



**CENTRE FOR
INNOVATION, INCUBATION AND ENTREPRENEURSHIP (CIIE)**
Dedicated to motto
“Education Par Excellence”

EXECUTIVE SUMMARY

SSM College of Engineering is in a process to setup centre for innovation, incubation and entrepreneurship (CIIE). The location is clean and congenial to the ambience and ideal for setting up the technology development park and business incubation cell for providing technical and financial assistance to the promising engineer entrepreneurs. The centre will work to foster innovation and promote entrepreneurial skills among the students, ex-students and start-up entrepreneurs. CIIE–SSM will work to promote technology based entrepreneurship and thereby facilitate application of knowledge for social needs. The activities of CIIE- SSM will be to

- Develop entrepreneurship among the students/ Ex-students and start-ups.
- Organize entrepreneurship motivation programs and skill development programs.
- Organize entrepreneurship awareness campus.
- Organize entrepreneurship development programs.
- Organize faculty development programs.
- Assist in leverage good student projects.
- Assist in product identification
- Provide technical assistance in the development of the projects.
- Provide maximum possible services and technical expertise in the development of product from the conceptual stage to know how stage then to do how stage.
- Nucleation of new business ideas by creating the environment and opportunities for know-how providers, entrepreneurs and financiers to meet each other.
- Provide assistance in nurturing business in the start-up phase by creating an efficient business incubator offering space, access to technology support, business mentoring, networks, scientific and information resources and in general a supportive environment.

THE CORE STRENGTH

- There is no incubation Centre in entire Kashmir valley and today when there is unemployment at its peak Incubation centres are vital to boost entrepreneurship.
- SSM College is strategically located as it is situated close to Zainakoot Industrial Estate.
- SSM College has reputation in Kashmir and people are very familiar with it.
- We have connections with numerous business organizations and we can channelize that to help flourish entrepreneurship culture.
- We have both managerial and technical expertise available in the college that shall be used to fulfil the objective of incubation centre.
- The college is located at a place which not away from NH1 yet there is peaceful calm necessary for teaching.
- College has huge infrastructure, libraries and laboratories that are vital for practical knowledge.
- We have 24*7 wifi campus and largest number of computers in the state present in college.

PLAN FOR CREATING THE PIPELINE OF DEALS FOR THE INCUBATOR & OTHER MARKETING EFFORTS

Focus will be primarily on two categories:

- a) Current and Ex Students
- b) Start-up and already In Business

For category (a) the process shall be as under:

Idea Generation & screening



Conceptual Stage



Know How



Do How



Transfer of Tech to industry



Commercialization & Marketing Assistance

For category (B) the process shall be as under:

Environmental Scanning



Competitive Scanning



Promote knowledge based & innovation driven enterprise



Facilitate entrepreneurship & self employed opportunities



Disseminate information, & identification of networks (channels) which may be state or centre Govt agencies.



Provide advisory Board facilities.

LIST OF ACTIVITIES / ACTION PLAN ON HOW TO ACTIVATE THE INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM IN THE REGION

The college has plans to respond to the strategic challenges set out in the committee. The college is continuously making great efforts in improving the entrepreneurship ecosystem for our community. The committee is of the opinion that SSM is a remarkably entrepreneurial place and could do far more in providing the structure and the resources needed to assist interested members of our committee in harnessing the marketplace to translate their knowledge into products. The college has come up with a tentative action plan that may be revised timely as and when need arises. They have come up with specific recommendations that could improve its commitment to innovation and entrepreneurship endeavours. The areas of need were organized into three broad categories:

1. A physical space for innovation in college campus that is integrated with other areas of such activity across the college;
2. Seed funding and an investment fund to fuel the translation of discoveries into marketable inventions;
3. A more extensive set of commercialization services, educational opportunities, policies, and infrastructure to support the entrepreneurial aspirations of our community.

The specific recommendations for taking action plan are as under:

- creating a physical space for innovation in North Kashmir
 - make the new space available to the entire college
 - design the space in a manner that is conducive to entrepreneurship and collaboration
 - provide opportunities in the new space for students and early stage teams
 - open the physical space to entrepreneurs beyond SSM
 - co-locate commercialization offices in the physical space
 - provide an operations team to manage the physical space
 - design a virtual counterpart to the physical space
 - launch an interim space for the innovation hub, pending completion of the permanent space
 - launch a translational pre-seed program
 - design an investment fund
 - offer funds to support student entrepreneurs
 - cultivate a network of entrepreneurship experts
 - integrate commercialization services across the college
 - launch other programs to augment commercialization services
 - expand entrepreneurship educational opportunities
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- offer entrepreneurship programming tailored specifically to students
 - implement a set of policy reforms to improve incentives for translational and commercialization activities

- take action to protect the integrity of our research as we expand commercial contacts
- expand entrepreneurship infrastructure in the area of cores, transparency and accelerators

The changes will take time to be fully realized. And as noted, many of them will depend on the success of efforts to harness new partnerships and investments. And yet, even now at the outset of these amplified efforts, we are optimistic about the level of enthusiasm across our students and faculty for increased resources related to commercialization of promising technology.

