

Acceleration Programme

for
Idea / Early Stage Startups

IdeaNest



Idea
Validation



Market
Research



Training &
Mentoring



Business
Planning



Prototyping



Demo Day



**Program
Offering**

1. Program Overview:

AIC-NITF organized an Acceleration Program for Idea and Early Stage Startups. This program provides deep-dive learning aimed at empowering a startup beginner with an entrepreneurial mindset and business skills necessary to create their venture from fundamental level and develop intrapreneurship skills, and get you started on your venture journey. The scouted ideas will get help & support from leading corporate, mentors, angel investors, government agencies, etc. to translate their ideas into a profitable business model.

The ideation level startups will be provided all possible support by AIC-NITF in terms of mentorship, networking, lab facilities, and access to domain expertise to reach to a level where they can validate their product/service. After validation, the successful ideas that will be able to reach the POC level, will be put to a next level incubation program of 3 months where they will be provided market connects & investor connect.

2. Partners:

Ecosystem Partner



Knowledge Partner



3. Duration:

Ideanest program is a 12weeks program, which commenced from 8th May, 2021.

4. Application, Selection Process & Onboarding:

A. Application:

- a) Start date of application: 5th April, 2021
- b) End date of application: 5th May, 2021
- c) Application Received: 170
- d) Mode of Application: Virtual

B. Selection:

- a) Criteria based scoring
- b) Shortlisted candidates were gone through the interview

C. Onboarding:

- a. Letter of consent received from all the shortlisted startups
- b. Web based profile account has been created where startups can access to past session recordings, upcoming sessions and also download the assessment and upload their assignment

5. Program Elements:

- a) Master Classes by CSL
- b) Startup Walks by Headstart
- c) Tech Talks by Corporate Experts
- d) Success Stories
- e) Open House Sessions by Mentors
- f) Mock pitch & Demo day

6. Session Details:

a. Master Classes by CSL



Topic: Overview of Startup & Startup Ecosystem

Speaker: Vishnu Nagaraj, Founder & CEO, CSL

Date: 11th May 2021



Topic: Design Thinking & Idea Illustration

Speaker: Krishna Kumar, CEO, Green Pepper

Vishnu Nagaraj, CEO, CSL

Date: 13th May 2021



Topic: Idea to PoC, Proof of Concept and Types of Prototyping

Speaker: Vishnu Nagaraj, CEO, CSL

Ashutosh S., CTO & Founder, Jodova Technologies

Date: 13th May 2021



Topic: Customer Analysis and Persona Canvas

Speaker: Vishnu Nagaraj, CEO, CSL

Date: 17th June 2021



Topic: Market Research: Tools, Techniques and Guidelines

Speaker: Vishnu Nagaraj, CEO, CSL

Date: 19th June 2021



Topic: Sales: Tips & Techniques

Speaker: Subramanian Chandramouli International Sales Trainer, Vraddhi Business Solutions

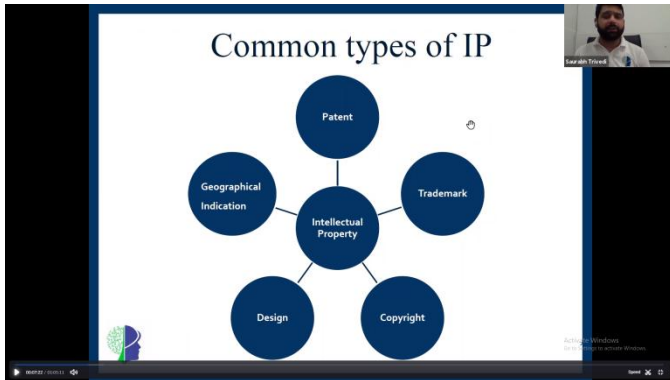
Date: 22nd June 2021



Topic: Marketing: Tips and Techniques

Speaker: Dr. Lakshmi Jagannathan Chief Executive Officer DERBI Foundation

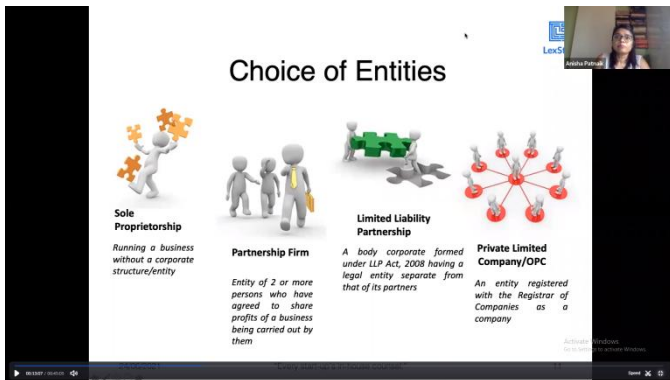
Date: 22nd June 2021



Topic: Legal: IPR, Copyrights, Trademark

Speaker: Saurabh Trivedi Co-Founder & CEO Boudhik Ventures

Date: 24th June 2021



Topic: How to register a startup?

