# Nattraja Launchpad for Bioconvergence

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Nattraja Incubation Forum
(NIF)
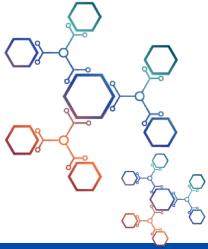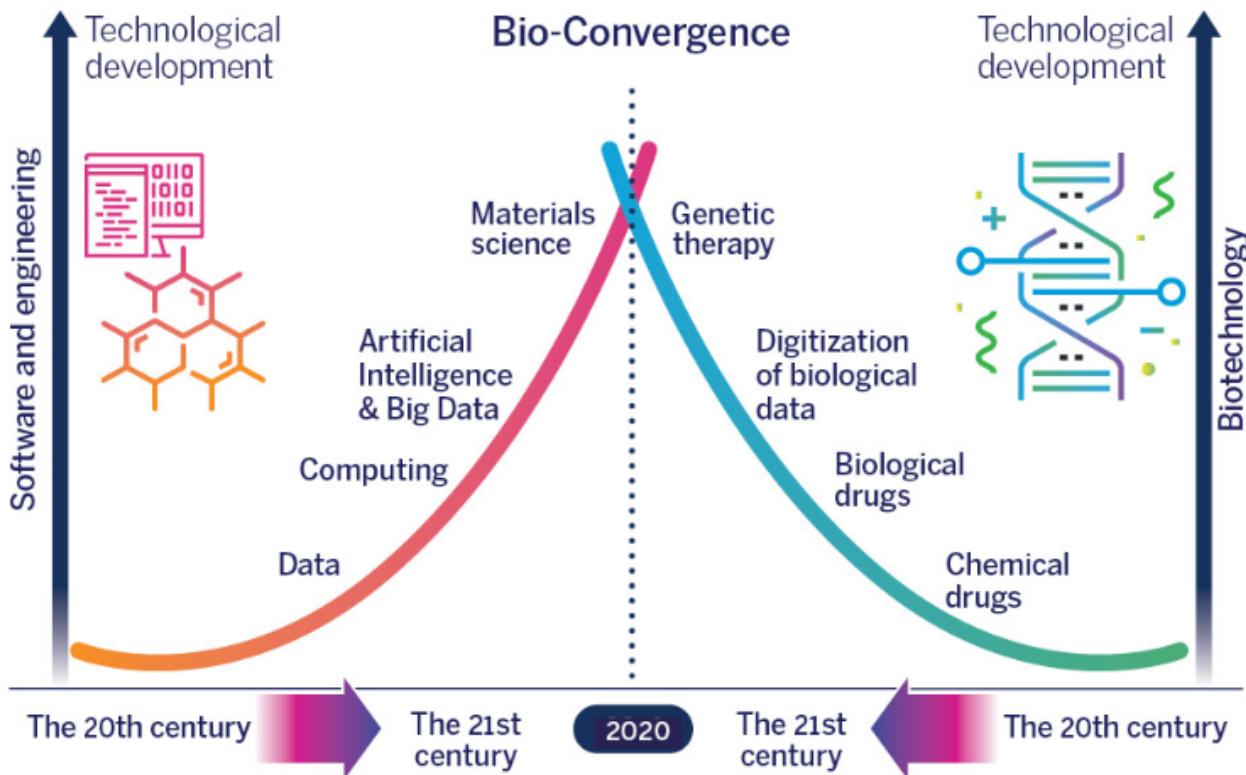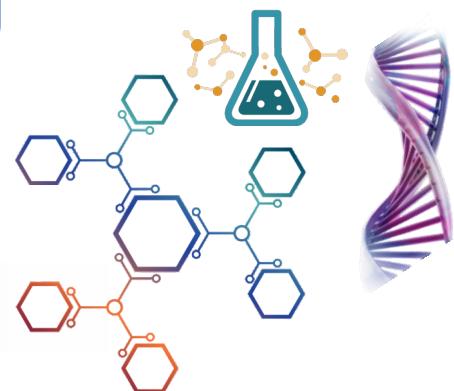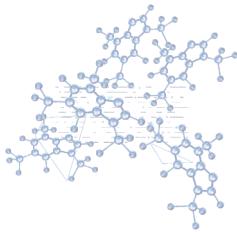
Nattraja Launchpad for Bioconvergence (NLB)

Healthcare and Innovation is a new frontier of scientific collaboration that brings together experts, processes and technologies across biotech, software and engineering1.

It has the potential to transform research, development, manufacturing and supply chains across multiple industries1.

It is based on the understanding that biology and tech, the two pillars of biotechnology, aren't as hard to reconcile as they appear

1.Introduction

This policy is the guiding blueprint for the NLB incubation program. It lays down the following principles:

1.1 Location and Functionality of NLB
The NLB program is nestled within JKKN Institutions in Tamil Nadu, providing a comprehensive public platform to foster innovation, champion research and incubate bioconvergence startups.

1.2 Operating Hours and Access to Facilities and Services
Our NLB facilities are generally open from 9 AM to 6.30 PM, Monday to Saturday. However, we understand that innovation doesn't always adhere to a schedule. Therefore, we offer 24/7 access to the dedicated workspace for our startups based on prior online reservation on the website. For use of specialized facilities like labs or the Visual Communication studio, please refer to the individual operating hours posted on the website. Support services such as mentorship, technical support, and administrative services are typically available from 9 AM to 5.30 PM, Monday to Saturday. To schedule a session outside of these hours, please refer to the website. We aim to provide advance notice of any changes to these operating hours, especially during holiday periods, via email, the website, and notices posted in the facilities.

1.3 Alignment with JKKN Institutions
Sharing its ethos with JKKN Institutions, NLB aims to be a frontrunner in global innovation, addressing societal needs through bioconvergence and enabling individuals to tap into this multifaceted opportunity.