PROPOSED INCUBATION MODEL

The incubation model at CIIE SSM would comprise of three primary stages namely:

1. Pre incubation
2. Incubation
3. Post Incubation

1. Pre incubation:

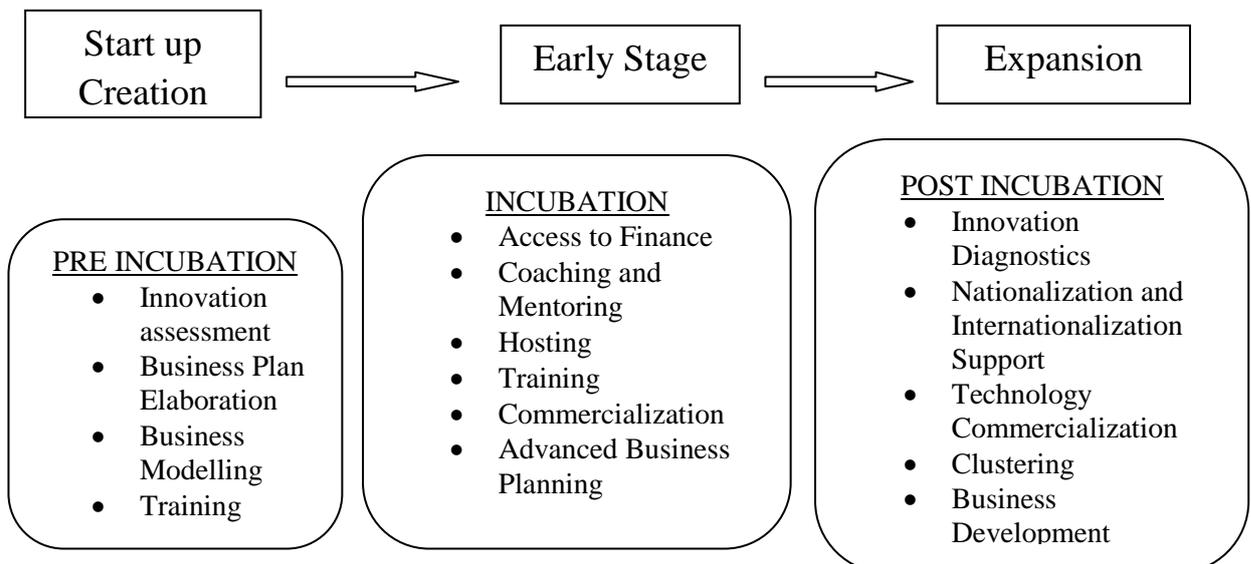
Relates to the overall activities needed to support the potential entrepreneur in developing his business idea, business model and business plan, to boost the chances to arrive to an effective start-up creation. It implies a first assessment of the idea, training, and direct one-to-one assistance necessary to put the client in the conditions to write a fully complete business plan.

2. Incubation:

Concerns the support given to the entrepreneur from the start, up to the expansion phase. This will be a midterm process lasting for the first three years of activity of the newly established company; the actions performed are access to finance, direct coaching and mentoring services, hosting services and specific training.

3. Post incubation:

Relates to the activities to be carried out when the incubate company has reached the maturity phase and is ready to walk on its own feet. It is the time when, if it has been physically incubated, the company will leave the incubator. Various services might still be needed by the newly established enterprise for example to increment its sales or improve its productive processes such as internationalization services or innovation introduction through scouting and detection activities. Incubators positioned as “post incubators” could rename themselves as “accelerators” and could be consulted in the future for referencing and consultation to approaching innovators and entrepreneurs.



FEATURES OF THE CIIE SSM

- **Thrust Areas**

CIIE will provide technical expertise in following areas for development of technology from conceptual offering areas of development of technology from know-how and do-how stage.

- I.T Software.
- Mobile Applications.
- Hardware electronics
- Embedded systems
- VLSI design
- Cloud Technologies
- Production Technology.
- Agricultural Engineering.
- Transportation Engineering.
- Robotics.
- Machine learning
- Geo-tech and concrete technology

- **Incubator Site**

An area of more than 11,000 sq. ft. within the college campus has been identified for housing and operation of the incubation centre. This includes outdoor testing space for the technologies, such as drone technologies, mechanical earth mover technologies, construction technologies, disaster management technologies etc.

- **Laboratories**

All the existing laboratories in the college have been identified to provide infrastructural and technology development facilities for the students/ex-students and promising engineer entrepreneurs

- **Faculty**

The college has identified the faculty both from engineering and business management to provide training in development of technology and running an efficient business respectively. Centre will arrange the resource persons from the industries for imparting training to the incubates. The faculty engaged for the purpose will also arrange the resources for the day to day operation.

