

**Navsanchar Incubation & Centre for  
Entrepreneurship (NICE REC Ambedkarnagar)**

**Rajkiya Engineering College,  
Ambedkarnagar**

# Incubation Centre

## **About Us:**

Navsanchar Incubation & Centre for Entrepreneurship (NICE REC Ambedkarnagar) is recognized by Uttar Pradesh Electronics Corporation Ltd., Lucknow (Startin UP). It is located within the campus of Rajkiya Engineering College, Ambedkarnagar. Funded and Supported by A.K.T.U. Lucknow and Startin UP (UPLC).

## **Vision:**

To attain the global level of excellence in fostering Research Innovation Leadership qualities and Entrepreneurial attitude, contributing for achieving national goal towards Make in India and start up.

## **Mission:**

- To enhance knowledge and skills of students in generating ideas to solve problems through science and technology
- To create an ambience and eco-system in promoting entrepreneurial culture with a high level of ethics communication and leadership qualities
- To develop ability and pattern to work creatively and effectively in each member of the college to the betterment of mankind and provide strength to the nation.
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# Incubate with Us

- Funding Support (Prototype, Marketing Assistance, Sustenance Allowance as per norms of Startin UP Policy).
- Office space 10'\*10'
- Computers
- Internet connection
- Office Furniture
- Accommodation to Director/Promoter
- Printer
- Photocopying machine
- Coffee Machine
- Library
- Meeting/Conference room
- **Institute Infrastructure:** NICE also facilitate access to Institute Infrastructure or Laboratories as per norms of REC, Ambedkar Nagar.
- Canteen
- Gymnasium
- Volleyball Court
- Basketball Court
- Activity Center

# Thrust Area

## **Domain/ Sector/ Industry:**

- Agriculture/ Agri-Tech
- Food-Tech
- IT Services
- Edu-Tech
- Nano Material Research
- IoT and Robotics
- Drone Technology
- Road Transport and Highways
- Water Quality and Soil Stabilization.

## List of Mentors:

S. No.	Name of Mentors	Organization
1.	Prof. S. P. Mishra	Former Vice Chancellor, Dev Sanskriti Vishwavidyalaya Haridwar
2.	Prof. P. K. Mishra	Vice Chancellor, AKTU Lucknow
3.	Shri P.S. Ojha	Advisor, FPO, UP Govt.
4.	Shri Sushil Aggrawal	Chairman AVRO India Limited, Noida
5.	Shri Manoj Kumar	CEO, Jyoti Cero Group, Jamshedpur
6.	Dr. Utparn Dubey	Managing Director, OORJA Gram India
7.	Dr. Renita Dubey	Executive Director OORJA Gram& Bhagyodaya Head
8.	Mr. Akshay Srivastava	Founder, LCB Fertilizers
9.	Mr. Mukesh Singh	Managing Director, LCB Fertilizers
10.	Mr. Rohit Anand	Co-Founder, ROSA Technology Private Limited

## Incubated Company:

Sr. No.	Startup Name	Domain	Founder Name
1	ASV Web And Technology Private Limited, Lucknow	FoodTech	Mr. Shivam Saini
2	Shop Bird Technology Private Limited, Prayagraj	Online Shopping	Mr. Deepak Mishra
3	Glexpace Nebula Robotics LLP, Prayagraj	MedTech	Mr. Ayush Chaurasiya
4	Ekalsutra Edtech Private Limited, Ambedkar Nagar	EduTech	Mr. Sushil Jaiswal
5	Poonji Jaivik Urja Vikas Producer Company Limited	AgriTech	Mrs. Anita sharma
6	Ziperkart India Pvt. Ltd.	Online Shopping	Mr. Shamsad Alam
7	Oorjagram India Pvt Ltd	Renewable Energy (Solar System)	Mr. Utparn Dubey
8	Sjts International Pvt. Ltd.	IT Services	Mr. Anup Ojha
9	Umaga Technologies Pvt. Ltd.	Robotics	Mr. Prabhat Mishra
10	Arcenciel Foundation	Sports Promotion And Networking	Mr. Soumitra Ghoshal
11	Arcenciel Industries Pvt. Ltd.	Social	Mr. Siddharth Ghoshal
12	Arcenciel HR Services Pvt. Ltd.	Human Resource	Mr. Siddharth Ghoshal

## Existing Infrastructure/facilities of the college

The college have is well equipped with high end computers, latest software's & state-of the-art IT infrastructure. All computing resources are inter-connected with high speed Internet. It has Civil related work lab and electrical related lab with well-equipped instruments.

