

SHARDA LAUNCH PAD FEDERATION (POLICIES AND GUIDELINES / FRAME WORK)

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1. INTRODUCTION

Sharda Launchpad is an integral part of Sharda Entrepreneurial Ecosystem (SEE). The goal is to promote entrepreneurial spirit among students and alumni and others. It serves as the link between entrepreneurial enthusiasts and industry experts in the concerned field so that the current students and alumni can learn from their experiences, knowledge and expertise through initiatives like interviews', speaker sessions', competitions', industry interface, mentoring and many more. Sharda Launch pad is supported by committed corporate partners, the right angels & VCs and mentors from across the world.

2. OBJECTIVES

- Leverage the demographic dividend of youthful India to spur greater innovation led start-ups for generating more value to society and economy while boosting global fame of resurgent India by creating globally competitive products and services while co-creating (with helpful government and private support/angel agencies) extensive gainful job opportunities and exciting career growth opportunities for everyone to sustain long term attractiveness of the planned start-up-success culture in NCT Delhi.
- Create a culture of entrepreneurship, start-ups and Intellectual Property creation that can lead to value creation, jobs and employment and do social and economic good.
- Facilitate creation of incubation centres that offer incubation infrastructure – space, computing resources, connectivity, common tools; and environment for co-working, collaboration and innovation.
- Recommend administrative structure for establishing and operating incubators and linking them with other states' incubation centres for sharing of mutually beneficial data,

strategies and contacts.

- Define processes and workflows for creation, operation, management and growth of incubation centres.
- Define role of incubators in acting as key catalysts towards ecosystem development – engagement with mentors, advisors, angel investors, VCs, funding agencies, peer start-ups, user groups (industry and or consumer) and if possible explore global, international linkages.
- Recommend alliances for incubators with experts from technology, marketing, financing domains linked so that start-ups can be guided.
- Define targets for creation of capacity via incubators, start-ups, jobs, IP led patents etc that can be considered as success metrics measuring the impact of the guidelines.
- Organize activities/events/lectures to promote entrepreneurial spirit in Sharda students and alumni.
- Setting up of an Entrepreneurial Cell, one of the routes via which students can gain access to Sharda Launchpad.
- Mentoring by the in-house-faculty and industry experts for budding entrepreneurial students and alumni.
- Fostering the spirit of competition by nominating Sharda students for various inter and intra-college entrepreneurial contests.
- Coordinating and providing the live project opportunities for the participants to provide them with industry interface.
- Facilitating the setup of a Next Startup/Syncubator/Xcelerator Centre in the institute to incubate budding startups at different levels of the entrepreneurial trajectory.

Constituents of Sharda Launchpad

- There are three constituents of Sharda Launchpad viz.,
- The Next Startup,
- Syncubator, and
- Xcelerator

The Next Startup

- The business ideas under the umbrella of Next Startup have primarily been categorized into four aspects namely: Science, Creative, Business and Social. These four aspects cover a spectrum of contemporary landscape.
- The Next Startup encourages entrepreneurial talent and innovative spirit among the current 12th standard students all over the country. As India is moving to prove itself as one of the top entrepreneurial countries in the world, the Next Startup is a small step in this direction by Sharda University which is going to give potential budding entrepreneurs the necessary platform to pitch their ideas and receive mentoring and funding support. The selected students would be offered scholarship on admission to Sharda University's Undergraduate Program.

- Further, they would be enrolled in the Incubator Program of the University popularly called as the Syncubator Program from the first year of their Undergraduate studies. Here, in addition to studying the regular course curriculum, they would be working under the aegis of Entrepreneurship cell as incubates. Consequently, the incubates would be mentored continuously and rigorously to convert their ideas into viable business plans and models.

Syncubator

- Syncubator program is for Sharda University students/ alumni who chose not to opt for placements. It is designed to accelerate the growth and success of budding entrepreneurs through an array of business support resources and services that includes physical space, coaching, common services, and networking connections. In this program, Sharda University students/ alumni are encouraged to apply and incubate their business ideas.

It provides them numerous benefits:

- Organizing activities/events/lectures to promote entrepreneurial spirit in Sharda students and alumni.

