



**ANNAMALAI UNIVERSITY
DIRECTORATE OF RESEARCH AND DEVELOPMENT**

CIRCULAR

G11/DRD/RUSA 2.0/EI&CH/22

Date:03.09.2022

Sub: Call for startup proposals under Annamalai University
Scientific & Business Process Development HuB
(AUSBPD) in RUSA 2.0

The plan aims to establish **Annamalai University Scientific & Business Process Development Hub (AUSBPD)** to leverage the talent and aspirations of the graduates of the University. The purpose of **AUSBPD** is to encourage and support the formation and growth of technology-based start-ups. The Centre shall provide working space at flexible lease, common office and laboratory facilities, business guidance, mentoring and other technical resources in a network mode at the Main Centre of the University.

GOALS

- To promote startups that are founded on innovative processes, products, technology or innovation
- Providing young entrepreneurs with training programmes, seminars and coaching
- To create startup ecosystem at campus
- Establishing industry and academia partnership for technology transfer and commercialization
- Offering management services, developing fresh concepts into the market-ready products
- Enhancing job opportunities by skill development of graduates
- Commercializing innovative ideas and processes and products

CALL FOR TECHNICAL CONSULTANTS & FUNDING PARTNERS

The AUSBPD would accept consultants willing to share their expertise in the select domain with startups and empanel them as University panel of experts.

1. Submission of credentials to executive committee
2. Credentials Scrutiny and Interview by an Expert Panel
3. Registration and Certificate issue
4. Assured Call to consult or to fund if your profile matches with the requirement of the Budding Startup
5. Discussion- Agreement Collaboration between the Budding Startup and Technical Consultant or Funding Partner.

CALL FOR STARTUP PROPOSALS

Individual students/Alumni with unique idea or a small company can apply. The proposed ideas must have considerable innovation content and presented in its own creative form. It must be capable of generating a positive change in the local social economic system.

1. Submission of Startup idea
2. Interview with the Expert Panel
3. Customized Incubation Support Development with a timeline
4. Signing into Incubation Agreement
5. Discussions- Agreement - Collaborations- Participation Contribution between the Budding Startup and Technical Consultant or Funding Partner.
6. Testing and Launching of Business

The young incubates must be able to indicate :

- Time line of development
- Value creation in quantitative terms
- Fund requirement

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Selection process

Preliminary Assessment

The Internal Committee's approval will be done using information you provide, through secondary research, by consulting subject experts and also field visits. This helps the team determine your strengths and areas where you will need support.

Board of Directors of the Centre

The Board shall monitor and evaluate the performance of the Centre in terms of the impact of start-ups incubated by the Centre. The Registrar and Finance Officer of the University shall be permanent invitees on the Board.

Executive Committee of the Centre

The Centre will have an Executive Committee appointed by the University. It will address all day-to-day activities of the Centre and shall implement all policy decisions taken by Board of Directors. The Committee shall provide support to the Start ups for job creation.

CEO of the Centre

The CEO should have full time and independent charge who provides mentoring to the Centre's mission.

The following shall be Stakeholders of the Centre

- Students, Diploma, UG, PG and PhD students of all disciplines of University / alumni shall be covered under the Centre.
- All teachers of the University
- All non-teaching staff members of the University
- Industry is a partner for identifying opportunities, providing support to the enterprise activities of students, faculty and staff in the University

- Professional, Technological and Financial Experts: Technology Industry Representative(s),
- Technology Entrepreneur(s), Venture Capital Financial Institutions, Legal, Marketing, Accounting, Real Estate, Economic Development Agents, Strategic Linkages & Service Integration.
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Note- All proposals will be evaluated as per criteria mentioned at Annexure-1

The Proposals must be sent to the following address

RUSA CO-ORDINATOR, Directorate of Research and Development, Annamalai University, Annamalai Nagar 608 002.

The short listed applicants will be invited to make presentation before the internal committee.

ANNEXURE-I

Criteria for short listing & selection of Innovative Proposals

- Innovative Proposal should be in the thematic areas proposed in Detailed Project Report (DPR)
- Output of the Innovative Proposal, skill development and training of stakeholders should be towards development of Product/ device/ software /student employability
- It should not be a R&D Project research proposal
- Level of Innovation
- Prospects of Commercialization / Start-up.
- Societal Relevance of Innovative idea
- Timeline and budgetary requirement of the submitted proposals within the available limits
- Where private parties/companies are involved proper MoU with IPR sharing agreement to be executed
- Start- up, if any must be registered

- For innovative proposals, Association of Mentor (Regular Faculty of Annamalai University) is mandatory
- Budgetary requirement in the proposals for major equipment cannot be met except seed money for Start-ups and ICT Infrastructure
- Applicants should have demonstrated experience of conducting the innovative work/training

Registrar

To:

All Deans of Faculties.

The Heads, Department of Studies.

Except Medical and Dental College.