### Laboratories

1. Renewable Energy (Center of excellence)
2. Nanomaterial Research laboratory (Center of excellence)
3. Machine Learning Lab
4. Internet of Things Lab (IOT Lab)
5. Image Processing Lab
6. Information Security Lab
7. Environmental Engineering Lab
8. Geotechnical Engineering Lab
9. Material Testing Lab
10. Surveying Lab
11. PCB Prototype Lab
12. Drone Technology Lab (Funded by Meity)



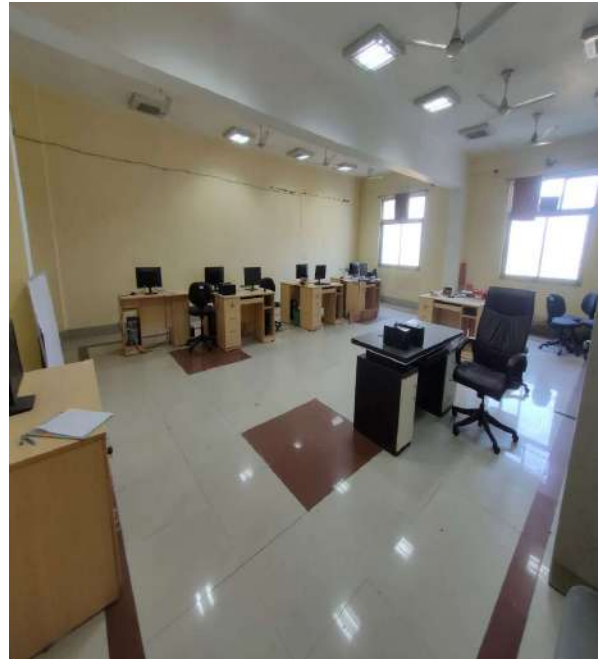
**Renewable Energy Lab**



**3D Printer**



**Machine Learning Lab**



**Internet of Things Lab (IOT Lab)**



**Image Processing Lab**



**Information Security Lab**





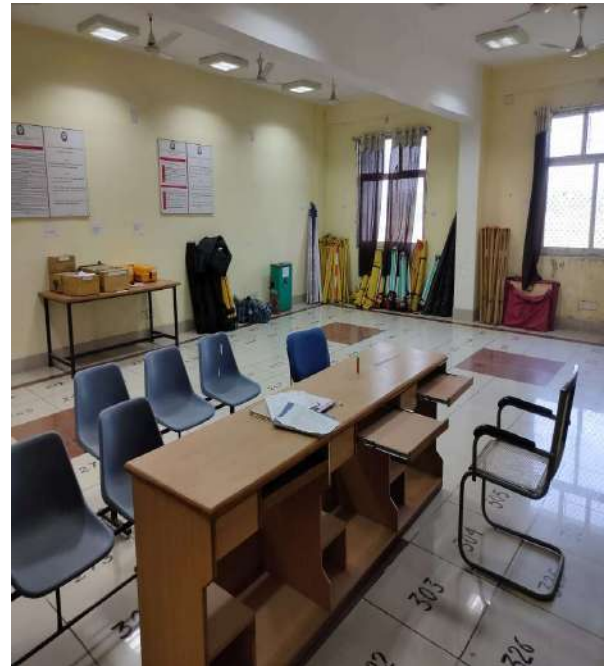
**PCB Prototyping Machine**



**Geotechnical Engg. Lab**



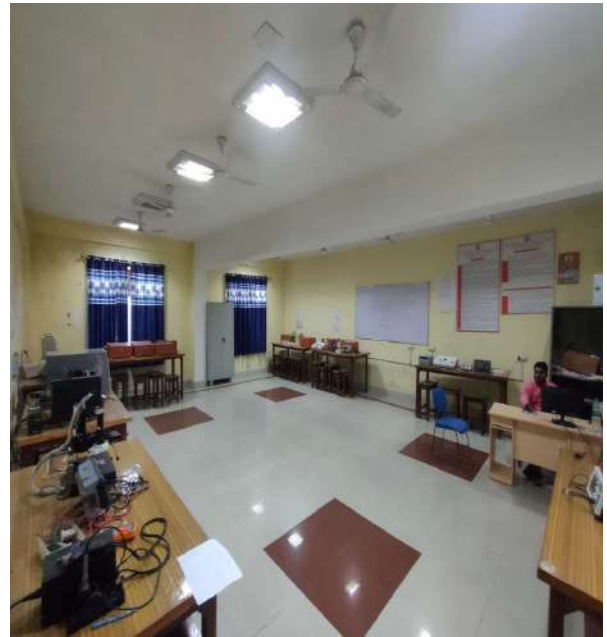
**Material Testing Lab**



**Surveying Lab**



**Power System Lab**



**Power Electronics Lab**



**Electrical Measurement Lab**



**Electric Drives Lab**

## Co-working Space





# Incubator Policies and Procedures

## **Policy Objectives:**

Navsanchar Incubation & Centre for Entrepreneurship (NICE) would support and encourage innovative technology based start - ups that have an application and/or impact in the core sectors of the economy. This incubation centre would provide the start - ups with necessary guidance, tech support, infrastructure, access to investors, networking, and facilitate a host of other resources that may be required for the start - up to survive and scale up.

The scope of this document is to define the policies and procedures for the operational matters related to the Navsanchar Incubation & Centre for Entrepreneurship (NICE), REC Ambedkarnagar. It covers the following processes:

1. Eligibility
2. Admission procedure
3. Infrastructure and Services provided to incubates
4. Mentorship
5. Period of Incubation/ Exit
6. Intellectual Property evaluation
7. Seed funding
8. Periodic assessment
9. Consideration
10. Conflicts of interest
11. Agreements.

The policy is subject to periodical review and amendments. It will be the responsibility of the companies admitted to NICE to update themselves from time to time on amendments in Incubation policy and procedures. NICE, REC, Ambedkarnagar reserves the rights to make an exception of all or any of the terms of policy for a particular company or a promoter on a case to case basis.

