



**Request for Information
For
Expression of Interest to
establish
Incubation Center at Academic Institutions**

Issue Date: 30th May 2022

Closing Date and Time: 30th July 2022

**COEP's Bhau Institute of Innovation, Entrepreneurship & Leadership
Pune**

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1. Introduction

1.1 Background

COEP's Bhau Institute of Innovation, Entrepreneurship and Leadership is an emerging start-up incubator in India, established since 2017. This is a **Department of Science and Technology, Govt. of India supported Technology Business Incubator (TBI)**.

We are happy to share that since inception, we have supported support around 200 startups out of which 45% startups are student led, helped 600+ employment generation, run various funding schemes such as Startup India Seed Fund, DST NIDHI Prayas & EIR, Corporate CSR funds, funded 30+ startups, helped to generate 40+ IPs and much more.

Our Mission is **"To promote entrepreneurship in a self-supported, sustainable, and scalable manner by creating a world-class institute. This institute model will be replicable and scalable across the country at 1000+ places each capable of inspiring 1000+ entrepreneurs"**. Aligning to the mission blessed by Late Dr. APJ Abdul Kalam Azad, we are aiming to establish such incubation centres at various academic institutions across India. This will help in fostering the entrepreneurship culture at the institutional campuses which will result in building aspiring entrepreneurs making us "Atmanirbhar India". To take this mission forward, we are releasing this Eol.

1.2 About COEP's Bhau Institute

COEP's Bhau Institute of Innovation, Entrepreneurship & Leadership, popularly known as **"Bhau Institute"** is an emerging Incubator and is operational as a part of COEP since 2008 by starting a credit course on Entrepreneurship for Engineering students. Later it was registered as a Section 8 non-profit organization in 2017.

Popularly known as Bhau Institute, it is a **Department of Science and Technology, Govt. of India supported Technology Business Incubator (TBI)** with the support of its founders: Mr Narendra Kale, Mr Sanjay Inamdar (Founder, Flucon) and Dr Anil Sahasrabudhe (Then Director of COEP and now Chairman of AICTE), along with many other donors. The word Bhau symbolizes the spirit and philosophy of Elder Brother, who is a unique brother for the young siblings in Indian Culture.

Bhau Institute's Focus is to develop successful entrepreneurs in the sector focus areas of **Healthcare Technologies, Cyber Security, IoT, EV & Smart Mobility, Renewable Energy and Grassroots Innovations (Agritech, Edutech, Clean Technology, etc.)** Bhau Institute has a global network of investors, and mentors and with that help we provide mentoring, entrepreneurship development training, industry connect, and fundraising support. Bhau is an **inclusive institute** and open for anyone who wanted to get his (her) idea incubated and grow as a business concept.

The close collaboration with College of Engineering, Pune (COEP) has significant infrastructure in terms of world-class labs and intellectual network. COEP department labs and faculty as technical

experts are available to the aspiring entrepreneurs to develop and test their prototypes and seek technical assistance. Lastly, believing that entrepreneurship is a global endeavour, Bhau Institute has developed strong network of relationships with international entrepreneurs, mentors, and investors. We are also working towards developing relationships with international incubators, and universities with the goal of enabling cross-border collaboration for start-up creation.

Bhau has a World class Infrastructure for launching Start-ups. A 26000 Sq. Ft., 3 story building is operational having world-class state-of-the-art facilities and services to foster innovation, collaboration, and start-up creation. The institute location has the ambience apt for the innovation and entrepreneurship.

Bhau Institute has 3 main focus areas for its operations namely: Learn, Incubate and Integrate.