1.4 Inclusive Application Process:
NLB champions diversity and inclusivity by welcoming applications from both inside and outside the JKKN Institutions, thereby stimulating a dynamic exchange of ideas and skills to advance bioconvergence.
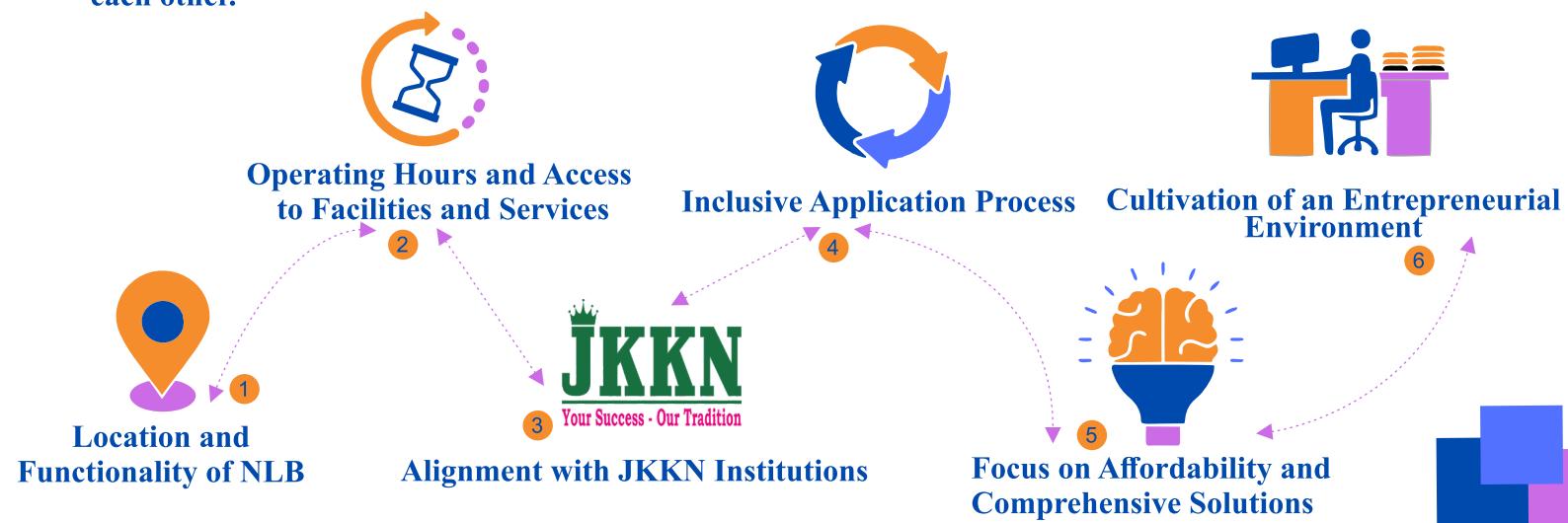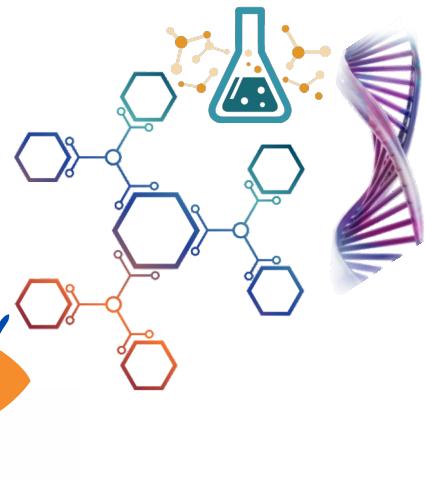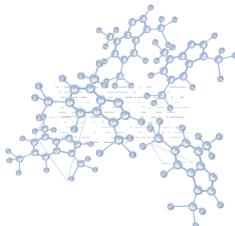
1.5 Focus on Affordability and Comprehensive Solutions:
Echoing JKKN Institutions' commitment to affordable and comprehensive education and healthcare, NLB nurtures startups aimed at devising solutions that mirror these values, thereby addressing pivotal challenges in these sectors.

1.6 Cultivation of an Entrepreneurial Environment:
NLB's primary goal is to create an energetic environment that encourages innovative thinking and development of transformative bioconvergence solutions, thereby nurturing future industry leaders. Fostering a collaborative culture amongst the startups and encouraging them to learn from and support each other.

Operating Hours and Access to Facilities and Services

Inclusive Application Process

Cultivation of an Entrepreneurial Environment

Location and Functionality of NLB

Alignment with JKKN Institutions

Focus on Affordability and Comprehensive Solutions

2. Vision

NLB aspires to be a leading enabler of innovation and entrepreneurship in bioconvergence and beyond, offering startups high-quality infrastructure, expert mentorship, funding, and robust networking opportunities.

3. Mission

NLB's mission is to empower startups to develop transformative solutions in bioconvergence and beyond, with an aim to incubate 500 bioconvergence-focused startups, create 20,000 jobs, generate $1 billion in revenue, file 500 patents, and publish 1000 academic papers by 2033.

We provide comprehensive support including research assistance, industry connections, and access to test-beds, facilitating their progress and market entry.
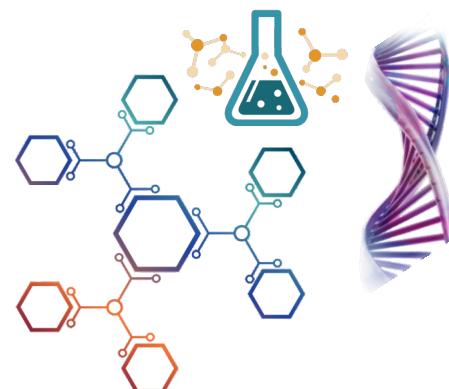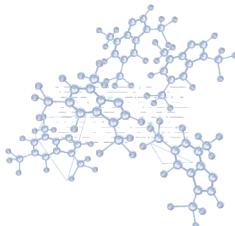
4. Objectives

NLB aims to achieve the following outcomes:

4.1 Incubate at least 100 startups in bioconvergence: By providing a supportive environment for startups, NLB aims to help at least 100 startups reach their full potential.

4.2 Create at least 10,000 jobs in bioconvergence: Through the success of the incubated startups, NLB aims to create numerous jobs in bioconvergence, contributing to economic growth.

4.3 Generate at least $1 billion in revenue from bioconvergence: By supporting startups in achieving commercial success, NLB aims to contribute significantly to the global bioconvergence industry.

4.4 File at least 500 patents in bioconvergence: NLB will encourage and support startups to protect their intellectual property, leading to a significant number of patents in the field.

4.5 Publish at least 1000 papers in bioconvergence: By fostering research and development, NLB aims to contribute to the academic discourse in bioconvergence, resulting in a substantial number of published papers.

