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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 179 startups in 7 flagship programs**, out of which 139 are founded by women. As a management-based incubator, **IIMV FIELD is sector-agnostic** and can support entrepreneurs in all sectors. In the direction of becoming a world-class incubation center, it offers programs that support startups across various industries and at different stages of their journey **through pre-incubation, incubation, acceleration, and seed support programs**.

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 EPIC

The Entrepreneurial Passion and Innovation Committee (EPIC) is a student-driven initiative committed to cultivating entrepreneurship and fostering innovation among students at IIM Vishakhapatnam. As a dynamic platform, EPIC organizes a wide range of activities, including live projects, flagship town hall series, hackathons, and mentorship programs, all designed to provide students with practical exposure and opportunities to engage with industry experts, seasoned entrepreneurs and venture capitalists. These interactions enable students to gain insights into the latest industry trends and challenges, empowering them to develop entrepreneurial mindsets and innovative solutions.

EPIC also actively collaborates with other committees within IIM Vishakhapatnam and external partners to create a supportive and vibrant ecosystem for entrepreneurship. Through these collaborations, EPIC helps students translate their startup ideas into viable business ventures by offering guidance at every stage, from ideation to execution. The committee's efforts extend beyond the campus, making a significant impact on the entrepreneurial landscape both locally and nationally. By organizing hackathons, masterclasses, and mentorship programs, EPIC nurtures entrepreneurial talent, equipping students with the skills, resources, and networks necessary to thrive in the competitive startup environment. EPIC wants to play a pivotal role in advancing the entrepreneurial spirit at IIM Vishakhapatnam and across India.

## ABOUT THE IGNIS PROGRAM AT IIMV FIELD

The Ideation, Growth Networking and Incubation Scaling Program (IGNIS) by **IIMV FIELD** and **EPIC** is a comprehensive initiative aimed at fostering **technology entrepreneurship among students and early-stage technology startups in the Andhra Pradesh and Telangana regions by equipping them with the necessary tools, knowledge, and resources to develop their innovative ideas into scalable business ventures**. Recognizing the unique challenges faced by

student entrepreneurs and early-stage founders, the program is structured to guide ventures through each critical phase of their entrepreneurial journey—from ideation to market launch.

Entry for startup founders into IGNIS can be at three different stages (Ideation, Growth & Networking, or Incubation & Scaling stage). Based on the nature of the startup, the IIMV FIELD and EPIC team will decide on which stage the Venture needs to be accommodated in.

### **Ideation stage**

*Eligibility: Any startup founder or aspiring startup founder with AT LEAST an idea that they want to pursue, for which the solution must incorporate technology. This stage requires participants to demonstrate a clear understanding of the problem they are addressing, provide preliminary market research insights, and articulate a feasible business idea with potential customer segments.*

What FIELD and EPIC will provide: During this stage, the venture will be provided with a strong foundation in entrepreneurship by equipping participants with the essential knowledge needed to develop a viable business idea through one-to-one mentoring sessions, Workshops that participants can join in on, or email. The participants will engage in activities that guide them through the process of refining their business ideas and Knowledge about doing business, which involves detailing the problem they are solving, exploring market potential, and developing a feasible solution. By the end of this stage, participants will have a well-defined, market-researched business idea and an initial business model to move forward with incubation. They will also be guided on how to create and test a minimum-viable product.

### **Growth & Networking stage**

*Eligibility: The startup must have atleast an MVP that they have taken to customers and received initial feedback. Participants must have a defined business idea, and completed initial market validation for their product or service. They must be seeking assistance for enhanced customer engagement and larger scale testing.*

In this phase, the Participants will receive guidance on refining their minimum viable product (MVP) and conducting early tests with potential customers. They will also get insights into forming initial partnerships and building teams. During this stage, FIELD may also assist by providing early-stage prospect introductions. By the end of this stage, participants will have a functional MVP, refined business strategies, and a deeper network of mentors and partners, making them ready for the formal incubation process.

### **Incubation & Scaling stage**

*Eligibility: Startups must possess a registered legal entity, a comprehensive business plan that includes operational and financial strategies, at least enough self/friends and family funding for 12 months, and show readiness for investor engagement with a refined go-to-market strategy.*

In this phase, the startups will be eligible only after getting a legal identity. The startups will receive in-depth support for building a robust company structure, developing a clear pricing model, and managing operations and finances with minimal external resources. In addition, Mentors will guide startups in refining their go-to-market strategy and

preparing for investor pitches. Guidance to seed funding and maybe grants will also be made available through IIMV FIELD's network. Startups will be ready for market launch, equipped with a robust business model, funding opportunities, and clear growth strategies.