- **Learn:** An entrepreneur has to make countless strategic and operational decisions, with limited information, in a rapidly evolving environment, in a time-constrained manner. At Bhau Institute, we believe that entrepreneurs need targeted knowledge, experiential wisdom, peer-based learning environment, and program deliverables that advance the state of their start-up. Applied learning and experimentation-based education provided by practicing entrepreneurs, industry innovators, domain experts from India and abroad, using live case studies, field work, simulation labs, and other innovative approaches. Recently COEP (The College) has started full time 2-year MBA course in Entrepreneurship & Finance. Bhau Institute has decided to observe and experience the outcomes and learning from this program which will help in launching short term certificate courses for budding entrepreneurs.
- **Incubate.** Bhau Institute is dedicated to facilitating the development of entrepreneurs and creation of start-up companies, to further the goal of economically viable, socially acceptable, and ecologically sustainable development of India. Bhau Institute is realizing this mission by providing start-up companies access to innovation lab, co-working space, shared services, training programs, events, mentors, co-founders, investors, and other services that help them onto the fast track to success.

Integrated and demand-driven, benchmarked programs are offered to meet the needs of entrepreneurs and start-ups at different stages of their development. The Incubation Programs include Pre-Incubation, Physical Incubation, Virtual Incubation, Corporate and Custom Incubation programs.

- **Integrate,** focuses on organizing various events for the benefits of the startups. These events are locally integrated and globally connected to enable cross-border collaboration for start-up creation. The different type of events include: Investment competitions, investor forums, Women Entrepreneurs, Social Innovations Conferences, virtual demo days, hackathons, CEO speaker series, co-founder meets, mentor clinics, entrepreneurship development programs, faculty development programs, Boot camps, hands-on workshop on deep technology such as AI, ML, Block-chain, success story sessions etc. either individually, or in partnership with local startup ecosystem players,

corporate partners, or international network affiliates. Over last one year, Bhau Institute has managed to conduct about 40+ such events supporting the entrepreneurs.

Bhau Institute is actively associated with the partners such as AWS, Zoho, MongoDB, SolidWorks, Ansys to suffice the technical needs of their startups. Bhau also closely partnered with organizations such as IAVC, Arthayan, Product Tank Pune, Stanford Seed Spark, Wadhvani Global Foundation to provide strategic benefits to the startups in the areas of product design, development, funding, financing, sales and marketing etc.

Bhau Institute also promotes programs like **Ignited Innovators of India (i2i)**. It is a distinctive initiative of Bhau Institute, exercised with a well-defined network of student ambassadors. These ambassadors reach out to students across Indian colleges and provide them with an opportunity to become social entrepreneurs and bring about small but significant change in the world around them.

Entrepreneurship cell at COEP (Bhau's E-Cell also gets mentoring from Bhau Institute and has been organizing various engaging events to inculcate an interest in the start-up culture. Various workshops have been conducted by eminent personalities to motivate the budding entrepreneurs and to teach them ABCs of business planning.

Bhau Institute strongly believes in developing the startup eco-system at Pune, across India and also cross border. Bhau is actively working with partners like ARAI, PIC (NCSI), MCCIA, CII, ISBA, other incubators across Pune and India, TiE Pune, DIPEX Competition, Smart India Hackathon Competition, DSCI, Startup support organizations like Headstart, and POCC. We are also developing relationships with mentors, investors and experts to support the startup needs.

Funding Support from Bhau Institute:

Bhau Institute also recognized that **Funding** is also one of the crucial aspect in the startup journey. With the continuous effort in that direction, Bhau is succeeded in achieving few milestones recently. Section below will briefly explain about Bhau's funding support initiatives.

