

BUILDING A WORLD CLASS INCUBATION PROGRAM

INCUBATOR ADVISORY



INCUBATION

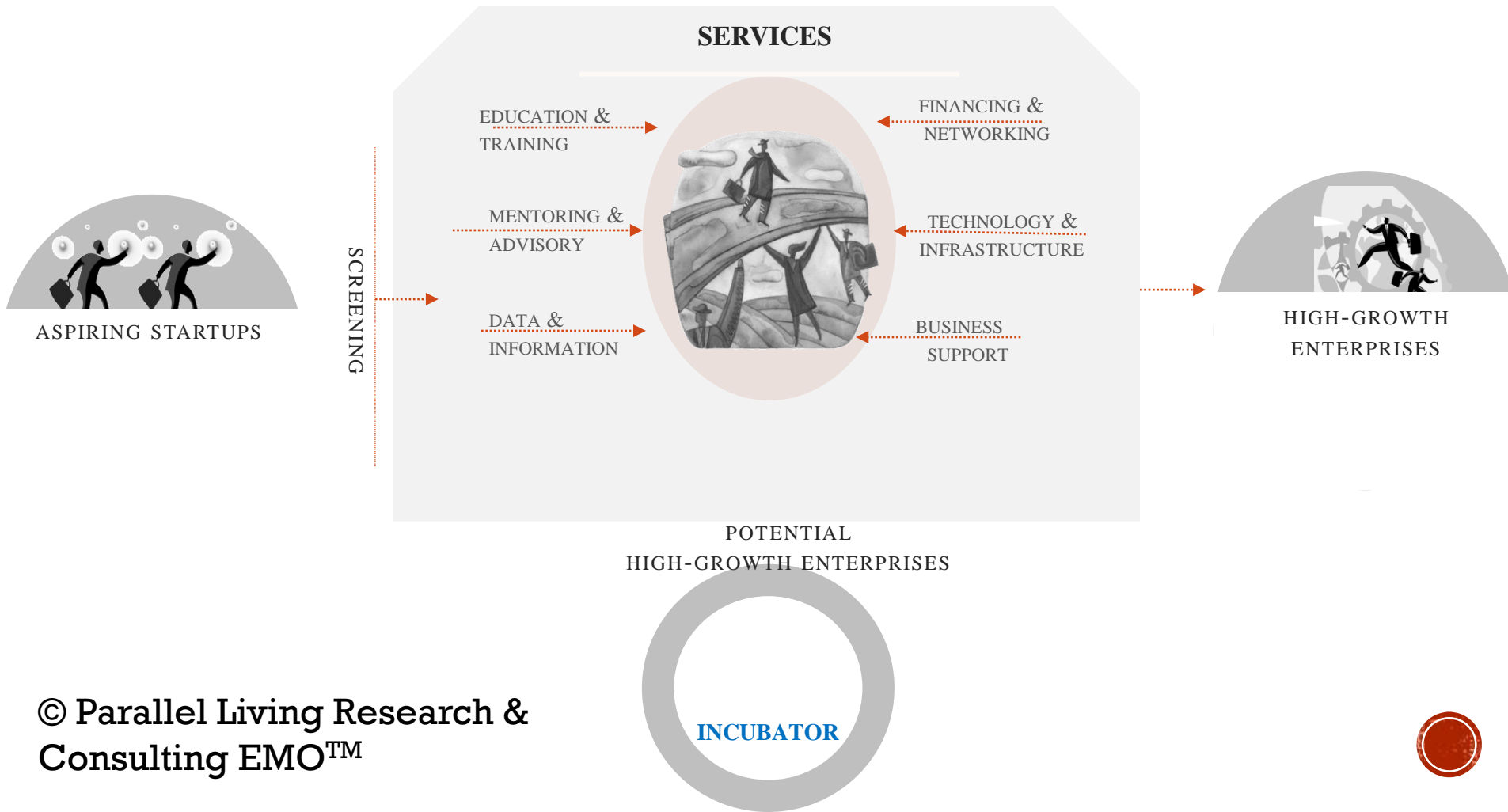
GENERAL CONTEXT

- To date, most incubators in India are subsidized providers of physical infrastructure with limited role played in facilitating idea generation, experimentation, technology development, prototype creation, & product/market development
- Most of the incubators are based out of educational institutions that primarily cater to internal audience or co-working spaces which serve as real estate offices.
- Incubation services are mostly limited to urban-educated class
- Networked incubator model missing – limited exploitation of interdisciplinary solutions



INCUBATOR - STRATEGIC ROLE

A prototypical incubator provides a wide range of services in a scalable and sustainable manner.



