

**All India Institute of Ayurveda- Incubation Centre for Ayurveda Innovation
and Entrepreneurship
(AIIA- iCAINE)**

Application for – Pre-Incubation and Incubation

Please read this before filling in / submitting the application

A note to the applicant:

Disclaimer: (Please do not delete or omit any portion of this application in whichever form you submit the same, doing so your application will get disqualified)

Eligibility Criteria

For any applicant to be eligible to participate in the incubation programmes, the following set of criteria must be satisfied:

- Focus Areas – Applicants are only allowed to apply with Ideas related to Ayurveda focused areas in Information and communications Technology (ICT), Health-Tech, Bio-Technology, Agribusiness, Clean-tech and internet of thing (IoT). Entries with ideas outside the given boundaries of focus area mentioned above will be disqualified.
- Stage of Start-up – Either teams with prototypes/proof of concept or startups that have done customer survey or market surveys or been in business in less than one year can apply.
- Dedication – Applicants who reach the pitching stage must testify that they will dedicate their full time/efforts to lead their projects when incubated and that there are no legal or social or vocational constraints that would forbid them from doing so.
- Location – Applicants who are residents of India

General Terms

- The entrant agrees to take full responsibility for the content of the submission and they further agree to abide by the terms and conditions of usage defined. All entries and content are subject to moderation. Content that is defamatory, malicious, and offensive or involves breach of copyright, trademarks or other intellectual property rights will not be allowed.
- Applicants must own the intellectual property (IP) rights; including the copyright in or have permission to use any materials submitted for the competition and will be ready to transfer its IP to his/her company. AIIA-iCAINE will not be responsible for breach of any copyright or other third-party intellectual property and proprietary rights by the entrants.
- The accepted applicants are responsible for ensuring they are able to accept the incubation program as set out in these conditions and according to the iCAINE incubation rules. This includes, for example signing the incubation agreement, providing valid and up to date contact details and complying with these conditions and/or other instructions from AIIA-iCAINE.
- By applying each applicant hereby warrants that they are the original author of the submission and that the submission does not or will not infringe any third party's intellectual property and proprietary rights, including their copyright, patent, trade mark, trade secret, design, or other proprietary rights or rights of publicity or privacy.
- The project/startup cannot be incubated in another incubator or accelerator at the same time of its incubation at iCAINE.

The information provided by an applicant is required by AIIA-iCAINE to assess the candidature for the purpose of providing incubation services. Further AIIA-iCAINE does not guarantee acceptance of your proposal until and unless the selection process is over and AIIA-iCAINE has the right to reject any proposal without assigning any reason what so ever. AIIA-iCAINE will not pay any compensation to you in any form for the delay in communicating the decision or rejecting the proposal at its own discretion.

Application form for Applying for availing incubation services

Name/Proposed name of Start-Up/Company*:

Focus Area:

(If business entity has not been formed yet, please indicate the name of the Co-Founder of the startup)*

Name of Lead Entrepreneur (A separate resume may also be attached)

Full Name:

Age:

Mobile:

Email:

Postal address / Residential Address:

Photograph

City: _____ State: _____

Postal code: _____

Affiliation with Banaras Hindu University (IF ANY):

Educational Qualification

Post graduate:

Degree:

Year:

Area of Specialization:

University/Institution:

Graduate:

Degree:

Year:

Area of Specialization:

University/Institution:

About Your business

Product:

Service:

Technology Used:

Stage of Your Business:

1. Idea 2. Pilot Stage 3. SEED Stage 4. Pre Revenue 5. Growth Stage

Service expected from AIIA-iCAINE

1. Business Consulting service
2. Marketing Consultancy
3. Prototype Development
4. Administrative Advisory services (CA/Legal)

About your Team (Also include CV of Each promoters)

Details of Your 2nd Co-Founder

Full Name:

Date of Birth:

Mobile:

Email:

Expertise:

Years of Experience:

Details of Your 3rd Co-Founder

Full Name:

Date of Birth:

Mobile:

Email:

Expertise:

Years of Experience:

1. How do you think your past experience is going to help you in this new venture?
2. Have you estimated and identified your seed funding needs/ source?
3. What is the business you are planning to develop and in which City / Village / Region ?

4. Why do you feel /believe that this business is good and will succeed in your City / Village / Region ?

5. Who are your potential customers? What marketing tools will you use to sell your products or service?

6. Are there competitors for this business? If so what is your competitive edge? (why would they come and buy from you and not your competitor?)

7. How much money do you need to start this business? What do you need it for?

8. Have you estimated your Project cost? Do you need any machinery or capital item for starting of your venture? If yes, please specify the same with the purpose.

If yes, please give the break-up, as below. *(Please give proper justifications for each head)*

Pre-Market Expenses	Rs.
Prototype Development Cost	Rs.
Marketing/Customer Survey	Rs.
Equipment	Rs.
Working Capital	Rs.
Others	Rs.
Total	Rs.

Have you done market and consumer survey?

If yes, Briefly describe the method and results separately for market and consumer.

Describe your target market, have you done the survey? Please attach the survey result/analysis.

Give comprehensive details for the following:

- ◆ Profitability Analysis

- ◆ Return of Income / Revenue generation (

Technology Details:

Do you need to develop a technology for your idea? Kindly elaborate

Is this your technology? Which you will transfer to your newly formed company?

Estimated time to develop this technology?

Do you need lab, mentor, and assistance to develop this technology? Please describe?

If you have transferred this technology from somewhere else kindly provide the details, such as no objection certificate, technology transfer documents.

What is your arrangement for technology transfer and royalty payment etc with the technology providing source?.

Do you envisage any modification to the original technology obtained from the technology-providing agency? Please describe the same with facilities required for customizing the technology obtained.

Have done any research or survey to validate your assumption on this?

How did you learn about us AIIA-iCAINE?

Declaration:

I certify that the information contained in this application is correct to the best of my knowledge. I understand that to falsify information is grounds for refusing to incubate me at AIIA-iCAINE/ cancel my application/eviction from the centre in future, if incubated/pre-incubated. I authorize any person, organization or company listed on this application to furnish you any and all information concerning my previous employment, education and qualifications for employment. I also authorize you to request and receive such information. In consideration for my application, I agree to abide by the rules and regulations of the AIIA-iCAINE, which rules may be changed, withdrawn, added or interpreted at any time, at the AIIA-iCAINE's sole option and without prior notice to me. I also acknowledge that my incubation may be terminated, or any offer or acceptance of incubation/pre-incubation withdrawn, at any time, with or without cause, and with or without prior notice at the option of the AIIA-iCAINE or myself.

Name of Applicant:

Signature of Applicant:

Date:

Place:

Kindly send a hard copy of filled application of this application with required documents to:

Director
All India Institute of Ayurveda
Gautampuri, Mathura Road
Sarita Vihar, New Delhi - 110076
Email: director@aiia.gov.in