- **Section 2** – Team Details (To be filled in the form)
- **Section 3** – Business Overview (To be filled in the form)
- **Section 4** – Corporate Engagement (To be filled in the form)
- **Section 5** – Future Aspirations (Dream Client) (To be filled in the form)
- **Section 6** – Additional Information (To be filled in the form)
- **Section 7** – Attachments (Pitch Deck, Links to Product Demo or MVP (If Available), Any other Supporting Documents (Optional)) (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>Selection for Phase 2 (Mentorship and Guidance)</p>	<p>Startup should at least have a Minimum Viable Product; Submitted in Phase 1</p>
<p>Selection for Phase 3 (Connect from FIELD Day)</p>	<p>Startup should consider the suggestions from the mentors and be prepared for the Connect! From FIELD where they interact with their dream clients; Submitted at the end of Phase 2</p>
<p>Selection for Phase 4 (Incubation)</p>	<p>Startups participating in the Connect! From FIELD are selected to Incubation Phase; Attended the Connect From FIELD Day.</p>

PROGRAM TIMELINES

The following are the tentative timelines of the program.

Details	Activity	Tentative Timeline
Phase 1	Call for Applications – Start Date	24 th May 2024
	Call for Applications – Last Date for submission	23rd June 2024 (Sunday) 23:59:59 Hrs
Phase 2	Mentorship and Guidance	July 2024
Phase 3	Connect From FIELD Day	August 2024
Phase 4	Incubation	Sep 2024 – Aug 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 cff@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/2227/1/apply>

SECTION 1 – BASIC INFORMATION

1. Startup Name:
2. Date of Incorporation:
3. Website:
4. Email of the Founder:
5. Location of your Startup:

SECTION 2 – TEAM DETAILS

6. Core Team Members Names and Roles: (Name, Role, LinkedIn Profile):
7. Number of Full Time Employees:
 - 1-5
 - 5-10
 - 10-25
 - 25+

SECTION 3 – BUSINESS OVERVIEW

8. Brief Description of Your Venture, Products and Services (Max 500 words):
9. Industry/Sector of the Venture:
10. Stage of Development:
 - Pre-MVP
 - MVP
 - Post-MVP
 - Scaling
11. Unique Value Proposition of your Solutions: (Name, Website)
12. Key Competitor Organizations:
13. Revenue last FY (2023-24):
 - < Rs 1 Cr. (< \$120,000)
 - Rs 1 Cr. - Rs 5 Cr. (\$100,000 - \$600,000)
 - Rs 5 Cr. - Rs 25 Cr. (\$600,000 - \$3,000,000)

- > Rs 25 Cr. (> \$3,000,000)

14. Total Funding Raised:

- Nil
- < Rs 1 Cr. (< \$120,000)
- Rs 1 Cr. - Rs 5 Cr. (\$100,000 - \$600,000)
- Rs 5 Cr. - Rs 25 Cr. (\$600,000 - \$3,000,000)
- > Rs 25 Cr. (> \$3,000,000)

SECTION 4 – CORPORATE ENGAGEMENT

15. Do you have any corporate clients?

- Yes
- No

16. Five Key corporate customers: (Name of the Corporate customer, please describe the Engagement (e.g., Partnerships, Clients, Pilots):

SECTION 5 – FUTURE ASPIRATIONS

17. List 3 Corporates You Would Like to Have as Clients and Explain Why (Name of the Corporate; Value Proposition of the Corporate)

SECTION 6 – ADDITIONAL INFORMATION

18. What Specific Support Are You Seeking from This Incubation Program? (Mentorship, Funding, Networking, Technical Support, etc.)

SECTION 7 – ATTACHMENTS

19. Pitch Deck (PDF):

20. Links to Product Demo or MVP (If Available):

21. Any Other Supporting Documents (Optional):

Document **Version No 1**; Date **24th May 2024**