



TELANGANA STATE
INNOVATION CELL

together present

i2ELAB

make**room**
global social change ecosystem

#startupindia

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
<https://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

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

Focus on Experimentation
Deep Dive to understand Problem
Learn business nuances





“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, Nobel Laureate , Social Entrepreneurship Pioneer





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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YOUR JOURNEY AT I2E LAB :

MONTH 1

<p>Inaugurals</p> <p>Module 1:</p> <p>Idea Validation Understanding Problem Empathy User Research</p>	<p>Meet Team Mentors</p> <p>Module 2:</p> <p>Solutions & Market Understanding Market & Opportunities Map Customer Pains & Gains</p>	<p>Access to Tech platforms</p> <p>Output 1:</p> <p>Interim Evaluation (IE) 1 Personal Development Program (PDP) 1 & 2</p>
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MONTH 2

<p>Iteration 1 based on IE 1</p> <p>Module 3:</p> <p>Prototyping & IPR Customer interaction & Feedback</p>	<p>Module 4:</p> <p>Business Model Value Proposition Canvas Develop Market Plan Partnerships & Networking</p>	<p>Access to Proto Labs (subject to COVID 19 restrictions)</p> <p>Output 2:</p> <p>Interim Evaluation 2 Personal Development Program (PDP) 3</p>
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MONTH 3

<p>Iteration 2 based on IE 2</p> <p>Module 5:</p> <p>Revenue Model Bootstrapping & Funding Options Managing Personal Finance</p>	<p>Prototyping 2</p> <p>Prototyping II</p> <p>Fine tune prototype (customer feedback) Build Marketing plan</p>	<p>Pitching</p> <p>Output 3</p> <p>PDP 4 Final Evaluation Have product/ service ready to pitch</p>
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GRAND FINALE

Pitch for Funding & Grants
 Seek Incubation
 Graduate



WHAT DO YOU GET OUT OF THE PROGRAM ?

- Access to a vast **network** from across **Asia & Europe** plus support from **Telangana State Innovation Cell**
- **Incubation grants** with Partners - an outlay of up to INR 12 Lakh by various partners
- 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 refine your ideas - **move up from abstract level to build prototypes, proof of concept and / or minimum viable product.**

APPLICATIONS ARE NOW OPEN!

- You can find the application form [here](#). Applications are open until 11.59 pm **13th of Sep, 2020**
- The inaugural session of the program is tentatively scheduled **thrid week of September 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.

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

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 4 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)





PROGRAM FEES:

- We believe in enabling committed youth build for the country, help them find resources, connect them to people and 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, in two slabs:
 - All **students** (existing and graduated in 2020), will pay a highly subsidized price of **INR 6500 per team**
 - For **working professionals** it is offered at a subsidized price of **INR 12000 per team.**
- 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.



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**.



OUR COLLECTIVE IMPACT (A RETROSPECTION) :

MAKE ROOM INDIA in 4 YEARS:

270+ CHANGEMAKERS

65+ PARTNERS

42 COUNTRIES

2200+ YOUNG LEADERS TOUCHED

17+ INTERNATIONAL PROJECTS

TSIC in 3 YEARS:

1800+ YOUTH TRAINED

100+ INNOVATORS recognized pan-India

35+ ATL Schools

3500+ School students equipped

- Nobel Laureate **Prof. Mohd Yunus** (Social Business Youth Alliance)
- Ashoka India
- The British Council
- Telangana State Innovation Cell
- IIT Roorkee's National Social Summit
- Zone Startups India
- SBI Foundation
- The Better India
- YourStory Media
- Erasmus+ (European Commission)
- Social Innovation Centre (Latvia)
- White Swan Foundation
- Sankalp Forum
- The Qube (Italy)
- International Labour Association (The Netherlands)

APPLY NOW!

Do not hesitate to contact us for any queries:

Email: **build@i2elab.co**
info@makerroomindia.com

www.makerroomeu.com/i2elab
Facebook | Twitter | Instagram

To know more about i2E Lab, please visit our website [here](#).

You can fill the application form [here](#).