## OTHER OPPORTUNITIES IN THIS PROGRAM

Details of Resources Accessible	Ideation	Growth & Networking	Incubation & Scaling
<b>Exclusive Learning Database:</b> The startups get access to a curated repository of knowledge, including case studies, research papers, and industry insights. This resource equips entrepreneurs with the latest trends, best practices, and expert-driven content to accelerate their growth and innovation.	Yes	Yes	Yes
<b>Capacity Building Programs:</b> Workshops, masterclasses, knowledge series, founder talks, and "Ask Me Anything" sessions to enhance entrepreneurial skills.	Yes	Yes	Yes
<b>Customized Business Challenges &amp; Opportunities:</b> Involvement in competitions and academic projects, with IIMV students offering tailored solutions to startup challenges.	Yes	Yes	Yes
<b>Networking Support:</b> Connections with institutions, labs, organizations, entrepreneurs, IIMV clubs, and access to IIMV-FIELD's ecosystem partners and network institutions, along with physical/virtual networking events and investor connects.	Limited	Limited	Yes
<b>Mentoring Support:</b> One-on-one and group mentoring from IIMV faculty, alumni, resident mentors, entrepreneurs, and domain experts, including ad-hoc and monthly sessions, with last-mile mentoring and consultation support.	Limited	Limited	Yes
<b>Infrastructure &amp; Learning Resources:</b> Access to coworking spaces in the incubation center, online/offline learning resources through IIMV's library, and IIMV-FIELD's specialized library.	No	Limited	Yes
<b>Shared Professional Services:</b> Discounts on company registration, web development, digital marketing, legal, CA, and IPR support from service providers.	No	Limited	Yes
<b>Promotions in Internal Digital Media Channels:</b> Featuring on IIMV-FIELD's social media pages, EPIC club, IIMV clubs, and promotion through IIMV's quarterly newsletter "IIMV Vibes" and annual reports.	No	No	Yes
<b>Media Coverage:</b> Exposure through external print and digital media channels.	No	No	Yes
<b>Intern Support:</b> IIMV PGP students serving as part-time interns or consultants for marketing, business development, and more.	No	No	Yes
<b>Business Communications:</b> Assistance in creating pitch decks, social media posts, and application forms for various opportunities.	No	No	Yes

<b>Startup Kit:</b> Access to tools like YNOS, Microsoft, Canva, Zoho, and 20+ other services through a joining kit.	No	No	Yes
<b>Live Opportunities:</b> Information on events, programs, and boot camps for incubation, acceleration, and funding through IIMV-FIELD's WhatsApp Business Channel and partner network institutions.	No	No	Yes

### 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 the startup policy <https://shorturl.at/MGDgB>
- 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 [IGNIS Program - IIMV FIELD](#)

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)
- **Section 3** - Resumes of Applicant / Founder, founding team members (To be Uploaded in the form)
- **Section 4** - Lean Canvas (To be Uploaded in the form) (In case of Phase 1) (OPTIONAL)
- **Section 5** - Pitch Deck (To be Uploaded in the form) (In case of Phase 2)

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 Ideation stage</b>	<p><b>Application Form, Resumes,</b> 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 Details of solution and Business Viability</li> <li>• <b>Founder/Team</b> – Educational/Professional/Entrepreneurial background; Skills and Expertise of Team members; Motivation, Relevant exposure, and Complementarity</li> </ul>
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<p><b>Selection for Growth &amp; Networking stage</b></p>	<p><b>Application Form, Resumes, Pitch Deck.</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 details of solution, and Business Viability</li> <li>• Details of Minimum Viable product: Demo, customer feedback</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>Founder/Team</b> – Educational/Professional/Entrepreneurial background; Skills and Expertise of Team members; Motivation, Relevant exposure, and Complementarity</li> </ul>
<p><b>Selection for Incubation &amp; Scaling stage</b></p>	<p><b>Application Form, Resumes, Pitch Deck.</b></p> <p>Tentative Criteria is as follows.</p> <ul style="list-style-type: none"> <li>•</li> <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 details of solution, and Business Viability</li> <li>• Details of Minimum Viable product: Demo, customer feedback</li> <li>• <b>Market Opportunity</b> - Market Size; Competition; Product Market Landscape.</li> <li>• Company details: Registration, MoA / AoA etc</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

- Please use the below link to book your slot and pitch to us.
- The slots will be open on consecutive Wednesdays starting from 30th Oct 2024.
- Each slot will be for 15 minutes.
- The link to book your slot for pitching to us: [IIMV FIELD \(accubate.app\)](#)

## 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!
- Please check the website <https://iimvfield.com/ignis-program/> for more details.

