

SSCBS Innovation and Incubation Foundation

(A Company formed by Shaheed Sukhdev College of Business Studies, University of Delhi)

CIN: U74999DL2016NPL306887

INVITING NEW START-UP PROPOSALS

SSCBS Innovation and Incubation Foundation (SIIF) invites start-up business proposals to be evaluated and considered for incubation support.

SIIF is a company promoted by **Shaheed Sukhdev College of Business Studies** (SSCBS), University of Delhi. It shall be offering the incubation services from the new campus of SSCBS at Dr. Katju Marg, Sector 16, Rohini, New Delhi.

Depending upon the discretion of SIIF for each approved proposal, incubation services could include seed-funding, infrastructure and facility, mentoring, networking with industry / subject matter experts, skill development, and need based support.

The start-up business proposals should be innovative and have sufficient scope for incubation.

You can send your start-up business proposals at proposal-siif@sscbsdu.ac.in

Eligibility to apply: Students, Alumni and faculty / staff of SSCBS; students and alumni of other institutes.

Your business proposal should be in MS-Word format, with following information as mandatorily included:

A: Introduction

1. Industry sector
2. What is the problem you are trying to solve
3. What is the idea
4. What is your product / service
5. Who is your customer – please be specific
6. How is technology / IT being leveraged in your start-up

B: Status of your idea

1. Is it an idea or have you validated any proof of concept?
2. If you have started any work on it, has it generated any revenue?
3. Any other information on status of your idea / start-up

C: Team and People

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1. Who are the founders / co-founders / promoters?
2. Who all are there in the team and what is their role?
3. Since how long you have been working together on this venture?

D: Viability

1. Financial viability of your start-up / idea, supported with appropriate financial projections and assumptions
2. Have you invested any of your own funds / funds from other co-founders?

E: On Your Business Idea

1. Industry background and what kind of competition you face
2. Uniqueness of your start-up / business idea / product / service
3. What is innovative in your start-up?
4. Technology involved and its sustainability
5. Target Market (customer segments) identification; Market size and trends; how much market share you can gain over next 3 years

F: Strategy

1. What if you do not get incubation support from SIIF
2. What if you get incubation support from SIIF
3. How do you plan to scale up your start-up
4. What are the challenges you are facing now and you foresee in next 2 years

G: Key Question

1. Why your start-up would be preferred by your customers? Why customers should choose you over others?

Process of evaluation up to incubation kick-off:

The proposal will be evaluated through several gates.

First screening will be done by the Directors and CEO of SIIF to assess level of uniqueness, innovation, clarity of idea and its execution, understanding of challenges and strength of team.

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After the first screening, the teams of shortlisted proposals will be given opportunity to meet SIIF Leadership team to discuss their ideas / proposals, followed with detailed business plan submission.

The proposals cleared by SIIF Leadership team will be called for evaluation by experts' panels at two different stages who will decide which project to be incubated and what kind of support to be provided, including funding support, if approved.

After this stage, the proposals finally approved for incubation support will be required to form private limited company to facilitate agreements with SIIF and kick-start the incubation process.