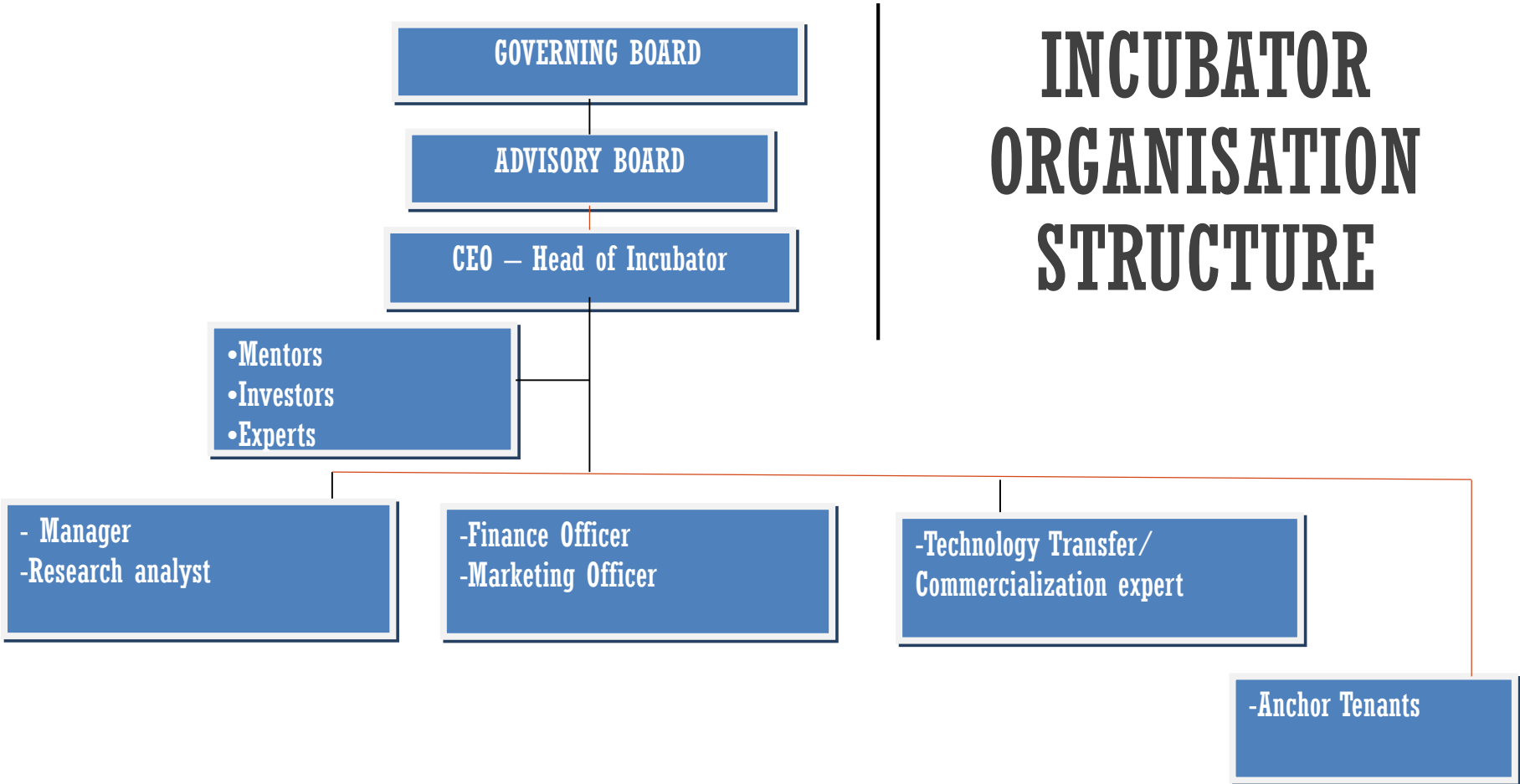
IMPORTANCE OF INCUBATION

In the last 4 years, incubation became important from the perspective of

- **Innovating** to solve Real-World problems,
- Adopting and Commercializing **Technology**,
- Supporting the stagnated job **markets** by way of nurturing start-ups. New Job Creation.
- **NAAC** guidelines include 50 points for innovation, entrepreneurship and incubation activities on campus
- Increasing **tax revenues** for State.



INCUBATOR ORGANISATION STRUCTURE



STRATEGIC ADVISORY

ADDRESSING THE CHALLENGES

1. Building core competency & service framework
2. Technology transfer and commercialization
3. Facilitating access to finance
4. Facilitating access to knowledge
5. Access to resource capabilities
6. Scaling-up incubation
7. Sustaining financially
8. Making it relevant to larger socio-economic context
9. Instituting effective processes



PRE-REQUISITES

- Availability of dedicated space – minimum 10k sq ft carpet area
- Establish Incubator as an autonomous Special Purpose Vehicle (Section 8 company)
- Corpus/ endowment for establishing incubator and operationalising it
- Entrepreneurs engagement and outreach programs
- Professional team
- Host University's contribution by way of establishing a corpus
- Co-funding opportunities and sustainable business model



ENGAGEMENT MODEL

- **Detailed Project Report**

Inclusions: Business Plan, incubation program SOPs and deployment plan

To be delivered within 60-90 days from the date of signing the contract

- **Built-Operate-Transfer (PMU)**

Inclusions: Refurnishing the space, staff recruitment and training, collateral and website design, entrepreneur pipeline, on-boarding experts and mentors, outreach and training programs, pre-incubation training, reporting and monitoring.

Minimum commitment – 24 M

- **Fund Raising**

Filing application to various funding agencies post DPR preparation.
Success Fees – 4% of total approved amount



WHY HIRE PLRC FOR YOUR INCUBATOR

- Experienced in-house Advisors and Consultants who have worked and trained leading IIT and IIM incubator managers/ CEOs.
- On-ground implementation of National/ International entrepreneurship projects
- Training programs and mentoring in Idea-to-Product and Product-to-Market stage
- Adoption of well researched non-profit and for-profit incubation models to derive your incubator model
- Project Management proficiency for Build-Operate-Transfer model for customized Greenfield Incubator projects.



INCUBATOR IS A BUSINESS OF HAND- HOLDING MANY NEW BUSINESSES

- For meeting and discussions to build-operate-transfer an incubator on campus

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