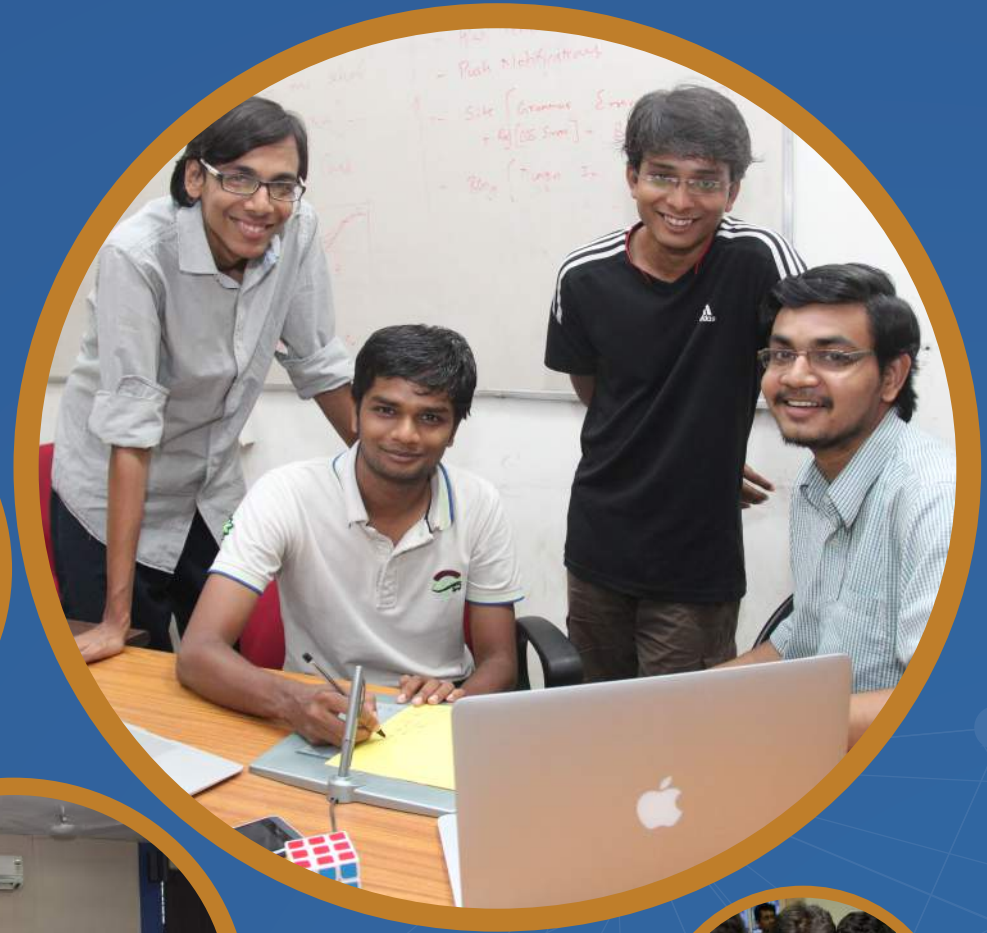


IIT GANDHINAGAR INCUBATION CENTRE





MISSION:

Foster techno-entrepreneurship through innovative and creative thinking using interdisciplinary approach

OBJECTIVE:

Incubate and nurture startups to create sustainable, commercial and social impact

IIT Gandhinagar Innovation and Entrepreneurship Centre

(IIEC): IIT Gandhinagar is setting up a section 8 company "IIT Gandhinagar Innovation and Entrepreneurship Centre (IIEC)" which is envisioned as a service arm of IIT Gandhinagar to implement the overall strategy of incubation, IP management, commercialization and to implement entrepreneurship and innovation development programs.

IIT Gandhinagar Incubation Centre (IIC) is implementing Innovation and Entrepreneurship programs with aim to create high growth technology companies that generate commercial and social impact. It is involved in building capacity and establishing infrastructure for incubation, commercialization and sustained industry interaction.

Incubation Policy: The explicit goal of incubation policy is to nurture high growth technology startups that generate commercial and social impact.

IP Policy: The Institute IP policy articulates an effective, efficient, transparent and user friendly system to evaluate and protect IP created at the Institute.