5. Admission Policy

NLB admission policy is rooted in the principles of inclusivity, innovation, and alignment with the vision and mission of JKKN Institutions. While we have a specific focus on bioconvergence, we warmly welcome startups from all domains. Our policy includes rigorous eligibility and selection procedures to ensure that we nurture promising startups that align with our core principles.

5.1 Open to All: Our incubation program is open to all startups, irrespective of their sector or the nature of their work. This includes those within the JKKN Institutions, as well as those from the general public. We believe in creating an ecosystem that is conducive to nurturing a diverse range of innovations.

5.2 Application Timeline: The application period will be open throughout the year, ensuring constant opportunities for startups to be part of the incubation program.

5.3 Eligibility: Startups seeking incubation at NLB should meet the following eligibility criteria:

5.3.1 Problem Statement & Innovative Solution: Startups should focus on addressing a significant problem in sectors such as healthcare, agriculture, environment, etc. Their proposed solutions should be innovative, feasible, scalable, and impactful.

5.3.2 Minimum Viable Product (MVP) or Proof of Concept (POC): Startups should either have an MVP or POC ready, or it should be under development. This requirement is aimed at validating the solution's functionality, performance, and user acceptance.

5.3.3 Qualified Team with Relevant Expertise: The startup team should have at least two core members with relevant qualifications, experience, and skills in their respective domains. Team members should complement each other's roles and responsibilities.

5.3.4 Clear Business Model and Market Potential: Startups need to have a clear value proposition, understand their target market, competitors, and potential revenue streams. The business model should be robust and have a clear roadmap for future development.
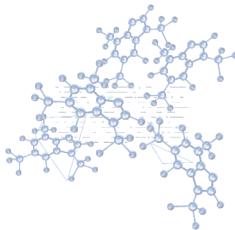
5.3.5 Alignment with Vision and Mission: Startups should propose solutions that align with the vision and mission of JKKN Institutions, which includes a focus on affordable and holistic solutions in education and healthcare.

5.3.6 Encouraging Bioconvergence: NLB encourages entrepreneurs, Startups, and MSMEs to develop innovative product development in the field of Interdisciplinary bioconvergence. Startups enthusiastic to validate their bioconvergence products through NLB incubation center facilities are especially welcome.

5.3.7 Academic Involvement: Academic students and PhD scholars are eligible to incubate at NLB, provided they submit a No Objection Certificate (NOC) from the Head of their respective institutions. Faculty from academic institutions may incubate at NLB free of cost. Alumni from JKKN institutions can also incubate at NLB free of cost.

5.3.8 Virtual Incubation: Comprehensive facilitation for virtual incubation is available for those who need mentor support, clinical validation support, and would like to access the institutional ethics committee, Animal house, Sample validation.

5.3.9 Early-stage Startups: Early-stage startups, with a developed prototype or minimum viable product, innovative solutions in the bioconvergence sector, a scalable and sustainable business model, and a dedicated team with relevant experience and qualifications are encouraged to apply.

5.4 Selection Process: The selection process for NLB's incubation program involves the following steps:

5.4.1 Application: Startups can apply online by submitting an application form that outlines their problem statement, proposed solution, MVP/POC, team structure, business model, and market potential. Additionally, startups are encouraged to include a detailed business plan, a pitch deck, and a short video presentation.

5.4.2 Required Documentation: Along with their application, startups should submit required documents including company incorporation proof such as DPIIT, PAN with MOA and AOA.

5.4.3 Screening: Applications will be screened based on the eligibility criteria, and promising startups will be shortlisted for further evaluation. This pre-screening process also involves the assessment of an innovator's pitch flow, to verify whether NLB can support the startup facility-wise and ensure that no ethical boundaries are violated in the startup's overall workflow.

5.4.4 Pitching: Shortlisted startups will be invited to pitch their ideas to an expert panel composed of NLB members and external partners. The startups' readiness to present their plans to the panel will be an important factor in further decisions.

5.4.5 Due Diligence: The panel will conduct a detailed analysis of the shortlisted startups to validate their claims and assess their potential for success. Ratification from committee members will play a critical role in progressing to the agreement signing process.

5.4.6 Final Selection: The panel will announce the final list of startups that will be admitted into the NLB incubation program within a week of application, valuing the entrepreneurs' time and the importance of bioconvergence product development.
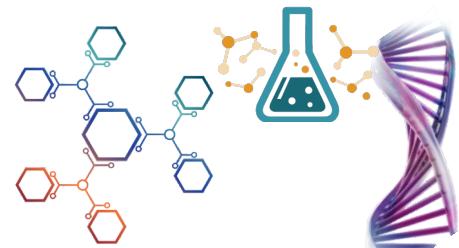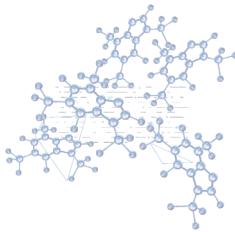
5.4.7 Agreement Signing: Upon selection, NLB will sign an agreement with the startups, outlining the terms and conditions.

5.5.Terms and Conditions: Upon selection, NLB will sign an agreement with the startups, outlining the following terms and conditions:

5.5.1 Duration:

- The standard incubation period is 12 months.
- Startups will have access to office space, resources, and mentoring during this period.
- Startups are expected to make regular progress reports and attend check-ins with program mentors.
- They will also have access to training and networking opportunities.
- The incubation period can be extended to up to 18 months in special cases, subject to performance and mutual agreement.
- For startups participating virtually, the progress of their proposed pitch will be reviewed every three months, and their incubation period may be extended up to 12 months if necessary.

5.5.2 Equity and Funding:

- While NLB reserves the right to acquire a nominal equity stake (up to 5%) in the incubated startups in exchange for its services, it is not a mandatory condition for participation in the program.
- Startups may be eligible for seed funding, subject to the completion of specific milestones and the availability of funds.
- NLB will provide regular updates via email regarding funding support, Calls for Pitch, and related events.
- NLB will organize activities such as Boot-camp and webinars to refine pitching skills and provide a platform for interaction with angel investors and venture capitalists.
- Startups will also receive pre-application mentoring for state and general government fund schemes to help them access public funding.