Speaker: Anisha Patnaik, Co-Founder, LexStart

Date: 24th June 2021

11 Expense Accounting

Expenditure should be account for at the time of Invoice received instead of payment.

- Prepaid Expense:**
 - Prepaid expenses are future expenses that have been paid in advance. You can think of prepaid expenses as costs that have been paid but have not yet been used up or have not yet expired.
 - The amount of prepaid expenses that have not yet expired are reported on a company's balance sheet as an asset
- Accrued Expense:**
 - An accrual of an expense refers to the reporting of an expense and the related liability in the period in which they occur, and that period is prior to the period in which the payment is made.
 - An example of an accrual for an expense is the electricity that is used in June, but the payment will not be made until July.

Topic: Finance, Cash Flow & Balance Sheets

Speaker: Amit Singal CEO, Startup Buddy

Date: 26th June 2021

Focus, Focus, Focus	<ul style="list-style-type: none"> Write down all your ideas. Sort your ideas into the business plan sections, such as operations, marketing and finance.
Evaluate Your Ideas	<ul style="list-style-type: none"> Prioritize which ideas are most important for your business' launch and success. Outline the resources and time your ideas need to become a reality. Double-check to make sure that each part of your business plan looks viable and is consistent.
Go for it	<ul style="list-style-type: none"> Write down realistic business goals for each section of your business plan. Write down all the steps you need to achieve your goals. Go ahead and get started!
Review	<ul style="list-style-type: none"> Compare your results to your goals. Reflect on your own results.
Learn	<ul style="list-style-type: none"> Reflect and learn from your experience. Write down all your thoughts and discoveries. Be honest and factual. Thanks no right or wrong answers.
Celebrate Success!	<ul style="list-style-type: none"> Remember that learning is itself a success. Don't forget to write yourself a celebratory note – you're one step closer to achieving your business dream!
Rewrite, Refine, Repeat	<ul style="list-style-type: none"> Change your business plan according to the experience you've gained. Repeat this business process until you're satisfied with your business' results.

Topic: Writing a simple business plan

Speaker: Zainab Khamis, Strategy Manager, Brnic

Date: 29th June 2021

Venture Capitalists (VCs)

- Fundamental difference between Angels and VCs?
 - Angels put in their own money
 - VC Funds put in other people's money
- So who takes more risk?
- When do VCs invest compared to Angels?
 - Later Stage – more revenues / proof
 - More detailed evaluation of the company



Topic: Investor Workshop: How to raise your first set of funding
Speaker: Dhruv Nath, Director, Lead Angels Network

Date: 10th July 2021

Tips – while meeting Investors

Remember that your goal is not to close in the first meeting – it is to get the next meeting
Investors will seldom choose to commit on the first day they hear your pitch, regardless of how brilliant it is. So book lots of meetings
Investors are looking for compelling founders, who have a believable dream and as much evidence as possible documenting the reality of that dream



Topic: Investor Workshop: Creating and Funding your Startup

Speaker: Yagnesh Sanghrajka Founder and CFO
100X.VC

Date: 10th July 2021

b. Tech Talks:

Topic: Tech Talks (Ep 01)

Speaker: Ashok Chandavarkar, Director - Strategic Initiatives Intel India

Date: 20th May 2021

intel startup program | Objectives

Relevance to Intel Focus Areas	<ul style="list-style-type: none"> Startups having IP and solutions relevant to Intel focus areas Adoption of Intel technologies (e.g. OpenVINO, OpenNESS, oneAPI, SGX, etc.) Partner Programs for Go To Market and Scale: MRS (Market Ready Solutions)
Impact Closer to business	<ul style="list-style-type: none"> Engage with startups closer to business/domain use cases for more impact Balanced portfolio between early and mature stage/deployment ready startups
Leadership Initiatives in the startup ecosystem	<ul style="list-style-type: none"> Drive ecosystem collaborations with industry and non-compete players for creating high impact and leadership position Secured Federated Learning framework for easier onboarding of AI startups and secure sharing of data sets
Intel Capital	<ul style="list-style-type: none"> Build a pipeline, Intel Capital investment momentum in India



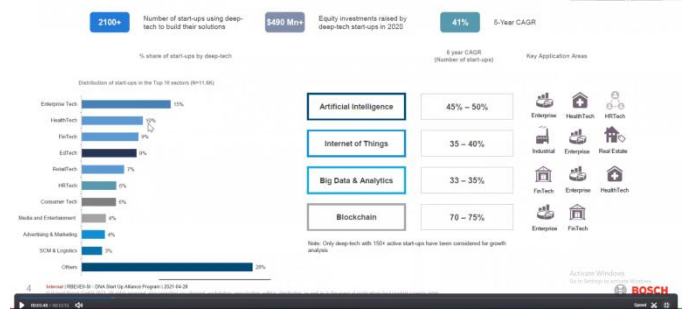
Topic: Tech Talks (Ep 02)