## **I. Eligibility:**

- Any person desirous of availing incubation facilities has to incorporate a private/public limited company under the Indian Companies Act and apply in the prescribed format along with required documents.
- No application for incubation can be entertained if the applicant has not incorporated a private/public limited company under the Companies Act.
- Relaxation of 2 months can be given to incorporate private/public limited company under the Companies Act. For Faculty of REC, Ambedkar Nagar, special provisions have been made.
- A company if regular Government staff or employee promotes it shall be granted incubation only upon submission of “No Objection Certificate” from the competent authority or employer.

## **II. Admission Procedure:**

**Following admission procedure would be followed:**

- All the applicants shall have to read and agree to the “terms and conditions” of the incubation, their applications shall be processed only when they agree to the “terms and conditions” of NICE REC Ambedkarnagar.

## **STAGE 1: Submit Executive Summary or Business Plan**

- As a first step in the admissions process, the prospective company should submit an Incubation Application containing the business plan, Certificate of incorporation and Memorandum & Articles of Association. NICE shall present the executive summary to an internal review committee for comments on technical and business feasibility of the idea.

### **Evaluation Criteria:**

#### **Some representative criteria to be applied for evaluation (not limited to these)**

1. Strength of the product idea in terms of its technology content, innovation, timeliness and market potential
2. Profile of the core team/ promoters
3. Intellectual Property generated and the potential of the idea for IP creation
4. Financial/ Commercial Viability and 2 year projections of Profit & Loss Account, Balance Sheet and Cash Flows
5. Funds requirement and viability of raising finance
6. Time to market
7. Break-even period
8. Commercial potential, demand and requirement in India
9. Scalability.