Incubates typically spend an average of 1-1.5 years in Syncubator program.

Xcelerator Program

The Xcelerator Program plays a pivotal role post incubation and pre-VC, wherein the necessary resources and controlled environment enable the startups to build scalability and achieve healthy business metrics in order to reach the 'Series A' funding in a shorter time frame. This program shares some of the characteristics of Syncubator, offering professional advice and guidance to startups. However, the incubation period is very short and intense. There is a strong focus on helping the Incubates to scale-up their business model by helping them to raise capital, Investor network meets are arranged where incubates demonstrate their product idea and unique selling features.

Highlights

- Product/ Service - Build, Refine, Test Prototypes.
- Go to Market strategy.
- Business and technical Mentoring.
- Fund Raising assistance.
- Improved Business Metrics.
- Market research and business planning.
- Regular Monitoring.
- Training & Development through our uniquely designed courses.
- Branding & Positioning.

3. Incubation Procedure

The goal of the ShardaLaunchPad Federation (SLPF) at SU is to promote technology based entrepreneurship and thereby facilitate practical application of knowledge for public use. SLPF, SU wishes to facilitate the creation of ideas and inventions that benefit society. Towards this end, SLPF, SU has adopted an Incubation Procedure to provide guidance and management structure for creating the entrepreneurship ecosystem.

Certain aspects of the procedure are subject to periodical review and amendments. It will be the responsibility of the companies admitted to SLPF to update themselves from time to time on amendments in the Incubation Procedure. SU reserves the rights to make an exception of all or any of the terms of the policy for a particular company or a promoter on a case to case basis.

Incubation Eligibility Criteria

- Any person desirous of availing incubation facilities has to incorporate a private/public limited company under the Indian Companies Act.
- *Your application for incubation will not be entertained if you have not incorporated a company. However, you can avail SLP's help in registering your company.*
- If a company promoted by regular Government staff or employee shall be granted incubation only upon submission of 'No Objection Certificate' from the competent authority or employer. However, companies having employees as shareholders are eligible to apply for incubation.

Evaluation Criteria

The application containing the business plan is presented to a review committee for comments on technical and business feasibility of the idea. The application is evaluated based on the following criteria:

1. Strength of the product idea in terms of its technology content, innovation, timeliness and market potential.
2. The profile of the core team/ promoters.
3. Intellectual Property generated and the potential of the idea for IP creation.
4. Financial/ Commercial Viability and 5 year projections of P&L, 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.

Business Idea Presentation

If the initial evaluation is positive, the company founders are invited to give a PowerPoint presentation describing the critical aspects of their business plan to the Evaluation Committee that includes the mentor as well. The presentation is then followed by a Q&A session. *The presentation through video conferencing is also permitted.*

SLPF may require further information from the applicant, and may ask the applicant to revise the executive summary and/or presentation. SLPF may at its discretion, seek advice of various government bodies that have sponsored the incubation centre like DSIR, DST, TDB, NSTEDB, TIDE, MCIT, MSME, etc.

Non-Disclosure: SLPF, SU adheres to strict confidentiality throughout the application process. However, SLPF-SU will not sign any 'non-disclosure' agreements.

Incubation Sanctioned/Rejected

The applicant is informed of the final decision within 15 days of the presentation.

Incubation Agreement Execution

If the incubation is sanctioned, the applicant shall enter into the following agreements with the Institute:

1. **MOU –** The applicant may initially sign a MOU for a period of 3 months.
2. **Incubation Agreement:** It pertains to the incubation rules and other norms, consideration, equity holding, etc. It is applicable to all.
3. **Seed-Fund Agreement:** It pertains to the rules of disbursement and repayment and is applicable to the incubatees who plan to avail seed fund.
4. **Technology Commercialization Agreement:** It is applicable to the incubatees who plan to use the technology or intellectual property developed by SU.

