Telangana State Innovation Cell

makeroom
global social change ecosystem

together present

i2ELAB

A PRE-INCUBATION PROGRAM

Kick-start your Entrepreneurship Journey today!

Celebrating Innovations ;
Catalyzing Entrepreneurship

ENABLING ATMANIRBHAR BHARAT

3 month virtual program
Benefits worth **INR 1.6 Lakh** per startup
Hands-on curriculum

BUILD FOR BHARAT

One-on-One Mentoring
Pitch for **Prototyping & PoC Grants**
Further Incubation opportunities

Apply today at
www.makeroomeu.com/i2elab

INTRODUCTION

We believe our **YOUTH** can do great things - when they have a platform to experiment with ideas, learn by doing and turn those ideas into viable products . That platform is all the more important now when the pandemic uprooting the status quo, thus creating new challenges to conquer.

Presenting **i2ELab**: **Innovation to Entrepreneurship Lab** , a three months pre-incubation program designed to further youth entrepreneurship - to enable students and recent graduates to kick-start their startup journey .

Telangana State Innovation Cell & **Make Room India** (Global) bring you a hands-on program , designed to help you get your skin in the game, acquire new skills, and take your Idea to prototype / MVP level. Roll up your sleeves - get your hands dirty - it's time to BUILD!

THE PROGRAM:

i2E Lab is spread over **3 MONTHS** and **5 Modules,** where you will :

- work on your ideas,
- Adopt global innovation tools,
- Identify revenue streams,
- Learn to manage personal finances,
- Build / strengthen your teams,
- Explore rapid prototyping to get customer feedback in real time and
- Create a Prototype / PoC

Focus on Experimentation
Deep Dive to understand Problem
Learn business nuances

1. Catalyze **ASPIRATIONS** into **ACTION**
2. Turn **PROTOTYPE** to **PILOTS**
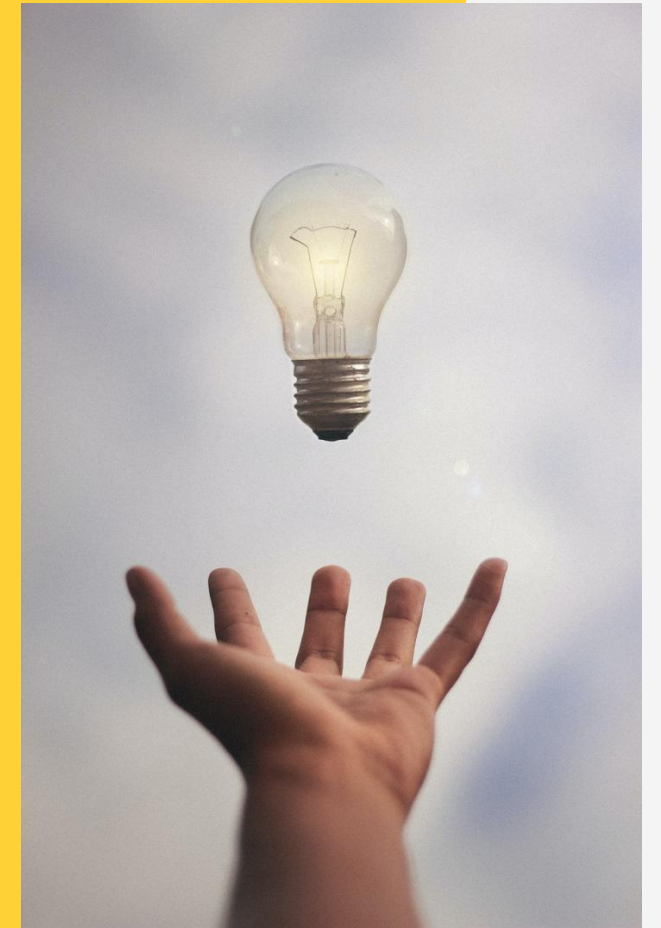3. Transform Abstract **IDEAS** into viable **BUSINESS MODELS**.