Speaker: Hemanth Sheelvant, Head Open Innovation, Bosch DNA Startup Alliance

Date: 27th May 2021

The Start Up Ecosystem

Sectoral Distribution is becoming more Heterogeneous with focus on Deep Tech



Topic: Tech Talks (Ep 03)

Speaker: Kuppulakshmi

Krishnamoorthy, Global Head-Zoho for
Startups, Zoho Corporation

Date: 27th May 2021



Topic: Tech Talks (Ep 04)

Speaker: Murali Kumar Nandini, Senior
Manager-Innovation , AB InBev

Date: 3rd June 2021



Topic: Tech Talks (Ep 05)

Speaker: Sesthu Sathyan, Early Stage
Startup Program, AWS

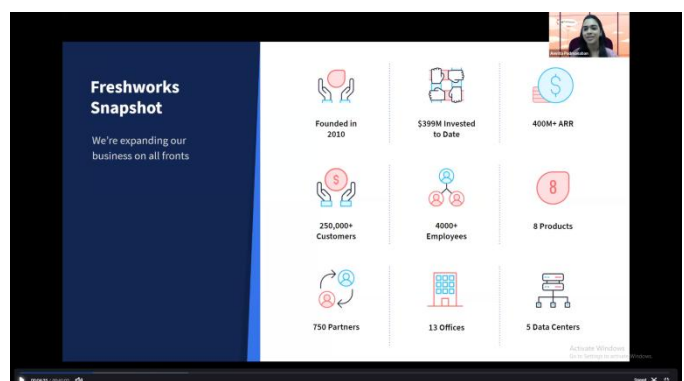
Date: 10th June 2021



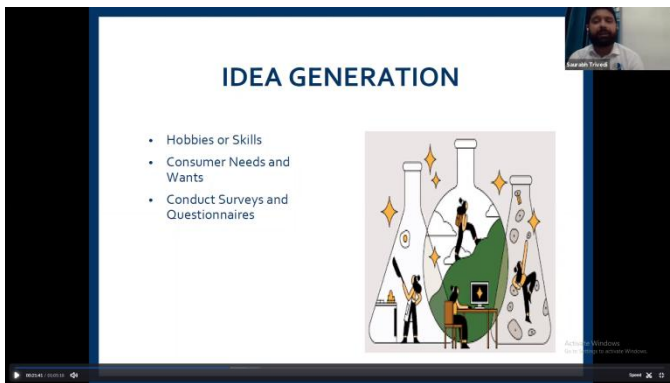
Topic: Tech Talks (Ep 06)

Speaker: Amrita Padmanabhan, Startup
Partnership, Startup Program Manager,
Freshworks

Date: 10th June 2021



c. Startup Walk:



Topic: Basics of Starting Up

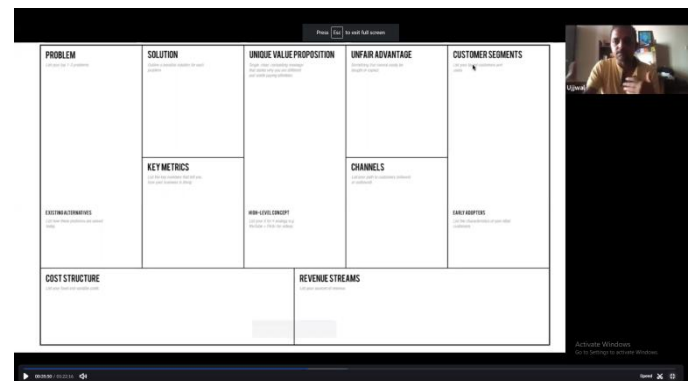
Speaker: Saurabh Trivedi, Co-founder and Director, Boudhik Ventures

Date: 22nd May 2021

Topic: Basics of Starting Up

Speaker: Ujjwal Trivadi, Product Management, MoveInSync

Date: 29th May 2021



Topic: How to choose the right co-founder and build the team

Speaker: Saurabh Jain, Founder, Fun2Dalabs, Former Vice President , Paytm

Date: 5th June 2021

Topic: How to raise first 100 customers

Speaker: Nishant Nambiar, CEO, Inforich Technology

Date: 12th June 2021



d. Success Stories:

Topic: Success Story

Speaker: Ananda Mishra, Founder & CEO,
Grozip

Date: 1st June 2021



e. Open House Sessions:



Topic: Open House Session on Legal & Company
Affairs

Speaker: Madhuchhanda Pradhan Company
Secretary & Legal Expert

Date: 2nd July 2021

7. Way Forward:

Demo-day of all startups is scheduled on 31st July 2021.