5.5.3 Intellectual Property:

- Startups will retain full ownership of their intellectual property. There are some exceptions and obligations as stipulated in the agreement, which are meant to protect both the startup and NLB.
- Startups are required to disclose any intellectual property they use that is not owned by them and that is not available under open source. This is to ensure transparency and prevent any potential legal issues.
- NLB will provide support for patent filing and prior art work on a requirement basis. This will help startups protect their innovative ideas and inventions.

5.5.4 Reporting:

- Startups will be required to submit regular progress reports and comply with NLB's monitoring and evaluation protocols.

5.5.5 Special Industry Considerations:

- Industries already well known in the market but interested in new bioconvergence product development are also encouraged to incubate and validate in NLB, depending upon the support expected from the industries.
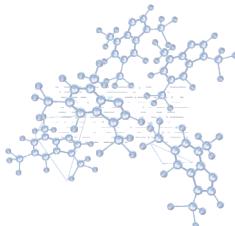
5.5.6 Termination Rights:

- The incubation center reserves the right to terminate the program at any time if a startup is not making sufficient progress or is not in compliance with the terms of the policy.

5.5.7 Exit:

- The goal of the NLB incubation program is for startups to graduate after achieving certain milestones or reaching a mutually agreed exit point.
- After completion of successful product development and customer discovery, startups are encouraged to commercialize their solution outside of the incubator.

- **This transition will be supported by NLB to ensure a smooth process.**

- **Any conflict of interests that arise during the graduation process will be resolved through a decision making process involving the operational committee members of the incubator.**

5.6 Extension Policy:

- **Startups demonstrating exceptional progress and alignment with NLB's vision may be considered for an extension. The decision will be based on a detailed review of the startup's performance and growth potential.**

5.7 Reapplication Policy:
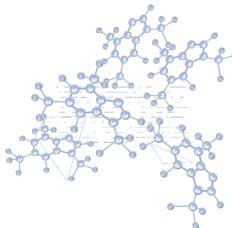
- **Startups not selected in the first round are encouraged to reapply after addressing the feedback provided by the selection committee. This policy fosters continuous learning and improvement.**

5.8 Transparency:

- **All stages of the admission process are transparent, with feedback provided to all applicants. . This encourages trust and creates a fair and open environment.**
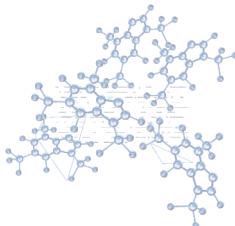
Selection Process Steps	Assessment Criteria	Score 1 (Poor)	Score 2 (Fair)	Score 3 (Good)	Score 4 (Very Good)	Score 5 (Excellent)
Application	Completeness	Missing many sections or includes multiple errors	Missing some sections or includes several errors	Complete but includes minor errors	Complete with few errors	Complete with no errors
	Clarity	Problem statement, proposed solution, and business model are not articulated	Partially articulated but lacks clarity	Articulated clearly but lacks depth	Clearly and thoroughly articulated	Clearly, thoroughly, and compellingly articulated
	Innovation	No innovation observed	Some innovation but not significant	Moderately innovative solution	Highly innovative solution	Exceptionally innovative solution
Screening	Problem Relevance	The problem addressed is irrelevant or minimally relevant	The problem addressed is somewhat relevant	The problem addressed is relevant and moderately significant	The problem addressed is highly relevant and significant	The problem addressed is extremely relevant and highly significant

	Solution Feasibility	The proposed solution is not feasible	The proposed solution is somewhat feasible but has many challenges	The proposed solution is feasible with some challenges	The proposed solution is highly feasible with minor challenges	The proposed solution is extremely feasible with no significant challenges
	MVP/POC	No MVP or POC, and no plan for one	No MVP or POC, but a weak plan for one	No MVP or POC, but a solid plan for one	MVP or POC under development	MVP or POC ready
	Team Expertise	The team lacks the necessary qualifications, experience, and skills	The team has minimal qualifications, experience, and skills	The team has satisfactory qualifications, experience, and skills	The team has strong qualifications, experience, and skills	The team has exceptional qualifications, experience, and skills
	Business Model	Business model is unclear, unrealistic, or lacks potential	Business model is somewhat clear but lacks robustness or potential	Business model is clear, somewhat robust, and has moderate potential	Business model is clear, robust, and has strong potential	Business model is clear, very robust, and has excellent potential
Pitching	Presentation Skills	Poor presentation skills	Fair presentation skills	Good presentation skills	Very good presentation skills	Excellent presentation skills
	Solution Validation	Solution's functionality, performance, and user acceptance are not demonstrated	Solution's functionality, performance, and user acceptance are partially demonstrated	Solution's functionality, performance, and user acceptance are demonstrated	Solution's functionality, performance, and user acceptance are well demonstrated	Solution's functionality, performance, and user acceptance are exceptionally demonstrated
	Business Strategy	Lack of understanding of the target market, competitors, and potential revenue streams	Partial understanding of the target market, competitors, and potential revenue streams	Adequate understanding of the target market, competitors, and potential revenue streams	Strong understanding of the target market, competitors, and potential revenue streams	Solution's functionality, performance, and user acceptance are exceptionally demonstrated
	Vision Alignment	The startup's proposal does not align with the vision and mission of JKKN Institutions	The startup's proposal somewhat aligns with the vision and mission of JKKN Institutions	The startup's proposal aligns with the vision and mission of JKKN Institutions	The startup's proposal aligns well with the vision and mission of JKKN Institutions	The startup's proposal aligns exceptionally well with the vision and mission of JKKN Institutions

Due Diligence	Claim Verification	Claims are not verifiable or are disproven	Some claims are verifiable, but some are disproven	Most claims are verifiable	All claims are verifiable, with minor discrepancies	All claims are verifiable and consistent
	Market Analysis	Lack of understanding of the market and the potential for their solution to succeed	Partial understanding of the market and the potential for their solution to succeed	Adequate understanding of the market and the potential for their solution to succeed	Strong understanding of the market and the potential for their solution to succeed	Exceptional understanding of the market and the potential for their solution to succeed
	Team Evaluation	The team's capability to execute the plan . and their commitment to the project are doubtful	The team's capability to execute the plan and their commitment to the project are somewhat demonstrated	The team's capability to execute the plan and their commitment to the project are adequately demonstrated	The team's capability to execute the plan and their commitment to the project are well demonstrated	The team's capability to execute the plan and their commitment to the project are exceptionally demonstrated
Final Selection	Comprehensive Score	Based on all previous steps, the startup's performance is poor	Based on all previous steps, the startup's performance is fair	Based on all previous steps, the startup's performance is good	Based on all previous steps, the startup's performance is . very good	Based on all previous steps, the startup's performance is excellent

