



KERALA STARTUP MISSION

SCHEMES & PROGRAMMES 2019





ABOUT

K-Launchpad programme is the 3 months pre-incubation programme for early stage entrepreneurs, and startups. Startups who are in the idea stage and concept stage who are looking for idea validations and creating PoC's can look for this programme.

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K-Launchpad Programme

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PROGRAMME HIGHLIGHTS

3 MONTHS, 3 STAGES, IDEA /POC VALIDATED

Stage 1

Idea Validation, Business model canvas, value proposition

Stage 2

Team Structuring, Paper prototype, Define Customer journey

Stage 3

Establishing POC, Roadmap

- Idea screening and refinement
- Guided mentoring and coaching to make the idea bankable.
- Technical assistance on concept development of prototype.
- Successful graduates will be enrolled to Incubation Programme
- Access to networks
- Assistance in market analysis

ABOUT

Kerala Startup Mission is offering incubation programme for the startups in Kerala through our facilities spread across Thiruvananthapuram, Kochi and Kozhikode. The incubation programme is structured and focused, with a tenure of 18 months. The startups who have their idea validated and developed a minimum viable prototype or proof of concept can look for applying this programme.

The incubations stages comprised of:

- Pre-incubation Stage
(3-6 months)
- Incubation Stage
(6-12 months)
- Accelerator Stage
(3-6 months)



Incubation Programme



PROGRAMME HIGHLIGHTS

- 18 months Structured Cohort Programme
- Startup Story Boards & Milestone Settings
- Monthly updates and quarterly reviews
- Mentor Speed dating and Investor connects
- Customized Startup Sessions/ Workshops
- Demodays



ABOUT

Patent Support System supports student entrepreneurs and Kerala startups by reimbursing the patent costs, including consultation fees and government fees. The reimbursement will be done in 3 stages during filing, prosecution and award.



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Patent Support Schemes To Students & Startups

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PROGRAMME HIGHLIGHTS

- Re-imbursements upto Rs.2 Lakhs for Indian patents
- Rs.10 Lakhs for International Patents

STUDENTS

- The applicant must be a bonafied student who is undergoing full time academic course
- The application has to be recommended through IEDC's
- Patent filing in the name of students

STARTUPS

- Support extended to Pvt Ltd startups, which are operational
- Patent filing in the name of startup only
- The patented technology must be commercialized by the startups

FUNDING

KSUM is partnering with SEBI accredited Venture Capital Funds for the creation of corpus fund for supporting the emerging startups in the state. The Funds shall be investing in early stage startups with a ticket size of Rs. 25 lakhs - Rs. 200 lakhs.

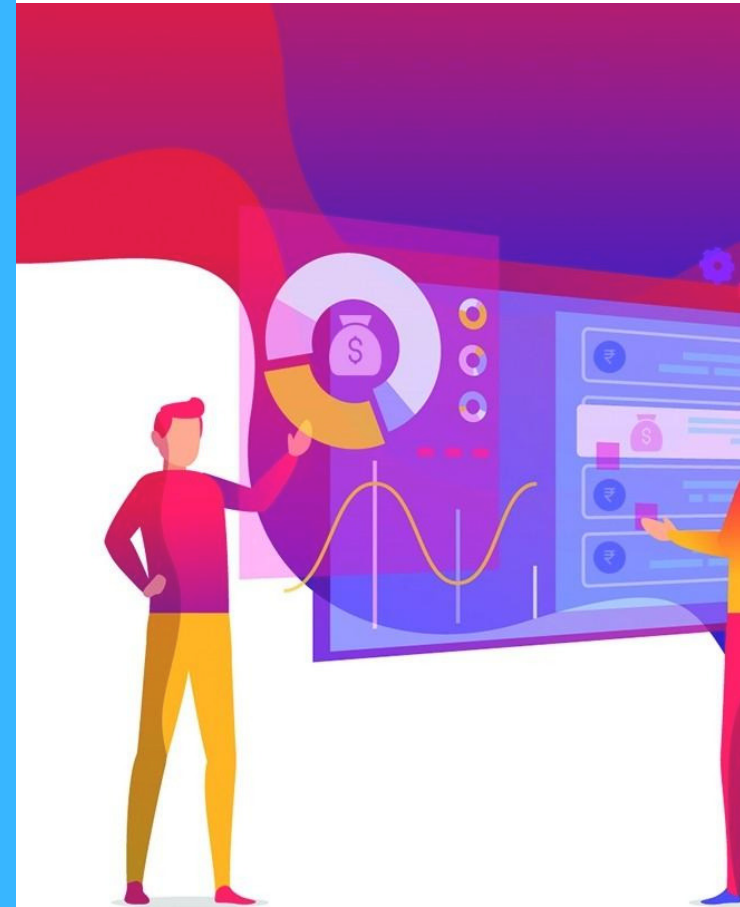
Who can apply?