Curriculum Interventions: The Institute offers an **Engineering Entrepreneurship** elective course to introduce entrepreneurship skills to students, offered by accomplished industry veterans such as **Mr. Rajen Jaswa** and **Mr. Arnab Sarkar**. Institute also offers international exposure opportunity to students. In summer 2014, 12 students from IITGN went to Technion-Israel for a two-week intensive program on entrepreneurship that exposed them to Israel's entrepreneurial ecosystem. In addition, three IITGN students received the Rajeev Motwani Young Entrepreneurship Fellowships in 2013 and 2014, enabling them to gain exposure to the entrepreneurial ecosystem in Silicon Valley.

Deferred Placement: The Institute has introduced a deferred placement policy to encourage students to seek alternate career paths, such as entrepreneurial ventures, higher education, etc. Nine students among the graduating batch of a little over 100 students in 2015 opted for this option to pursue their entrepreneurial ambitions. The Institute has created a structured mentorship program to prepare these students by assisting them in developing comprehensive business plans. Two companies formed by these students are being incubated at the Incubation Centre.

Mentor Pool: The Institute has created a pool of

mentors from across the globe to advice and support students, innovators and incubatees.

Support Provided by IIC: Apart from space and development infrastructure, the Incubation Center also provides mentoring, connectivity to professional investors, business networks, and seed funding. The Incubation Center also connects entrepreneurs to professionals for legal and intellectual property related guidance and funding.

Training and Capacity Building: To build the capacity for incubating quality companies, IIC regularly organizes talks, conferences and workshops. It organized a "Best Practices in Technology Incubation" workshop aimed at faculty and administration to help identify best practices in incubating companies and formulating policies related to it. Regular talks and workshops by industry experts are offered on technology commercialization, intellectual property awareness, prior art search, monetization of IP etc. A few of the recently held programs include:

- Talk on Prior Art Search by **Ms. Mita Sheikh** of Krishna and Saurashtra Associates
- Talk on Monetization of IP by **Mr. Akash Bhavsar** of SkyQuest Technology Group
- IP awareness workshop by **Mr. Gouraj Yadav** and **Mr. Ojas Sabnis** of Hourglass Research
- Short course on Social Entrepreneurship by **Mr. Ketan Deshpande** and **Mr. Santosh Huralikoppi** from FUEL foundation.
- Seminars and Interactive Sessions related to IP and Entrepreneurship by eminent speakers such as **Mr. Ajay Chowdhury (HCL)**, **Mr. Ketan Deshpande (FUEL)**, **Prof. Harry Yuklea (Technion Israel)**, **Ms. Anuradha Acharya (Mapmygenome)**.

WinS (Women in Startup) - Initiative for Fostering Techno-entrepreneurship Skills among Women:

IIC has launched WinS, a unique program to foster tech-based entrepreneurship skills among women in India by creating an active network of women entrepreneurs, supporters and enthusiasts. The program has created an active network of women professionals, women entrepreneurs (aspiring and inspiring) and others who want to support creation of such ventures in the Ahmedabad-Gandhinagar area. Eminent speakers to deliver presentations at the group include **Ms. Rama Moondra**, successful trainer and coach, **Mr. Abhishek Desai** of Digicorp, **Ms. Renu Mittal** of Cotton Route and **Dr. Hiran Vedam** of IITGN.

STARTUP INITIATIVES BY OUR ALUMNI AND STUDENTS:

Starting with the first graduating batch in 2012, 24 alumni and students have launched 10 different startups. Four of them were incubated at IITGN while others leveraged resources and mentorship through virtual incubation programs. A brief profile of the startups is presented below.

Cubeit



Founded by **Sarthak Jain, Prathamesh Juvatkar** and **Nithin Gadiparthi**, class of 2012, cubeit is a technology innovation start-up. It is a platform that eliminates the need of multiple apps while accomplishing a single task with seamless access to data and software across all devices. Recently it received funding from **Accel Partners** and **Helion Venture Partners**.

<http://www.cubeit.io>

Cretif CRETIF

Cretif is founded by **Akash Keshav Singh, Harsh Gupta** and **Sushilkumar Shisode**, class of 2015, with the aim of improving road safety. Cretif has built an application which collects data from the vehicle to assess and help drivers improve their driving. It was declared the winner for Ahmedabad Chapter of International Business Plan Competition organized by TiE in collaboration with Rice University.