6. Integrated Support System

The Integrated Support System provided by NLB is designed to ensure that incubated startups have every resource they need to grow and succeed. This includes:

6.1 Infrastructure Support:

6.1.1 Access to dedicated work space within the JKKN Institutions campus
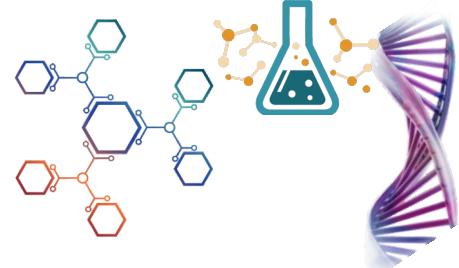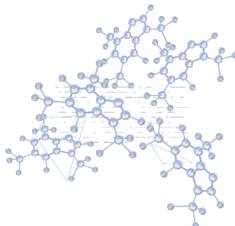
6.1.2 Access to state-of-the-art labs, equipment, and facilities designed for bioconvergence research and development. These include bioreactors, microfluidics, biosensors, bioinformatics, and cloud computing facilities. Additionally, NLB provides technical support and training on using these resources effectively.

6.1.3 Specialized resources for bioconvergence startups such as Ethical Clearance, Animal House, and Sample Collection, subject to the approval of an established ethical committee.

6.1.4 Use of the Visual Communication studio, which comprises a VFX production space with a green screen, a video editing room, an audio recording and mixing room, a voice booth, and a green room.

6.1.5 Shared services, including IT support, administrative services, campus facilities, 24-hour free WiFi, free drinking water, electricity, and bike parking.

6.1.6 Ability to utilize the lab beyond regular hours for emergency cases, with prior permission from the head of the incubator.

6.1.7 Free biometric attendance system for all incubated startups.

6.1.8 Facility rental options for startups needing individual cabins or specific infrastructure on a rental basis, with possible waivers on instrumentation usage charges based on the workflow and impact of their work.

6.2 Mentorship and Expertise:

6.2.1 Access to mentors, advisors, and experts from academia, industry, and government for guidance and feedback on product or service development. These mentors are drawn from NLB's network of faculty members, researchers, alumni, industry partners, and government agencies.

6.2.2 Access to monthly seminars and mentoring sessions with industry experts to discuss technical feasibility.

6.2.3 Biannual open mentoring sessions for all bioconvergence startups addressing ethical clearance, clinical sample collection, animal handling, ICMR regulations, IMC guidelines, CDSCO, Ayush guidelines, and interactions with clinicians.

6.2.4 Opportunities for potential collaborations across JKKN Institutions' colleges, schools, and hospitals, allowing startups to tap into a wide variety of resources and expertise.

6.2.5 Access to research capabilities, including cutting-edge research technologies, scientific expertise, and potential partnerships on joint research projects.

6.3 Business and Funding Support:

6.3.1 Guidance and support in business planning and strategy formulation, ensuring startups have a solid foundation for growth.
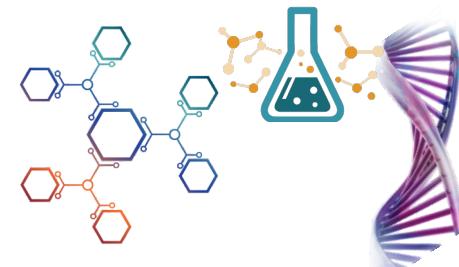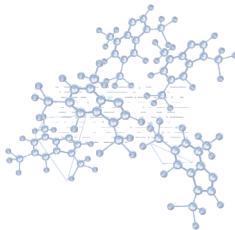
6.3.2 Assistance in financial planning, and securing seed funding, grants, or loans from various sources such as government schemes, angel investors, venture capitalists, etc. NLB will also assist startups in preparing their pitch decks, business plans, and financial projections for fundraising.

6.3.3 Access to networking events, workshops, seminars, and conferences on bioconvergence topics, facilitating learning from best practices, showcasing products or services to potential customers or partners, and building relationships with key stakeholders.

6.3.4 Support for legal, compliance, and intellectual property-related matters.

6.3.5 Provision of "The Handy Kit", a NLB document encompassing details about funding for bioconvergence startups, procedures from Idea to Market, and regulations and licenses for bioconvergence startups.

6.4 Market Linkages and Commercialization Support:

6.4.1 Assistance in establishing market linkages with customers or beneficiaries who can validate the product or service's value proposition.

6.4.2 Support in finding suitable partners such as distributors, suppliers, or collaborators who can aid in commercialization efforts.

This holistic support system is designed to ensure that every startup in NLB is given the best chance of success. The aim is not just to provide resources, but to foster an environment of innovation, collaboration, and excellence.

7. Education, Training and Research

NLB provides comprehensive educational, training, and research support to incubated startups. This is achieved through:

7.1 Education and Training:

7.1.1 Regular Workshops: These will provide practical skills and knowledge in bioconvergence, startup management, business planning, marketing, and other essential entrepreneurship competencies.

7.1.2 Seminars: Led by industry experts, academicians from JKKN Institutions, and successful entrepreneurs, these seminars aim to provide insights into emerging trends, challenges, and opportunities in bioconvergence.

7.1.3 Training Programs: Specific, intensive courses will be held to boost skills in targeted areas, such as leadership, team management, product development, and market research.

7.1.4 Access to JKKN Institutions Resources: Startups have access to the educational resources of JKKN Institutions, including libraries, online learning portals, and faculty expertise.

7.1.5 NLB will provide training or workshops on intellectual property rights management to help startups effectively manage and protect their intellectual property.
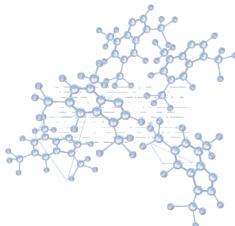
7.2 Research Support:

7.2.1 Access to Latest Research in Bioconvergence: NLB ensures that the startups have access to the most recent advancements in bioconvergence, equipping them to remain at the cutting edge of their respective fields.

7.2.2 Collaboration with JKKN Colleges: Startups have the opportunity to collaborate with JKKN colleges on research projects. This partnership allows startups to leverage academic expertise, research infrastructure, and student talent within the JKKN Institutions.