- **Startup India Seed Fund Scheme:** Bhau was one of the first 9 incubation centers across India to distribute the funds under Startup India Seed Funding scheme launched by Govt of India in July 2021. Bhau has distributed funds upto 1Cr to 5 startups till now after following a rigorous selection process.
- **Nidhi Prayas: DST-NIDHI's PRomoting and Accelerating Young and ASpiring technology entrepreneurs (PRAYAS)** is a program specifically to support young innovators turn their ideas into PoC. Under this grant support of Rs. 10 L per startup (Maximum 10 startups per year) has been provided to convert a science and technology based idea into a prototype of a physical product. Bhau has been awarded to implement this scheme.
- **Nidhi EIR:** DST-NIDHI-EIR Programme is meant for potential innovative entrepreneurs at selected DST approved Technology Business Incubators. The NIDHI-EIR Programme would provide subsistence grant to an aspiring or budding entrepreneur of considerable potential for pursuing a promising technology business idea. To encourage graduating student to take to entrepreneurship by providing support as a fellowship.
- **DST-KPIT Sparkle-Bhau Incubation Program:** KPIT Sparkle, a National Level Competition brings out the best innovative ideas in the areas of "Energy and Mobility" since

2015. Many of these ideas have a great potential to become successful startups using completely indigenous technology in the “Energy and Mobility” domain. Bhau and KPIT joined hand together to promote such ideas to be converted into commercial development. DST has supported this joint incubation program by providing a grant funding to the startups selected under this scheme.

- **Corporate Joint Incubation Program:** Bhau Institute has collaborated with corporate organizations which are meant to support the young entrepreneurs and startups working in the specific problem domains by providing them the initial seed funding. Previously Bhau worked with 3DS and Siemens to support 7 such startups. This year Bhau is closely working with Element Solutions (Cookson India Pvt Ltd.) and Dana Care Foundation to support 12 startups under this scheme.

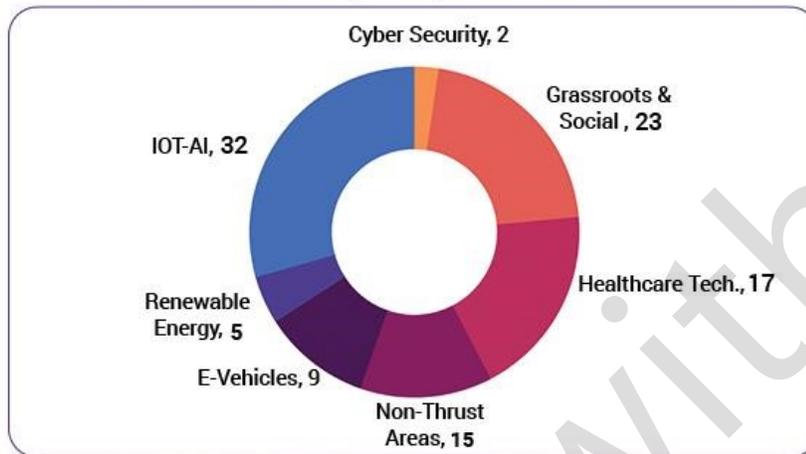
- **Current Status:**

Currently we are supporting 103 startups which are at different stages of their journey. Below graphs will give more idea about the current statistics of Bhau.



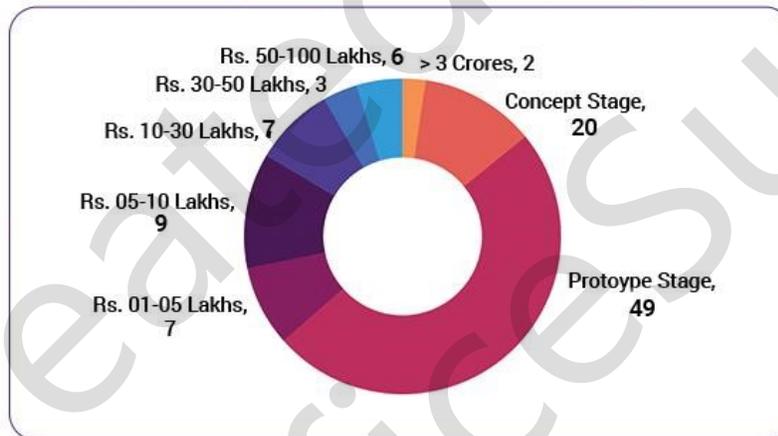
Startups at Bhau are categorized as per their domain as shown in below graphics.