Seed-Fund Agreement

The processing of seed capital involves:

1. A company desirous of getting seed loan may submit an application for seed fund after discussions with SLPF.
2. The seed loan will be sanctioned based on the eligibility criteria as decided by SLPF. It would also be subject to the terms stipulated as per the Seed fund Guidelines of SLPF. One of the criteria for approval of the seed loan will be the contribution brought in by the promoters to the capital of their companies. Preference will be given to the companies who already have some sources of revenue or some customer order booking.
3. The final decision regarding it will be announced within a month. SLPF will have the sole discretion to sanction or reject an application for seed loan and the decision of SLPF in this regard shall be final. SLPF is not bound to give any reason in case an application for seed loan is rejected.
4. After execution of agreement, the funds will be transferred to the project account within 10 days.
5. Though seed loan may be sanctioned at the time of approval of the proposal for admission, disbursement shall be subject to SLPF Head's satisfaction over the suitable progress made by the company. *Notwithstanding anything contrary contained herein, the Seed fund sanction and disbursement shall be governed by Seed Fund Guidelines of SLPF.*
6. The company will be subjected to regular performance reviews.

7. Repayment Options: The repayment options have been decided by a committee comprising members from the grant agencies, SU, Industry Experts, CA & legal consultant.

Option I:

Full amount would be paid back with an interest as per norms of SLPF.

Option II

50% of the total seed fund sanctioned will be interest free loan; repayment would start as agreed between SLPF and the company/ recipient.

50 % of the seed fund sanctioned would be convertible into equity @ 3% equity

Option III:

75% of the total seed fund sanctioned will be a loan and will be paid back with an interest of 6%.p.a

25% of the seed fund sanctioned would be convertible into equity @ 3% equity against loan.

Technology Commercialization Agreement:

Technology Commercialization

SLPF facilitates the modification and up-gradation of the softwares/products developed by the faculty/students of SU to the industry requirements with the help of a commercial partner. The concerned faculty member acts as a mentor. The commercial partner is also responsible for marketing the product and providing customer support.

Products Developed at SU

PRODUCT IDENTIFICATION NUMBER	PRODUCT NAME	DESCRIPTION
EE1	NEURAL NETWORK ALGORITHM	
EE2	BRIHASPATI	Virtual Classroom Software.
SLPF1	SECURITY ALARM FOR WHEELERS TWO	A low cost vehicle security system based on 64-bit digital secure key authorization is developed using Atmel's Atmega8 micro-controller and MEMS acceleration sensor.
SLPF2	AUTOMATED METER READER (AMR)	LAN based automated system for electricity consumption monitoring and control.

SLPF3	MULTIMEDIA PRODUCTS	
SLPF4	MICROWAVE TECHNOLOGY FOR MANUFACTURING PHOSPHER	

Nomination of Shares

Once the agreements are signed, the incubatee has to nominate 3% of his/her company's share in favour of SU and 1% in favour of the mentor.

Allocation of Resources

As soon as the procedure is completed, the incubatee company is allocated office space and residential unit within the Institute (optional). It also gets access to all the Infrastructure and Services of the centre and the University. SLPF will charge the incubatees for infrastructure and services, seed loan and SU Intellectual Property. This payment would be in the form of service charges and equity share as per the Incubation policy.

Tenure of Incubation

The companies are permitted to stay in the incubator for a period of two years. They may be granted maximum two extensions for 6 months each at a time at the sole discretion of SLPF. However, the time to market products for Pharma&Biotech companies is generally more than the non- Pharma/Biotech companies. In such cases, the incubatee company may request for an extension of the incubation period. SLPF may grant such extension based on the requirements of the incubatee.

Exit: An incubated company will leave the incubator under the following circumstances:

- On completion of two years stay (if no extension granted).
- Underperformance or non-viability of business proposition as decided by SLPF on case to case basis.
- Irresolvable promoters' disputes as decided by SLPF on a case to case basis.
- Violation of SLPF/ SU's policy.
- When the company enters in an acquisition, merger or amalgamation or reorganization deal resulting in a substantial change in the profile of the company, its promoters, directors, shareholders, products or business plan.
- Change in promoters'/ founders' team without concurrence of SLPF.
- Any change of more than 50% of equity ownership would require a prior approval of SLPF.
- Any other reason for which SLPF may find it necessary for an incubated company to leave.