7.2.3 High-end Equipment and Labs: NLB startups can utilize the state-of-the-art facilities within the JKKN Institutions, such as the advanced research labs and the Visual Communication studio setup.

Research and Development (R&D) Assistance: NLB provides guidance and support in designing and conducting research, prototype development, testing, and other R&D related activities.
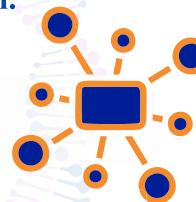
7.3 Skills Development:

Soft Skills Training: This includes communication, leadership, team-building, problem-solving, negotiation, and other interpersonal skills that are crucial for entrepreneurial success.

Technical Skills Training: Training in the technical aspects of bioconvergence will be provided, enhancing startups' ability to design, develop, and implement innovative solutions.

Mentorship Program: Each startup will be assigned a mentor from JKKN Institutions or the industry, who can provide one-on-one guidance, advice, and support.

Peer Learning: Startups will also learn from each other through regular meetings, presentations, and feedback sessions, fostering a community of shared learning and growth.

8. Networking and Collaboration

NLB creates a supportive, vibrant ecosystem for startups, facilitating networking and collaboration with other startups, companies, research institutions, and JKKN institutions. It focuses on connecting startups with a diverse range of stakeholders within JKKN Institutions, the broader public, and external partners:
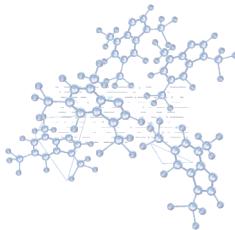
8.1 Networking Events and Professional Development:

- NLB regularly organizes or facilitates participation in networking events, workshops, seminars, and conferences on bioconvergence topics. These events provide a platform for startups to learn from best practices, showcase their innovations, and establish connections with key stakeholders.

- Annual innovation showcases allow startups to present their progress and achievements to the NLB and JKKN community, and potential investors.

- Industry-focused symposia and conferences are organized in collaboration with JKKN Institutions and other partners.

8.2 Collaboration and Commercialization Support:

- NLB facilitates regular pitch sessions, attracting collaboration and investment from established companies and investors. It also provides a platform for interdisciplinary cooperation among startups and between startups and research institutions.

- To help startups establish market linkages, NLB assists in finding customers or beneficiaries who can validate their products or services. Furthermore, it supports startups in identifying suitable partners such as distributors, suppliers, or collaborators for their commercialization efforts.

- Startups are given access to JKKN's expansive network of colleges, schools, and hospitals for potential partnerships in research, development, and application of innovations.

8.3 Partnership with JKKN Institutions:

■ Startups have opportunities to work with faculty and researchers from JKKN colleges on relevant projects.

■ Access to JKKN's diverse student body for internships and potential recruitment.

■ Partnership opportunities with JKKN's hospitals to test and implement healthcare-related innovations

8.4 External Collaborations:

■ NLB fosters connections with other incubators, accelerators, and entrepreneurship networks to provide startups with a broader ecosystem.

■ Partnerships with government agencies, non-governmental organizations, and industry for pilot projects, funding, and other resources are facilitated.

8.5 Public Engagement:

■ NLB organizes public lectures and workshops featuring startup founders and industry leaders.

■ Community outreach events aim to raise awareness about bioconvergence and the role of NLB

■ Engagement with local schools and community groups is promoted to inspire the next generation of bioconvergence entrepreneurs.

9. Regulations and Compliance

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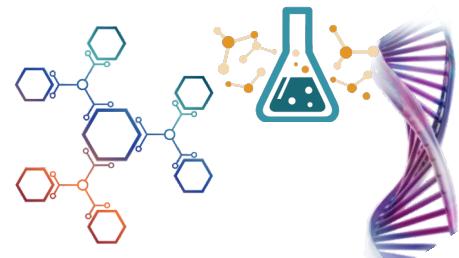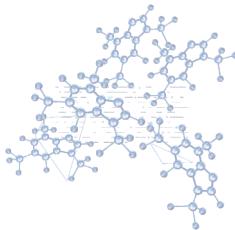
9.1 Legal Compliance

9.1.1 Intellectual Property Laws: Startups must respect and adhere to national and international laws related to intellectual property. This includes properly licensing any software or other proprietary technology used in their operations, and respecting patents, trademarks, and copyrights.

9.1.2 Data Privacy Laws: If a startup collects, uses, or stores data from individuals, it must comply with data privacy laws such as GDPR (for EU citizens), the Indian Information Technology Act, and other relevant regional data protection regulations

9.1.3 Business and Tax Laws: All startups must operate within the legal confines of business and tax laws, including proper registration of the business, filing of taxes, and compliance with labor laws if they employ staff.

9.2 Ethical Guidelines

9.2.1 Conflicts of Interest: Any potential conflicts of interest should be disclosed upfront. This may include personal or financial interests that could potentially influence the startup's decision-making processes.

9.2.2 Honesty and Integrity: Startups should conduct their operations honestly and with integrity, ensuring that their actions uphold the reputation of the NLB and JKKN Institutions.

9.2.3 Respectful Workplace Policies: All startups must maintain a respectful workplace environment that is free from harassment and discrimination. This applies to all interactions, including those with colleagues, mentors, and external partners.

9.2.4 Transparency: Startups should be open and transparent about their operations, particularly regarding their use of funds and the progress they are making towards their goals.

9.2.5 Sustainable and Socially Responsible Practices: Startups are expected to adopt sustainable practices and consider the social impact of their operations. This aligns with JKKN Institutions' vision of contributing positively to society.

Other Guidelines

Adherence to NLB's Policies and Guidelines: Startups are expected to adhere to all the policies, guidelines, and procedures established by NLB. This includes following the incubation program's operational guidelines, participating in required events, and providing regular updates and reports as required by NLB.

10. Graduation and Post-Incubation Support

Graduation from the NLB incubator program marks the successful completion of the incubation phase, while post-incubation support ensures the continued growth and success of the startup. Here are the detailed components of this phase:

10.1 Graduation Criteria
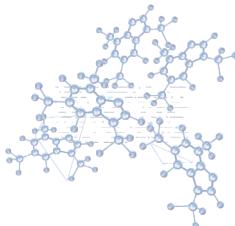
Performance:

- Consistent improvement in key performance indicators (KPIs) like sales, revenue, user acquisition, etc.
- Positive feedback from customers, mentors, and other stakeholders.
- Successful deployment and functioning of products or services.