- **Linkages**

The centre has already taken up steps in approaching number of stakeholders, including technology companies, academic institutions and other incubators to partner for this initiative.

- **Team**

Core group and sub core group of the expertise have been already been accomplished to look after the functioning of the CIIE– SSM. The centre has also accomplished a board of accomplished credentials in industry. CIIE– SSM is in process of setting up an advisory board and recruitment of full time CEO.

BRIEF DESCRIPTION OF SELECTION CRITERIA OF INCUBATEES

The selection criteria into the CIIE will majorly focus on start-up businesses that its developer/developers believe to have high potential in that:

- They have a product or service that is based on technological knowledge
- Are likely to achieve significant growth in three years, in terms of sales and number of employees; and demonstrate considerable market potential
- They have innovative, technology-oriented small and medium scale enterprises geared towards commercializing research and development
- They have provision of opportunities to faculty and students

PLAN OF ACTION TO OPERATIONALIZE

The following procedure would be followed

Eligibility:

- i. SSM's faculty members (current and in the recent past),
- ii. SSM's students and alumni,
- iii. SSM's R&D partners (sponsors of R&D and consultancy projects),
- iv. Innovators from the J&K state
- v. Already established small scale and mid scale entrepreneurs and
- vi. Government agencies associated with SSM's research and innovations.

Admission Process:

- i. Business Plan.
- ii. IP declaration worksheet, along with a copy of letter of approval from IPR Cell, SSM for transfer of licensing of/ permission to use IP in favor of prospective incubates companies.
- iii. Statement of infrastructure requirements.
- iv. Statement of purpose or reason for incubation in SSM (e.g. what benefits and values do the promoters see from getting incubated in CIIE SSM).
- v. Time frame - anticipated duration of stay within BI from the date of admission.

Seed Loan:

CIIE, SSM may provide seed loan subject to the availability of funds/ grants/ schemes meant for this purpose. Seed loan for working capital needs will be sanctioned only to the registered companies or firms and shall be based on merits of each company.

- i. A total loan to be sanctioned to a single company will not exceed Rs 10 lakhs, this cannot be more than 50% of the total project cost.
- ii. The loan will carry an interest rate of 4% (four percent) p.a.
- iii. The repayment schedule will be worked out at the time of sanction of loan application and shall be part of the Loan Agreement.

Tenure in CIIE SSM:

- i. Companies will be permitted to stay in CIIE, to begin with, for a period of 18 months.
- ii. A nominal monthly service charge will be levied to a company for the period of first 18 months.
- iii. CIIE, SSM may, at its own discretion, permit companies to extend their stay for a maximum period of another 18 months

Exit (Graduation)

Incubate companies will leave the incubator under the following circumstances:

- i. Raising substantial investment from angel investor / Venture Capital Fund / any other investor– Rs. 2 crores or more.
- ii. Completion of stay for eighteen months, unless the stay is extended by CIIE, SSM
- iii. Underperformance or un-viability of the business proposition: criteria for the same will be decided and applied by CIIE, SSM on the case to case basis.
- iv. When the number of employees of the company exceeds 20.
- v. Change in promoters'/ founders' team without concurrence of CIIE, SSM.
- vi. Any other reasons which CIIE, SSM may find it necessary for an incubate company to leave CIIE.

Year Wise Activity Distribution and Goals

Time	Planned activities
First Year	Augmentation of the resources for CIIE and finalization of policy matters. Advertisement of its activities and organization of relevant training/workshop etc. Screening of ideas of potential incubate and initiation of incubation process.
Second Year	Additional lab space will be created to augment the need of CIIE in the field of Biotechnology. Scouting and processing of highly scientific areas among student and staff and others of the region for increasing the number of incubate companies in proposed CIIE. All the other relevant activities, viz. training, seminars, augmentation of technical needs of the SMEs of the region, together with enhanced incubation process towards realization of the goals of the CIIE at SSM.
Third Year	Completion of infrastructural requirement of CIIE. Incubation of the selected ideas, technical support to existing entrepreneurs of the region dealing in thrust area of CIIE. The effort will be made so that at least ten to fifteen incubate companies can establish by the time. All other related activities will continue simultaneously.
Fourth Year	Incubation of ideas in thrust area, organization of academic and technical events.
Fifth Year	Attainment of self sufficiency. All other relevant activities continued.

SUSTAINABILITY AND REVENUE GENERATION MODEL

Revenue would be generated in the form of rent charged against the use of the services available at the CIIE and the interest charged on the seed capital provided by the CIIE

Revenue generation through incubation (Rs in Lakhs)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Rental from incubators	1.00	2.00	3.00	4.00	5.00
Interest	4.00	4.00	4.00	4.00	4.00
Total	5.00	6.00	7.00	8.00	9.00

Note: The document is subjected to changes, if and when suggested.

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