Notwithstanding anything written elsewhere, the SLPF's decision in connection with the exit of an incubated company shall be final and shall not be disputed by any company.

Performance Review

The incubatee company has to submit a yearly audited statement of profit and loss account and unaudited quarterly statement about the activities. However, an incubatee may be asked to provide more frequent updates to SLPF.

4. PATENTS

Policy for Intellectual Property filing and Protection (Intellectual Property Rights-IPR Cell)

INTRODUCTION

Intellectual Property Rights are exclusive legal rights over creations of the mind. IPR give the proprietor rights to exploit intellectual creation of the mind. IPRs are essential to fostering innovation to encourage inventiveness in various areas of research and development. It contributes to ensure profitability from knowledge.

PURPOSE AND OBJECTIVE

The principal objectives of the SLPF IPR Policy are:

- To encourage creative and innovative research leading to the generation of new knowledge, ideas and inventions.
- To facilitate the transfer of U research results and new knowledge for commerce and industry.
- To provide incubatee in assessing the patentability and commercial potential of their inventions.
- To facilitate the filing of applications and licensing where prime face SLPF finds it patentable.
- To train incubatee about provisional patent filing procedures in India as well as the procedure for filing the Applications under the Patent Cooperation Treaty.
- To make incubatee familiar with Patent filing forms (Form- 1, 2 & 5).
- To make incubatee aware about the various requirements data to be provided for filing of such forms.

SCOPE OF THE POLICY

1. IPR cell shall guide and help the incubatees of SLPF in patentability assessment and to apply for various IPRs such as Invention(s), Designs, Integrated Circuit Layouts and other creative works.
2. The incubatees desirous of filing a patent or for any other IPR application would be given the necessary advice and guidance by the IPR cell.
3. An internal approval form (available at IPR cell) filled by the Principal Investigator (PI) wherein the names of the Inventors/Authors shall be mentioned, is to be signed by the PI and forwarded to SLPF. Invention disclosure description (in invention disclosure format) is to be forwarded along with the duly signed approval form to the IPR cell for further action.

4. Invention disclosure Patent/Trademark and similar documents are to be treated as confidential and would be maintained confidentially by the signing of a Non-Disclosure Agreement by the IPR cell.
5. All the expenses for filing patents will be paid by SLPF. However, as the patenting is expensive, efforts should be made to get the patent filed through other funding agencies such as DBT, NRDC and DST (TIFAC).
6. The IPR cell shall help the inventor in drafting the patent application/ or any other IPR application and filling of relevant forms.
7. The draft application along with the relevant forms shall then be forwarded to the concerned agency/authority by the IPR cell.
8. The IPR Cell shall correspond with the authority/agency and the inventors on IP matters.
9. The inventors would be required to cooperate with the IPR cell to expedite furnishing of information for timely actions since delay would mean payment of extra fee to the patent office.
10. Any work sought to be filed by an incubatee arising out of R&D work done at the University will be filed in joint names as inventors or authors while University shall be the applicant and owner of Intellectual Property (IP).
11. After filing of the application for IP protection, the inventors shall inform the IPR cell of any further development, if any, in the related R&D work.
12. The IPR Cell and inventors in collaboration shall work together for commercialization of the newly created knowledge.
13. Revenue sharing: The University and Inventors/researchers, all share in the revenue earned from the licensing of patents for their inventions. Under the **Current Policy** the net earnings from the commercialization of IP owned would be shared as follows:

S. No.	Net earnings	Inventor(s) share	SLPF Share
1.	For the first amount 'X'	60%	40%
2.	For the next amount 'X'	50%	50%
3.	For amounts more than 'X'	40%	60%

It is suggested that amount 'X' be initially fixed at Rs. 25 lakhs. The creator(s) share would be declared annually and disbursement will be made to the creator(s), their legal heir, whether or not the creators are associated with SLPF at the time of disbursement. Co-creators of IP shall sign at the time of disclosure, a Distribution of IP Earnings Agreement, which shall specify the percentage distribution of earnings from IP to each co-inventor. The inventors may at any time by mutual consent revise the Distribution of IP Earnings Agreement.