Alignment with JKKN Institutions' Vision:

- The startup's mission, strategies, and operations align with JKKN Institutions' vision to be a leading global innovative solutions provider.

- The startup's contribution to the betterment of society reflects JKKN Institutions' commitment to societal needs.
- Emphasis on affordable, holistic approaches in their product or service.

Contribution to the Field of Bioconvergence:

- Pioneering innovative solutions in bioconvergence that influence the industry.
- Production of quality research and patents.
- Active participation in bioconvergence events, collaborations, and communities.

Post-Incubation Support

Post-Incubation Support

- Assistance in preparing for subsequent rounds of funding, including pitch deck preparation and investor introductions.
- Access to a network of potential investors and venture capitalists.
- Information about relevant grants and funding opportunities.

Access to the Alumni Network:

- Inclusion in NLB's alumni network, which provides continued networking opportunities.
- Access to alumni events, allowing startups to connect with successful entrepreneurs and industry leaders.
- Opportunities to mentor new startups joining the incubator.
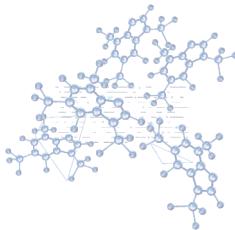
Continued Relationship with JKKN Institutions:

- Continued access to JKKN Institutions' resources on a case-by-case basis, such as laboratories, libraries, and research facilities.
- Opportunities for ongoing partnerships or collaborations with JKKN Institutions' colleges, schools, and hospitals.
- Facilitation of a mentorship relationship with JKKN Institutions' faculty and experts.

10.2 Monitoring and Evaluation

NLB incubation program prioritizes a comprehensive monitoring and evaluation plan, promoting the success of its startups. The plan includes the following key performance indicators (KPIs):

10.2.1. Intellectual Property (IP) Rights:

- Startups retain complete ownership of their IP rights, with certain conditions. Pre-existing or potential IP issues should be reported to NLB prior to participation in the program. In turn, NLB acquires a royalty-free, non-exclusive license to use the startups' IP for promotional activities. Moreover, all startups must acknowledge NLB's support in presentations or publications that pertain to their IP.

10.2.2 Regular Check-Ins:

- Regular meetings with startups are held to discuss progress, troubleshoot issues, and provide guidance as necessary. The frequency of these check-ins is determined by the development stage of the startup, with initial stages requiring more frequent meetings.

10.2.3 Progress Reports and Accountability:

- Startups are required to submit routine progress reports that detail their achievements, challenges, and future plans. This includes updates on product development, market validation, customer acquisition, revenue, and funding. These reports facilitate NLB's tracking of startup performance (KPI), feedback provision, and showcasing program impact to stakeholders and partners.

10.2.4 Performance Evaluation:

- Performance evaluations are carried out based on diverse KPIs such as product development speed, financial performance, market traction, and customer satisfaction.

10.2.5 Alignment with JKKN Institutions' Vision:

- Startups are evaluated based on their adherence to JKKN Institutions' vision of providing innovative solutions to societal needs, which is another significant KPI.

10.2.6 Potential for Further Support:

- The potential for additional support, including extended incubation, more funding, or resources, is assessed. This assessment takes into consideration growth potential, innovation, market impact, and social responsibility of each startup.
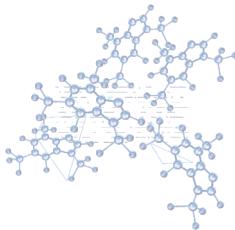
10.2.7 Feedback Mechanism:

- Feedback from the startups about their incubation program experience is encouraged, leading to continuous improvement in the program. The degree of positive feedback is also a KPI for NLB.

10.2.8 Graduation and Exit:

- Startups graduate from the NLB program upon achieving certain KPIs or reaching a mutually agreed exit point, based on factors such as revenue growth, customer traction, successful funding rounds, acquisitions, mergers, or IPOs.
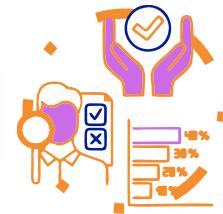
10.2.9 Outcome Evaluation:

■ On graduation, the achievements of each startup are evaluated against the goals set at the beginning of the incubation period. This evaluation helps measure the program's impact and is crucial for informing future strategies.

10.2.10 Policy Review and Revision:

■ The policy review process is fed by evaluation findings to ensure its continued relevance and effectiveness. Revisions, based on startup feedback and performance (KPIs), may be made to the admission policy, support services, or graduation criteria.

11. Incubation Center Performance Indicators

11.1 Number of Startups Served: The total number of startups that have been admitted to the program. This indicates the incubation center's capacity and reach.

11.2 Success Rate of Startups: The percentage of startups that graduate from the program and continue to thrive in the market. This is a reflection of the overall effectiveness of the program.

11.3 Average Incubation Period: The average length of time startups stay in the program before they graduate. A shorter incubation period may suggest that the program is efficient at helping startups achieve their goals quickly.

11.4 Amount of Funding Raised by Startups: The total amount of funding raised by the startups during and after their incubation period. This indicates the program's ability to support startups in attracting investment.

11.5 Job Creation: The number of jobs created by the startups in the program. This serves as a measure of the program's impact on the economy.
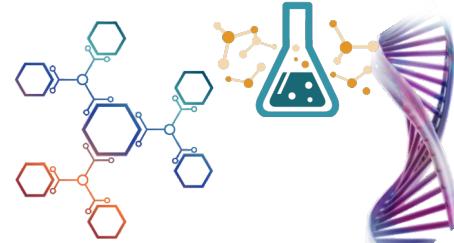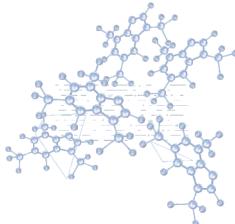
11.6 Client Satisfaction: Feedback from startups about the quality and effectiveness of the services and support provided by the incubation center. This can be measured through surveys or interviews.

11.7 Number of Partnerships or Collaborations: The number of partnerships or collaborations the incubation center has formed with other organizations, such as universities, research institutions, or corporations. This indicates the center's networking capabilities.