"When a crisis is at its deepest, it can offer a huge opportunity. When things fall apart, we can redesign, recast, and rebuild."

— **Prof Muhammad Yunus,**
Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs

PROGRAM OUTLINE

- **Workshops** from industry experts on **TWO days** a week
- Each module spread over two weeks
- **One-on-One Mentoring** - every weekend, pre-scheduled with each team

5 Modules

3 Months

3 Mid- Evaluations

4 Personal Development Programs

PERSONAL DEVELOPMENT PROGRAM for ENTREPRENEURIAL EXCELLENCE:
- Persuasive Communication
- Unconscious Bias
- Team Building
- Meditation & Mindfulness
- Storytelling & Pitching

- Live experiential workshops by national & international experts
- Innovation tools & startup kit to start building from Day 1;
- Teams build - seek mentors' feedback - iterate towards weekly & monthly output

- Various tech platform to enabling online sharing & learning easier
- Guest Lectures & Panel discussions
- Inspirational Talks

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MONTH 1

Inaugurals

Module 1:

Idea Validation
Understanding Problem
Empathy
User Research

Meet Team Mentors

Module 2:

Solutions & Market
Understanding Market &
Opportunities
Map Customer Pains &
Gains

Access to Tech platforms

Output 1:

Interim Evaluation (IE) 1
Personal Development
Program (PDP) 1 & 2

MONTH 2

Iteration 1 based on IE 1

Module 3:

Prototyping & IPR
Customer interaction &
Feedback

Module 4:

Business Model
Value Proposition Canvas
Develop Market Plan
Partnerships & Networking

Access to Proto Labs
(subject to COVID 19 restrictions)

Output 2:

Interim Evaluation 2
Personal Development
Program (PDP) 3

MONTH 3

Iteration 2 based on IE 2

Module 5:

Revenue Model
Bootstrapping & Funding
Options
Managing Personal Finance

Prototyping 2

Prototyping II

Fine tune prototype
(customer feedback)
Build Marketing plan

Pitching

Output 3

PDP 4
Final Evaluation
Have product/ service
ready to pitch

GRAND FINALE

Pitch for Funding &
Grants
Seek Incubation
Graduate

YOUR JOURNEY AT i2E LAB :

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WHAT DO **YOU GET** OUT OF THE PROGRAM ?

- Access to a vast **network** from across **Asia** & **Europe** plus support from **Telangana State Innovation Cell**
- Pitch for **Prototyping / PoC / MVP Grants** - to **INR 4 Lakh** split between Top 5 (TBA)
- **Validate** your product/innovation-market fit
- Connect with & get trained by **global mentors** & **experts** - entrepreneurs, Investors & professionals

- **Startup & Innovation Kit:** Cloud Credits & other affiliated services - worth over **INR 1.6 Lakh per team**
- Connect with **Academia** & **Corporate: Scale** your Ideas, **Find** first **customers**; **Collaborate** to build further and/or get **acqui-hired**
- Get a joint **Certification** from **Make Room India** (Global) & **Telangana State Innovation Cell**

We have designed this program to benefit youth that wants to build a startup and also to those youth that want to develop their entrepreneurial leadership abilities.

WHAT KIND OF IDEAS ARE WE LOOKING AT ?

- **Sector agnostic** and invite ideas to solve for SDGs & Build4India

- Most suited for **early stage ideas**, **with or without a proof of concept**.

- Tech / non-tech solutions; commercial and social business models - all are welcome!

- The program is designed to help you fine tune your ideas - **move up from abstract level to build prototypes and minimum viable product**.

APPLICATIONS ARE NOW OPEN!

- You can find the application form <u>here</u> . You can apply on or before 11.59 pm **4th of Aug, 2020**

- The inaugural session of the program is tentatively scheduled **mid-week of August 2020**. Accepting applications on a rolling basis.

- The program is completely virtual, barring a few sessions in prototyping labs (subject to COVID restrictions) .

- We specially encourage youth from tier 2 & 3 cities to apply. In case you need any assistance in filling the form, please write to us.