## **STAGE 2: Presentation to Evaluation Committee of NICE**

If the initial evaluation of the business plan / executive summary is positive, NICE will arrange a meeting at NICE with the company founders, during which the company will be expected to present a presentation describing critical aspects of the business plan to an evaluation committee. The presentation will be followed by questions. After the presentation, a final decision will be made regarding the company's entry into the incubator. The company will be informed of final decision execution of the Minutes of the said Meeting. Such presentation through video conferencing is also permitted.

### **Non-Disclosure:**

NICE, REC Ambedkarnagar adheres to strict confidentiality throughout the application process. However, NICE, REC Ambedkarnagar will not sign any "non-disclosure" agreements.

## **III. Infrastructure and Services of NICE:**

**Upon admission to NICE, the following facilities will be offered to the incubate company on an individual basis:**

- Office space 10'\*10'
- Computers – one on rental basis.
- Internet connection
- Standard Furniture as decided by NICE.
- Accommodation to Director/Promoter depending upon the availability (One room in hostel)

### **Common infrastructure:**

NICE provides a common pool of hard and soft infrastructure to be shared by all incubate companies. Following resources are provided:

- Printer
- Photocopying machine
- Document Scanner
- Coffee Machine
- Library: Management Books, Subscription to IT, Business, Management and Trade journals and newspapers
- Meeting/Conference room.

### **Institute infrastructure:**

NICE may facilitate access to institute infrastructure or Laboratories as per norms of REC, Ambedkarnagar.

Services: NICE may associate with professionals for accounting, IP, legal and management expertise on a paid basis. Incubate companies can avail of their services.

Mentoring and Advisory Services

- Strategic Checkups: The NICE Head will meet with company CEOs at least once per month for strategy reviews and discussion of operational issues.
- A incubatee company can take a faculty advisor as a mentor on technology issues.
- Specialized mentors are also available to the companies to assist with particular strategic areas or to provide project-oriented consultation. These arrangements may begin as a pro bono arrangement with an option for both parties to graduate to a paid relationship.
- In case the incubate opts for an industry mentor the incubate company has to offer minimum 1% of equity to the mentor as a consideration of mentorship.

IV. Tenure of Incubation: Companies will be permitted to stay in the incubator for a period of one year. Maximum two extensions may be granted for 6 months each at a time at the sole discretion of the NICE.

**Exit: An Incubate company will leave the incubator under the following circumstances:**

- Completion of one year stay (if no extension granted)
- Under performance or non-viability of business proposition as decided by NICE on case to case basis.
- Change in promoter's / founders team without concurrence of NICE.
- Any change of more than 50% of equity ownership would require a prior approval of NICE.
- Any other reason for which NICE may find it necessary for an incubate company to leave.

V. Periodic assessment: The incubate company has to submit a yearly audited statement of profit and loss account and unaudited quarterly statement about the activities. However, incubate may be asked to provide more frequent updates to NICE.

### **VI. Intellectual Property:**

Promoters should fill an IP declaration worksheet at the time of admission and declare the Intellectual Property developed and owned by the incubate company.

## **VII. Seed Funding:**

As per UPLC (Starting UP) policy.

Business Plan Template

The following template shows a possible structure for a comprehensive business plan. The shown sequence is not mandatory; however, the business plan must cover all the issues listed in the template.

### **Recommended Subsections in a business plan:**

1. Introduction / Company overview
2. Concept / Proposition / Product description
3. Market opportunity
4. Competition survey
5. Development plan and milestones
6. Marketing plan
7. Management / Organizational chart
8. Financials
9. Risks and de-risking strategies.

## **VIII. Conflicts of interest:**

In case of conflict of interests, the decision of Institute shall be final and binding upon the parties.

### **Agreements: All incubate shall to enter into following agreements with the Institute:**

**A.** Incubation Agreement: Containing rules and other incubation norms, consideration, equity holding, etc. (Applicable to all)

**B.** Seed-Fund Agreement: Containing rules of disbursement and repayment. (Applicable to incubates availing seed-fund).