- Startups who are registered in Kerala
- Startups who are at early stage/who have a product & traction
- Technology based product start up from different sectors
- Startups from PAN India & who are ready to reregister in Kerala

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Funding Schemes

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INNOVATION GRANT

Innovation Grant scheme provides financial assistance to startups and entrepreneurs to help them transform their innovative ideas to scalable ventures.

Highlights:

- Idea Grant- Conversion of Idea to Prototype, which is upto Rs.2 Lakhs
- Productization Grant- Conversion of Minimum Viable Prototypes to Market Viable Prototypes, which is upto Rs.5 Lakhs/idea
- Scale up Grants – Market Viable Prototypes for Initial markets and/or client acquisitions, which is upto Rs.5 Lakhs/idea

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Funding Schemes

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EARLY STAGE KSUM SEED FUND

KSUM Seed Support scheme provides financial assistance to startups in mode of loans limited to Rs.10 lakhs at the rate of 9% p.a interest.

The Seed Support System primarily supports the startups on the following:

- Product Development
- Testing & Trials
- Test Marketing/ Market Validations
- Finding Early Adopters
- Customer Acquisitions

Highlights

- Collateral Free
- Loans disbursements in installments
- 12 months moratorium
- Principal repayment in EMI's (24 EMI's upto 5 Lakhs & 36 EMI's upto 10 Lakhs)
- 3% interest discounting for prompt and non-default repayments

ABOUT

KSUM offers hand held mentorship for the incubated startup, wherein they will be supported with domain experts, industry veterans, business entrepreneurs, investor mentors and strategic mentors. KSUM has over 100 mentors from local, national and international regions guiding our startups with various hurdles they come across through their entrepreneurial journey. Office hours are open to startups, where they will get a chance to meet CA's, Legal & IP Lawyers and other such officials



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Mentorship /Connect Programmes

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HIGHLIGHTS

- UI/UX Mentoring
- Product/ Technology Mentoring
- Customer Development & Relationships
- Revenue Models, Business Models & Pricing Models
- Team Management / Strategic Mentors

EVENTS

- Chat with Mentor
- Mentor Speed dating
- One to One mentor connects /On demand Mentoring
- Mentorship sessions /Mentor Days

OFFICE HOURS

- Legal, Statutory & Compliances
- Patents & IP's
- Investor Agreements & other agreements
- Annual Accounts & Filings

ABOUT

Startups shall be supported for the following activities:

- Digital/ Print Media Branding & Promotions
- Product Launch Coverage
- Corporate /Product Promo Video Production
- PR Activities including advertisements for products/startup story
- Digital Marketing Consultation/ Agency Charges, DM Tools & Analytics Platform subscription



Marketing support to startups



- Access or Subscription to Digital Marketing Tools -Email/Social Media Content
- Marketing/Insights & Analytics/ SEO
- Digital Marketing- AR/VR experiencing Platforms
- National & International Exhibitions for Stalls/ Programme Fee Re-imbursements



DEMAND DAY

Demand Day is an exclusive opportunity given only to startups registered in Kerala to solve existing problems faced by various Government Departments.

The startups shall interact with the Department representatives present during the Demand Day and shall submit a proposal for solving the same towards the end the of the day



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**Government
as a
Marketplace**

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DIRECT PURCHASE (20 LAKHS)

Government departments are allowed to purchase Mobile Apps, Software products and Services from Startups upto a maximum of Rs 20 Lakhs from Startup Companies.

LIMITED TENDER FROM STARTUPS (RS.20 LAKHS UPTO 100 LAKHS)

Startups registered under KSUM can participate in the limited tenders for Govt. Departments, PSUs, Autonomous Bodies, Boards, Corporations, Local Self Government Institutions etc projects between 20 Lakhs upto 100 Lakhs

FACILITATION OF DEPARTMENT REQUIREMENTS THROUGH STARTUPS

Kerala Startup Mission is approached by various Government Departments for the development of mobile and web applications.

Kerala Startup Mission facilitate the entire process by helping departments to finalise technical specifications, circulating the same among startups, initial technical assessment and shortlisting for the committee to take final decision



Government as a Marketplace



STAGES

- Call for Expression of Interest among startups incubated/registered with KSUM
- Submission of EOI
- Technical Proposals are then obtained from startups who have submitted the interest.
- Technical proposals are then evaluated.
- Startups who qualify the technical evaluation are then asked to submit the financial proposal.
- L1 among the startups is identified by the method of Quality and Cost Based Selection (QCBS) wherein 70% marks for the technical proposal and 30% for the financial proposal.
- The L1 startup is then recommended to the Department.
- KSUM ensures that the startup delivers the product to the Department and Department is satisfied with the work.
- The payment is made directly by the department to the startup after signing an agreement.