14. Infringements, Damages, Liability and Indemnity Insurance: As a matter of policy, SLPF shall, in any contract between the licensee and SU, seek indemnity from any legal proceedings, including, without limitation manufacturing defects, production problems, design guarantee, up-gradation and debugging obligation. SLPF shall also ensure that SLPF personnel have an indemnity clause built-into the agreements with licensee(s) while transferring technology or copyrighted material to licensees. SU shall retain the right to engage or not in any litigation concerning patents and license infringements.
15. Conflict of Interest: The inventor(s) are required to disclose any conflict of interest or potential conflict of interest. If the inventor(s) and/or their immediate family have a stake in a licensee or potential licensee company then they are required to disclose the stake they and/or their immediate family have in the company.

A license or an assignment of rights of a patent to a company in which the inventors have a stake shall be subject to the approval of the SLPF Director/s taking into consideration this fact.

16. Dispute Resolution: In case of any disputes between SLPF and the inventors regarding the implementation of the IP policy, the aggrieved party may appeal to the Director/s of SLPF. Efforts shall be made to address the concerns of the aggrieved party. The Director's decision in this regard would be final and binding.
17. Jurisdiction: As a policy, all agreements to be signed by SLPF will have the jurisdiction of the courts in Greater Noida, U.P, and shall be governed by appropriate laws in India.
18. These guidelines do not constitute legal advice. In case of any legal problem, an intellectual property lawyer may be consulted.

5. PROMOTERS

- Sharda University/ SET - deliberate

6. SLPF INITIATIVES:

Has collaborated with for providing globally acclaimed knowledge and services.

IIT -K : www.iitk.ac.in > [siic](#) > [about-siic](#)

MSME : <https://msme.gov.in>

Health Start : www.healthstart.co.in

Sam Circle : www.samcircle.com

Digital Vidya : <https://www.digitalvidya.com>

7. THE ENTREPRENEURIAL ECOSYSTEM (to deliberate)

ShardaLaunchPad Federation (SLPF) at SU was set up in July 2018

SHARDA Entrepreneurial Ecosystem Structure

Education

- **Sharda University** strives that students are developed with an entrepreneurial mindset. The curriculum actively fosters attributes to enhance the entrepreneurial acumen of the students.

- Among the defined graduate attributes of the University, employability and entrepreneurship are two most important ones. Therefore, at SU we embed in the curriculum courses that help in enhancing employability and entrepreneurial skills amongst students through classroom, labs, extra-curricular, co-curricular activities, field work and experience sharing of professionals from diverse fields/industries.

Value added Courses

- SEE promotes entrepreneurship culture in the students to become entrepreneurial in their respective arenas. Those who are passionate to become entrepreneurs, they are mentored to become entrepreneurs and venture out on their own. Under this premise, SEE offers various Value added courses on Entrepreneurship to all student across the university. The fundamental idea isto develop entrepreneurial mind-set amongst the SU grads and make them global entrepreneurs. These value added courses introduce the subject to students and work towards the national requirement of producing job creators rather than job seekers

Sharda Entrepreneurial Ecosystem (SEE) was conceived in July 2016 with the Mission of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship. It envisioned that many of Sharda graduates would use this ecosystem to develop their entrepreneurial ideas and incubate their start-up companies. At SEE, students are encouraged and invited to share their business ideas and SEE helps to nurture them by providing support and resources at idea generation stage. The ecosystem works with students to develop their business idea into a mature business plan, which can be successfully executed with the support of various mechanisms available within Sharda University.

Sharda Entrepreneurial Ecosystem is set up with the following objectives:

- To stimulate and support the growth and development of Entrepreneurship in, inter alia, Science, Technology, Engineering, Media and Creative arts.
- To deliver world-class education and training in Entrepreneurship, through uniquely designed courses and a practical hands-on approach.
- To engage in generating and coordinating funding efforts related to Entrepreneurship and Business Incubation.
- To stimulate and engage in world-class, cutting-edge Entrepreneurship and Business Incubation best-practices.
- To actively participate in the Startup contests and challenges across the nation hosted by prestigious institutions or groups.
- To contribute to the development of the local and international Entrepreneurship and Business Incubation community through participation in networking events and conferences.