

O-Hub: Call for applications for Incubation

www.startupodisha.gov.in

Applications are invited from all the eligible and interested startups who want to be a part of the 1st Cohort/batch of O-Hub. Aspirants are required to submit online application form along with prerequisite documents, by visiting the official website of Startup Odisha Detailed Information about the program, eligibility criteria, the list of prerequisite documents to be submitted is available on startupodisha.gov.in. Online application submission shall be deemed to be the only authentic mode and the last date to submit the application is 27.10.2021.

Startup Odisha, an initiative of the MSME Department, Govt of Odisha to promote Ideas/Innovations/Startups of budding entrepreneurs in the state. It is also working towards innovation, development and improvement of products, process and services. In addition, Startup Odisha also working towards the scaling-up of ideas towards a sustainable business model with a high potential of employment generation and wealth creation in the state.

O-Hub is Odisha's maiden, centralized Incubator, wholly owned and operated by State Government. It is equipped with State-of-the-art, Plug-n-play infrastructure to facilitate Start-up Incubation. Services such as Mentorship, Investment facilitation, Business Development, Co-working Space, Modular Manufacturing etc are provided through O-Hub at subsidized prices. Sector specific and agnostic programs shall be commissioned in collaboration with global Incubator and Accelerator partners.

Some of the significant facilities/provisions of O-Hub are as follows:

- a) Shared Infrastructure: Co-working Space, Cabins, Meeting-Halls, Testing Labs, Modular Manufacturing Space, Conference halls for Community events, Internet etc.
- b) Enterprise Services: Cloud Credits, IP and Firm Registration, Taxation, Other statutory & regulatory compliance.
- c) Capacity Building: Mentor Connects, Boot-camps, Workshops, Seminars, Hackathons etc.
- d) Funding & Incentives: Investor Connects Startup Grants and Loans etc.

How to Apply:

Startups can apply online by visiting www.startupodisha.gov.in portal on or before 27.10.2021. The details of online application process are placed at **Annexure-II**.

Selection Process

Startups with Minimum Viable Prototype (MVP) or with Market ready Product/Service will be preferred for the Physical Incubation at O-Hub. The Startups will be evaluated across Technical and Managerial Parameters, emphasizing Scalability. Based on the documents submitted, the application will be screened by the Startup Odisha team for assessing the suitability of the proposal for further evaluation by expert members regarding its potential for incubation. Detailed scrutiny including financial and technical due diligence of the proposal shall then be carried out by the expert members for evaluation of the proposal.

The selection committee may be constituted with the following members:

1. CEO, Startup Odisha (Chairman)
2. Addl. Secretary to Govt, MSME Department, Member
3. Evangelist, Startup Odisha, Member
4. Special Invitee (Members from Nodal Agencies)
5. Special Invitee (Members from corporate/industry)
6. Special Invitee (Technology Mentor)

The tentative Evaluation parameters are as mentioned in **Annexure-1**.

Applicant startups may be invited with their teams to make a presentation on their proposal. In order to enable the expert members to take an appropriate decision, members may ask for any additional information/documents from the applicants and/or revision in the proposal.

General Guidelines:

A. Entry Policy:

Startups shall be inducted into O-Hub upon the recommendations of the evaluation committee under condition of expected results, for example a plan with clear targets, subjected to submission of below mentioned pre-requisites:

1. Valid Startup Odisha recognition certificate.
2. Incorporation Certificate (Signed/Digitally Signed), Memorandum of Association & Articles of Association.
3. Product profiles and Business Plan and Roadmap.
4. Copy of Term Sheet / Investment Agreements of non-confidentiality of nature.
5. Undertakings showing the company do not have any pending dues with any of the Govt. agencies till date.

In addition to the above, startup needs to submit duly signed Agreement along with security/caution deposit of three months of rental fees. Startup needs to comply with the rules of conduct as stipulated by O-Hub and incorporated into the agreement. Startups shall submit an undertaking upon receiving the allocated Incubation Space. It shall contain the details of the startup, Date of allocation of space and number of seats allocated.

Startups shall be provided with admission policy and code of conduct to be followed within the premises of O-Hub. Statutory compliances vis-à-vis workplace shall be obliged by startups in resolving any Technical and Managerial issues.

B. Allocation of Subsidized Incubation Space

The Incubation space will be allocated either in the form of Individual seats or an Office Suite/Cabin accommodating 20 people at maximum. The entire Incubation space shall be divided into 2 categories as mentioned below:

- **Fixed Seats:** Startups shall be allocated seats or Office Suite/Cabin. This space shall be exclusively earmarked for a particular startup until the date of their exit. Startups with more than 8 employees shall be provided with Fixed Seats or Office Suite/Cabins.
- **Floating Seats:** Seats can be allocated to startups in "Pay-as-you go" model. There is no exclusivity to any such seats and the allocation can be made purely on First Come-First Serve basis. Startups with 5 to 8

employees can avail Floating Seats for a minimum subscription period of 1 month to a maximum of 12 months.

Startups will be monitored by O-Hub on a regular basis to track the progress and address their requirements, subjected to merit of the case and budgetary provisions. The rent model devised to provide subsidized Incubation space will be as per the Startup on boarding guideline notified by MSME Department.

C. Exit Policy

Startups shall exit out of O-Hub if they fulfil any of the below mentioned criteria:

1. Completion of the maximum stipulated Incubation period i.e 1.5 years
2. Merger or Acquisition by any corporate or relatively bigger startup
3. Scale-up of operations and human resources beyond 20 employees
4. Underperformance vis-à-vis progression to next stage in the Innovation life cycle
5. Violation of Code of Conduct as stipulated by O-Hub for all the incubates
6. Breach of Agreement which was signed in good faith with O-Hub
7. Fraudulent practices and submission of fabricated information at the time of induction into O-Hub
8. Under-utilization of space i.e Utilizing less than 50% of the allocated seats on daily basis for a period of 2 months. Exemptions can be made in case of Natural Calamities, Pandemics, Capital Maintenance of O-Hub and any other instances as deemed fit by O-Hub

Annexure -1

Startups will be evaluated across various parameters to ensure zero conflict between the vision of the startup and type of support offered by O-Hub. The below mentioned criteria can be adopted for evaluating and on-boarding the startups.

SI	Parameter	Assigned Score	Weightage	Composite Score
1	Novelty of the Business (Differentiating factors as in Innovation in Process or Product)		15%	
2	Scalability of the Business		15%	
3	Addressable Market Size (How big is the market and how fast it can grow)		15%	
4	Ability to Access Market (Is the startup's place of domicile is the same as the Addressable Market? If not, how best the startup can approach the market in a cost-effective manner)		10%	
5	Imitability of the Business Model (What are the Entry Barriers for other players to enter into the same business as the startup? IP or Operational superiority)		15%	
6	Capability of the Team (Technological & Business acumen of the Human resources of the startup)		10%	
7	Sustainability of Business proposition (What are the factors that affect the Business proposition in the Long-run? Regulatory, Political, Financial, Social and Technological risks)		20%	

Startups shall be scored across each of the above parameters and on a scale of 1 to 10. The composite score can be arrived at by multiplying the assigned score with weightage allocated to each parameter. It is advisable to select start-ups which have secured a composite score of at least 5 as it could provide better input quality and provide greater outcomes for the program.