SUPPORTING STARTUPS FOR PARTICIPATING

- NASSCOM Innotrek
- FICCI's Technology Innovations and startup delegation to US
- International Launch Pads (coming up)
- Foreign travel to Startups for Business Opportunities 50% of the travel cost and visa charges for their Business Development Activity upto 2 startup founder

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International Exchange Programmes for Startups

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ABOUT

- Based on the Kerala Technology Startup Policy 2014, GoK launched the Kerala Startup Corpus Fund, a first of its kind initiative in India for supporting the upcoming entrepreneurs.
- AIF investments are the largest source of capital for start-ups. In addition to finance, such AIFs also bring intangible value add to the start-ups by opening connections for networking and market access and also by providing them with strategic and operational guidance.

Government uses the expertise of Alternative Investment Funds to invest in Kerala startups.

AIF onboarded:

- UNICORN VENTURES
- SEA FUND

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Fund of Funds (FoF)

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INVESTMENT PLANS FOR AIFS

UNICORN VENTURES

Ticket size:

INR 50L to INR 10 Cr.

Stages of investment:

Early stage, Pre-series A, Series A

Sectors:

Tech focused

SEA FUND

Ticket Size:

INR 50L to INR 1 Cr.

Stage of investment:

Pre-series A



FUTURE LAB

State of the art facility to support startups working in emerging technologies.

Technology Focus

- Artificial Intelligence
- Extended Reality
- Cyber Security
- Robotics

Center of Excellences



Lab facilities

- General Electronics Workshop
- VR / AR Testing and Development
- Artificial Intelligence
- Brain Computer Interfacing Lab
- Robotics and Aerial vehicles



Technology Labs



FAB LABS

A Fabrication Laboratory (FabLab) is a technical prototyping platform for innovation and invention which aims at providing stimulus for local entrepreneurship and serves as a platform for learning and innovation.

The fablabs mainly comprises of the following inventories.

- Laser Cutter
- Large Scale CNC Mill: Shopbot
- 3D printers: Dimension SST 3D printer and Ultimaker 2
- High Resolution Mini NC Mill: Modela
- Vinyl Plotter
- Sand Blaster
- Electronic Components and Tools
- Molding and Casting
- Electronics Test Equipments
- Computers

ABOUT

The Innovation and Entrepreneurship Development Centres (IEDC) are the entities set up in Engineering, Management, Arts & Science Colleges and Polytechnics with an aim to provide an exciting platform for experimentation and innovation. Kerala Startup Mission has set up IEDCs in 226 institutions across the State which provide avenues for creative students to transform their innovative ideas into viable products and services.

MISSION

The mission of the IEDCs is to develop institutional mechanism to create entrepreneurial culture in academic institutions to foster growth of innovation and entrepreneurship amongst the faculty and students in the state.



Innovation and Entrepreneurship Development Centre (IEDC)



IDEA FEST

Kerala Startup Mission organizes the Idea Fest, an idea competition for college students aimed at promoting the culture of innovation and entrepreneurship among the youth of the state & this event focus exclusively on innovative projects coming out of various colleges in Kerala.



IEDC SUMMIT

IEDC Summit is the avenue for participants of various units across the State to come together, to share the success stories, to learn from each other's failure, to show case innovative products and to develop strong networks that go a long way in developing sustainable enterprises.

Other IEDC Schemes:

Patent Reimbursement Scheme

Student entrepreneurs who are able to secure a patent, the patent application cost will be reimbursed.

Innovation Grant Financial support to startups/entrepreneurs to help them convert their innovative ideas into full fledged ventures.

Fellowship Program One-year fellowship to experienced professionals and motivated youngsters in making Kerala a vibrant hub of tech startups and talent pool skilled in emerging technologies.



Innovation and Entrepreneurship Development Centre (IEDC)



COMMUNITY PARTNERSHIP

PROGRAM

The startup community partner development program is an initiative by the KSUM to establish a strong chain of voluntary organizations who work towards promotion of innovation culture, capacity building and inclusive development in the State startup ecosystem. Through this program KSUM intends to bring community partners in different sectors or technologies on the same platform and help them connect with a wider range of students, professionals, entrepreneurs, innovators, investors etc. KSUM will provide financial assistance for the selected community partners to conduct entrepreneurial awareness programs, leadership camps, technical workshops, and other knowledge transfer activities, for different demographics and geographies.