– Total Startups as per Thrust area –



Below graphics will show the startups categorized by their different stages:

– Startups Stages and Revenue Earning –



We know that, working in isolation will not help in building a stronger ecosystem. Aligning to our vision as well, Bhau Institute also aim to fostering the entrepreneurship culture at various academic institutions across the country. Bhau already associated with few of the IICs, engineering institutions across the region and engaged into having related activities and establishing the culture. Bhau institute is committed to promoting entrepreneurship and is working towards developing a role model entrepreneurship institute, which can be replicated across India.

Please visit <https://bhau.org> for more and current details.

2. Objective

2.1 Purpose of EoI

Bhau Institute is inviting Expression of Interests (EoI) and gathering information from all academic institutions to determine the feasibility of a collaborative mentor-mentee relationship to carry the activities to foster the entrepreneurial culture and establish an incubation center at their campuses in the spirit of enabling the efforts towards Atmanirbhara Bharat.

2.2 Types of the programs

This document describes three different modules through which such academic institutions can become our mentee institute. L1, L2 & L3 are the three modules which has been explained as below with the comparison in-between. The details of all three modules and MoU would be shared with the interested institutions respectively.

Sr. No.	Offerings	L1	L2	L3
A	Guidance in activities associated with setting up of an incubator 1. Space, Design of incubator 2. Labs and Lab equipment 3. Legal structure of an incubator 4. Governance Mechanism 5. Sourcing, Selection, support for startups 6. Eco-system Development 7. Overview of Funding schemes for Incubator and Startups	<ul style="list-style-type: none">• Max 2 hrs for the entire offerings.• Only verbal guidance will be provided.	<ul style="list-style-type: none">• Max 4 hrs per activity (Virtual or Physical as per the convenience of Bhau Team).• No draft for any documentation will be provided	<ul style="list-style-type: none">• Max 8 hrs per activity (Virtual or Physical as per the convenience of Bhau Team).• Bhau Team will help in preparing drafts for the various documentation