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APPLICATION GUIDELINES:

You can access the application form **here**, please send in your pitch deck as an attachment- both are crucial for evaluation. For any queries, please write to us at build@i2elab.co and/or info@makeroomindia.com

1. You can submit your idea either as an **individual** or as a **team**
2. Though we don't place any restriction on number of early team members, during the program , a maximum of 3 team members are admitted to the sessions.

The Pitch Deck (or a concept note) Format:

1. Submission (file) should be made in the "**IDEA / TEAM NAME"**
2. The Submission format:
   - Problem Statement,
   - Solution
   - Product/ Service details
   - Why is NOW the time for your product/service?
   - How does your solution work?
   - Competitor Analysis
   - USPs
   - Revenue Model (How will you generate revenue)
   - Team Details (with specific roles)

THINGS TO DO
1. OWN TODAY
2.
3.

PROGRAM FEES:

- We believe in enabling youth to build for the nation, bring all the resources, connections and talent together to re-imagine possibilities. Our investment per startup to offer this program is over INR 40000.

- Keeping this in mind, we have subsidized this program to be as affordable as possible.

- Each participating team will have to pay a non-refundable commitment fees of **INR 6500 .** In return , each team will receive benefits worth **INR 1.6 Lakh** in program content, startup cloud credits, access to innovation tools, prototyping labs, memberships and other resources.

NOTE:

- The decision of Make Room India (& Global) and the authorized ecosystem representatives is final and no queries pertaining to it shall be entertained. We believe in co-creating solutions that can make a difference to the world, as such, believe in forging meaningful relationships across.
- Any unethical / malpractices from the participants side, will directly lead to their disqualification from the program and appropriate actions maybe initiated.
- By default, all entries are treated with utmost privacy and we believe that participants are not infringing on anybody else's intellectual property rights. If any, participants are responsible for that; Make Room India (&Global) and its representatives , partners are not responsible whatsoever.
- By entering an idea, all participants agree to the rules & regulations of i2E Lab, amended from time to time.

Wake up.
Kick ass.
Repeat.

ABOUT US:

TELANGANA STATE INNOVATION CELL

Launched in 2017 under the State Innovation Policy, TSIC fosters innovation-driven economy in the state of Telangana. Over the past 3 years, TSIC has evolved to be the first response of the state government for aspiring innovators, start-ups, and changemakers. The approach has been to support innovations right from the grassroots level to schools and college youth.

Specially crafted programs at district levels, partnering with panchayats, innovators & government bodies - TSIC has catalyzed hundreds of innovations find customers , collaborate with government / corporate to scale further and draft policies to enable grassroots innovation. In under 3 years, we have impacted over **1800 youth** and **innovators** in the state, through unique programs such as **Telangana Innovation Yatra** (4000 kms - 120 youth - 50 Ideas), **Intenta Innovator** and **Village Innovation Challenge** to name a few.

MAKE ROOM INDIA

Launched in 2016, Make Room India has now grown to be Make Room Global with an ecosystem comprising organizations in Latvia, Italy , Romania & Cyprus. We envision a well-connected global society of communities and individuals actively engaged in co-designing solutions addressing today's problems thereby creating a better tomorrow.

Over the past **4 years**, our work has enabled youth-led innovation & social impact projects across Asia, European Union & Africa. In the past we have created multi-country **social entrepreneurship labs** enabling youth to set up socially relevant businesses; created programs nurturing active citizenship leading to policy recommendations and catalyzed over **2000 young changemakers from across India, EU & Africa**.

APPLY NOW!

Do not hesitate to contact us for any queries:

Email: **build@i2elab.co**

info@makeroomindia.com

To know more about i2E Lab, please visit our website **here** .

You can fill the application form **here**.

Find us on our social media handles:

Telangana State Innovation Cell:

Website: www.teamtsic.org

Facebook | **Twitter** / **Instagram**

Make Room India (Global):

Website: www.makeroomeu.com

Facebook |**Twitter** | **Instagram**