<http://www.cretif.com/>

4Dea 4Dea

4Dea started by **Dhyey Shah, Eepsit Tiwari, Preet Shah** and **Ankit Pandole**, class of 2015, is a technologically driven start-up in the field of virtual reality and interactive media. It creates virtual walkthroughs of real places and real events by capturing 360 degree spherical panoramic images. It also provides an information layer which can be used to embed photos, videos and text that can be used to highlight distinctive features in 3D space

<http://www.4dea.com/>

Townrush

TOWNRUSH

Saurya Prakash Sinha, class of 2013, along with a group of engineers, is building a demand based urban logistic platform to enable businesses and individuals to send products within a city in hours. Townrush is backed by **Lightspeed India Venture Fund** and a group of **Iconic Angel Investors**.

<http://www.townrush.in/>

FundaMine FUNDAMINE

Annotate. Engage.

Fundamine is started by **Tarkeshwar Singh** and **Yash Kotak**, class of 2013 & 14 respectively. It provides an inline commenting and highlighting product that can be integrated with content websites with a single line of code. Inline comments, for both mobile and web, can help websites get more engagement with their readers. FundaMine also enables readers to share their highlights and inline comments on social media. This sparks more conversations and brings more traffic to the website.

<http://www.fundamine.com/>

UrbanHunt

UrbanHunt

Started by **Jinesh Shah** and **Sumit Deshmukh**, class of 2014, UrbanHunt is a social shopping platform connecting shoppers with nearby fashion stores and outlets. The app seamlessly blends virtual and real world shopping experience and bridges the gap between the seller and the shopper. With the mobile app, shoppers can now discover new fashion trends, connect easily with local stores and get rewarded for various actions such as walk-ins, in-store engagement, purchase etc. thereby gamifying the loyalty programs for the brands.

<http://www.urbanhunt.in/>



Flutter

Founded by **Rajesh Patidar, Ujash Dave, Shivam Mani Tripathi** and **Pankaj Gautam**, class of 2015, Flutter is a platform for people to instantaneously and anonymously connect with their community. It encourages sharing views and opinions on any topic ranging from light humor, institute policies, career options, to political debates. Flutter is currently in its beta phase with a user base of around 1400 users.

<http://www.getflutter.com/>

Courtside



Founded by **Maisum Dairkee, Vishwam Rathore** and **Abhishek Umrao**, class of 2012 along with **Nishank Jain**, class of 2014, Courtside is a mobile application to book sports grounds. Currently based in Bengaluru, it has a team of 6 members each with a focused role in the area of business strategy, sales, operations, product design and product development.

<http://courtside.in/>

Whitepanda whitepanda

Founded by **Roshan Agarwal**, class of 2017 a current student. Whitepanda is a platform wherein businesses and individuals can easily order content, including articles, blogs, press releases, social media posts, web content and product descriptions. The content is written by the most relevant writer, selected from a large pool of writers who are signed up on the platform.

<http://www.urbanhunt.in/>

Tinkertank TinkerTank

Founded by **Keshav G.**, class of 2012, Tinkertank's product enhances the productivity of women workers and improves their health by providing them with a machine named Doopica to produce incense sticks for which an Indian patent has also been filed. The company received several awards, including Gandhian Young Technological Innovation Award and ISB 5th iDiya National Social Venture Competition. Keshav has now exited and assigned the technology to IITGN.



The IIT Gandhinagar Incubation Center has been supportive in terms of providing the required infrastructure, connecting with mentors and other start up ecosystems in Ahmedabad. The advice and networking that came our way through several group discussion sessions with experts in different fields have helped in bringing clarity in ideas and planning the roadmap ahead. - Preet Shah

We think the incubation program at IITGN has been really helpful for young founders who are learning about entrepreneurship and iterating through ideas
- Sarthak Jain



Policies like deferred placement helps students to take risks, and motivate them to launch their own startup. Periodic visits and interaction with eminent entrepreneurs such as Mr. Narayana Murthy, Dr. Prabhu Goel and Mr. Raj Mashurwala have also helped students in shaping their ideas into business models.- Akash Keshav Singh



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