## CONTACT US

For any queries about this program

- Chat with us on WhatsApp at [+917569309208](tel:+917569309208) or
- Use this link <https://api.whatsapp.com/send?phone=7569309208> or
- Email us at [ignis@iimv.ac.in](mailto:ignis@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 on social media: <https://iimvfield.com/iimvfield-in-social-media>
- EPIC on Instagram: [https://www.instagram.com/epic\\_iimv?igsh=czdqY3o4bTd3emdt](https://www.instagram.com/epic_iimv?igsh=czdqY3o4bTd3emdt)
- EPIC on LinkedIn: [EPIC IIMV: Posts | LinkedIn](#)

Submission Link: <https://iimvfield.accubate.app/ext/form/2728/1/apply>

This document outlines the list of questions that need to be answered when filling out the form. Please ensure you have responses prepared for each before proceeding.

Section 1 – Applicant Information

1. Name of the venture -
2. Name of the Applicant -
3. Role/Title of the Applicant in the venture -
4. Nationality of the Founder/Co-Founder
  - a. Indian
  - b. Others
5. Gender of the Applicant/Founder -
  - a. Man
  - b. Woman
  - c. Others
6. Email ID of the Applicant/Founder -
7. Contact No of the Applicant/Founder -
8. Highest Educational Qualification of the Applicant/Founder -
  - a. Below Class 12
  - b. Class 12
  - c. Graduate
  - d. Postgraduate
  - e. Doctorate
  - f. Others, please mention.
9. 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 has 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.
10. Share the LinkedIn Profile Link of the Applicant/Founder
11. City of the Applicant/Founder -
  - a. Visakhapatnam



- b. Hyderabad
- c. Bengaluru
- d. Chennai
- e. Delhi NCR
- f. Kolkata
- g. Mumbai
- h. Amaravati
- i. Tirupati
- j. Vijayawada
- k. Others, Please Mention

12. 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

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

14. 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. EPIC's Social Media Pages
- f. Startup India Website
- g. Word of mouth
- h. Others, Please Mention

## Section 2 – Venture information

15. Mention the current 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

16. Mention the Sector of the venture

17. Mention the type of venture the Applicant/Founder has incorporated.

- a. Registered
- b. Not Registered
- c. Not Registered as of date. However, the registration process was initiated recently.

**Upload**-Bonafide certificate (In case of a student) / Startup India Registration / Legal entity registration?

18. Mention the month and year the Founders started working on the venture / Idea.

19. How many 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

### Section 3– Application Q & A

20. Which stage of IGNIS do you want to apply?

- a. Ideation
- b. Growth & Networking
- c. Ideation & Scaling

21. Pitch your current venture (In less than 300 Characters)

22. What products/services do you want to offer to your customers? (In less than 500 Characters)

23. Who is your target customer? (In less than 500 Characters)

24. How will your venture be using existing or emerging technologies in solutions? (In less than 500 Characters)

25. Did this venture/applicant get incubated in any other incubation/Acceleration/Seed Support program at any incubation centre? 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)

26. Do you wish to share any other notable information with us? (in less than 1000 characters)

### Section 4 – Resumes of applicant / Founder and founding team members

- **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 5 – Lean Canvas

- **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 6 – PITCH DECK (for Growth & Networking and Incubation & Scaling) (Optional)

- **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 the 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 and the technology used.
- **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.

#### Pitch day slot booking

- Please use the below link to book your slot to pitch to us
- The slots will be open on consecutive Wednesdays starting from 30th Oct 2024.
- Each slot will be for 15 minutes.
- **The link to book your slot for pitching to us: Please refer to the application for the updated link**
- Please update the slot in that you booked in the below Calander.

If you face any issues with booking, please write to us at [ignis@iimv.ac.in](mailto:ignis@iimv.ac.in)