<p>B Training/Awareness Sessions on following topics, in a year – 1 to 2 hrs per topic</p> <ul style="list-style-type: none"> •Topics may vary as per requirement & availability of the expert resources & after mutual agreement between two parties •Facilitation for the sessions more than designated numbers decided in each category would be charged separately •Speakers Honorarium to be paid by the mentee institute •Any travel expenses in such case to be paid by the mentee institute at actuals •This is indicative list. Mentee Institute can also suggest different topics than mentioned in the list. Bhau team will help in facilitating the speaker arrangement. <p>Topics:</p> <ol style="list-style-type: none"> 1. ED Awareness 2. Motivation 3. Idea generation 4. Idea validation 5. BMC Overview 6. Success/Failure analysis or stories 7. Team Building 8. Time to market (Timing of bringing product into market) 9. Marketing 10. Business Networking or Networking (Imp part of any startup journey) 11. Recent trends in industry 12. Design Thinking for startups 13. B2B and B2C sales & Marketing 	<ul style="list-style-type: none"> • If required, Bhau can conduct on chargeable basis on request. • This will be considered as an independent activity 	<ul style="list-style-type: none"> • Any 3 to be selected by Mentee Institute. • 25% share, if the Mentee Institute is charging to delegates 	<ul style="list-style-type: none"> • Any 6 to be selected by Mentee Institute. • 25% share, if the Mentee Institute is charging to delegates
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| 14. Financial Due diligence requirements for startups
15. IP related sessions for startups | | | |
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<p>C</p>	<p>Bootcamp/ Workshop •Topics may vary as per requirement & availability of the expert resources & after mutual agreement between two parties</p> <ul style="list-style-type: none"> •Facilitation for the sessions more than designated numbers decided in each category would be charged separately •Speakers Honorarium to be paid by the mentee institute •Any travel expenses in such case to be paid by the mentee institute at actuals <p>1. Workshop covering below suggested topics with case studies</p> <p>i. BMC/Company compliances/IPR/Market potential/Finance and funding preparedness/ idea validation/ effective pitching etc...</p> <p>2. Guest lectures – 1 lecture per day – Customizable</p> <p>i. First gen/successful entrepreneurs/Women entrepreneurs</p> <p>3. Idea competition – limited to boot-camp participants</p> <p>i. Day 1 – decide idea ii. Day 1 to 2 – work on idea</p> <p>iii. Day 2 – present idea</p> <p>4. Specifically for faculty we can have following separate sessions for capacity building</p> <p>i. Pre-incubation Mentoring</p> <p>ii. How to run E-Cell/various activities on campus</p> <p>iii. Policy formation</p> <p>iv. Structure formation etc.</p>	<ul style="list-style-type: none"> • If required, Bhau can conduct on chargeable basis on request. • This will be considered as an independent activity 	<ul style="list-style-type: none"> • Activities mentioned in C-1 to 3 will be involved • Activities will be limited to 1 day i.e. 8 hrs. maximum • 25% share, if the Mentee Institute is charging to delegates 	<ul style="list-style-type: none"> • Activities mentioned in C-1 to 4 will be involved • Activities will be limited to 2 days i.e. 16 hrs. maximum • 25% share, if the Mentee Institute is charging to delegates
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D	<p>Competition</p> <ol style="list-style-type: none"> 1. Bhau Team will help in designing the competition theme, evaluation framework etc. 2. Bhau team can also be part of evaluation committee 3. Bhau Institute will support potential candidates for Preincubation 	-	<ul style="list-style-type: none"> • Activities mentioned in D-1 and D-3 will be involved 	<ul style="list-style-type: none"> • Activities mentioned in D-1 to D-3 will be involved
E	<p>Incubation SUPPORT</p> <ol style="list-style-type: none"> 1. Shortlisted candidate could be considered as Pre-incubatee of Bhau Institute and mentored at the Mentee Institute 2. Shortlisted candidates can use Bhau's facility & infrastructure on case to case basis after getting evaluated, reviewed and recommended by Bhau management. 3. Office seating place could be offered on nominal chargeable basis. In such cases candidate will get below mentioned benefits: <ol style="list-style-type: none"> i. Access to different events at Bhau ii. Discounted pricing for captive and collaborative networking events, showcases, conferences, and forums if available for Bhau Institute startups iii. Access to high quality network of investors, mentors, and service providers iv. Access to COEP & our other associated engineering institution's student interns v. Access to Meeting rooms at 	-	<ul style="list-style-type: none"> • Offering E-1 will be involved 	<ul style="list-style-type: none"> • Offerings E-1 to E-3 will be involved

	Bhau Institute, Pune			
F	1 Visit to Bhau Institute/ Interaction with startups	Y	Y	Y
	Engagement Fees	0	Rs.1,00,000/Annum	Rs.2,00,000/Annum

3. Response Requirements

3.1 RFI (Request for Information) Schedule

RFI Issue Date : 30th May 2022 RFI Closing Date : 30th July 2022
Evaluation of Proposals : 15th July 2022 Presentation of shortlisted

institutions: 16th to 31st July 2022 Declaration of result & signing of MoU: 1st to 14th August 2022

3.2 RFI Response Format

Please complete the Response Template as attached in RFI Response Form for EoI with this email and send it by email in PDF format to: girish.bhau@coep.ac.in

3.3 RFI Response Requirements

3.3.1 The Response Template in Appendix A must be completed in its entirety.

3.3.2 Respondents are responsible for clarifying any discrepancies or omissions in this document.

3.3.3 Respondent questions shall be accepted by email only and must be received no later than 7 days before the RFI closing dates. Bhau Institute shall provide either a verbal or written response, neither of which shall be binding.

3.3.4 Changes to the RFI shall be in the form of amendment and shall be informed to respondents in due course of time.

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