11.8 Program Expansion: Growth in the number of programs or services offered by the incubation center. This can show the center's ability to adapt and innovate.

11.9 Intellectual Property Outcomes: Number of patents, copyrights, or other intellectual property outcomes generated by the startups. This shows the center's ability to foster innovative work.

10.10 Social Impact: Measurable changes in societal challenges that the incubated startups are addressing. This serves as a measure of the center's effectiveness in fostering startups that contribute to societal needs.

Continual Engagement for Iterative Improvements:

In NLB incubation program, we acknowledge the importance of regular, constructive engagement with our startups, partners, and other stakeholders. This dialogue is crucial to obtaining feedback and gaining insights that allow us to make continuous, iterative improvements to our program.

This engagement may take many forms, including but not limited to:

Startup Engagement: Regular check-ins and progress meetings with our startups are critical in understanding their experiences, needs, and challenges. This direct communication helps us identify areas for potential improvement in our service delivery and program structure.

Partner Engagement: We strive to maintain open lines of communication with our partners. Their expertise and perspectives can provide valuable insights into industry trends, opportunities, and best practices that can inform our program development.

Stakeholder Engagement: We believe in maintaining transparent relationships with all stakeholders, including investors, community leaders, policymakers, and the wider public. Their feedback and perspectives can guide us in shaping our program to better serve our startups, contribute to societal needs, and respond to the dynamics of the innovation ecosystem.

Feedback Mechanisms: We are committed to implementing efficient feedback mechanisms such as surveys, interviews, focus groups, and suggestion boxes. These tools allow us to capture feedback systematically and translate it into actionable insights for continuous program improvement.
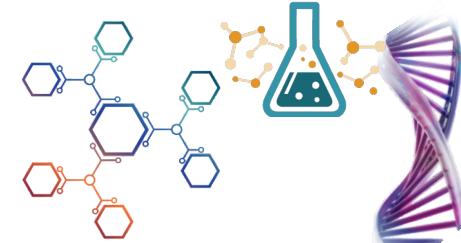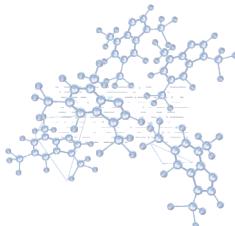
In all our engagements, we are guided by principles of mutual respect, open-mindedness, and a commitment to learning and growth. We believe that by integrating the wisdom of all our stakeholders into our program, we can continually evolve and enhance our effectiveness as an incubation center

11. Benchmarking and Adopting Best Practices:

NLB incubation program will periodically benchmark itself against other incubation programs both locally and globally. This process will serve to identify best practices and innovations in the industry that could be adopted to enhance the quality and impact of our program. The aim is to ensure that NLB remains competitive and continues to provide the best possible support and resources to our startups.

13. Policy Review and Revision

NLB incubation program acknowledges the dynamic nature of innovation, entrepreneurship, and bioconvergence. In response to these ever-changing landscapes, NLB commits to regular policy review + and revisions. The review and revision process includes:

13.1 Changes in Technology: Technology is a rapidly evolving field, especially in areas like bioconvergence. It is crucial for the policy to adapt and reflect these changes.

- Regular monitoring of technological advancements in the bioconvergence and related sectors.
- Evaluating the impact of these technological changes on the operation and strategy of the incubation program.
- Adapting the policy to ensure it remains current and technologically relevant.

13.2 Industry Trends: Industry trends significantly impact startup strategies and the overall startup ecosystem.

- Continuous monitoring of domestic and global trends related to bioconvergence and entrepreneurship.
- Analysing how these trends might impact the startups in the incubation program and the program itself.
- Revising the policy to align with relevant industry trends, enhancing the startups' potential for success.
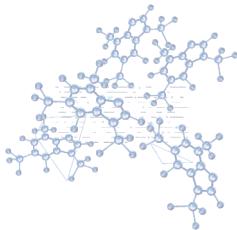
13.3 Feedback from Startups: Startups incubated under the program provide valuable first-hand experiences and insights.

- Systematic collection of feedback from startups regarding their experiences, challenges, and suggestions.
- Analyzing the feedback to identify areas of improvement and potential enhancements to the program.
- Incorporating meaningful feedback into policy revisions, improving the incubator's effectiveness and responsiveness.

13.4 Developments within JKKN Institutions: As NLB is closely tied to JKKN Institutions, developments within JKKN can impact the incubation program.

- Staying informed about changes and advancements within JKKN Institutions, such as new research, academic programs, partnerships, and other institutional developments.
- Evaluating how these changes might impact NLB and the startups under its wing.
- Adjusting the policy to maximize synergy with JKKN Institutions and ensure the incubation program aligns with the broader vision and mission of JKKN.
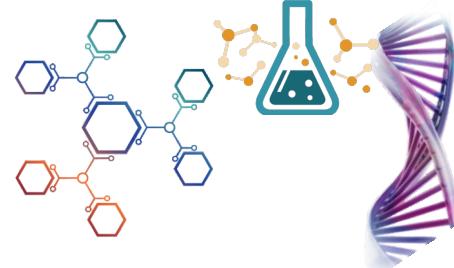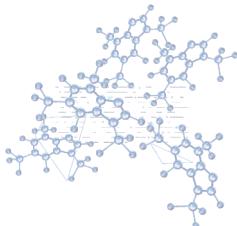
14.Services to be offered to Incubatees.

**Cost of Services shall be waived on a case to case basis.**
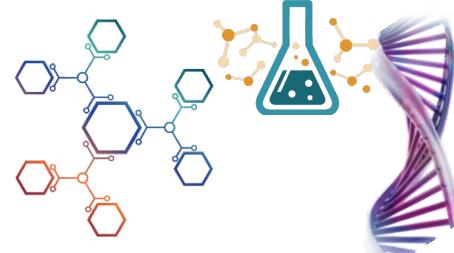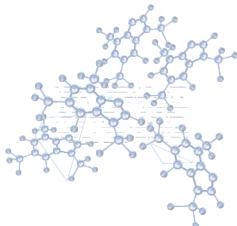
Category	Service No.	Service	Cost (in INR)
Infrastructure Support			
	1.	Dedicated Office Space (per desk per month)	₹5,000
	2.	Use of Research Lab (per hour)	₹1,000
	3.	Use of Visual Communication Studio (per hour)	₹500
	4.	Meeting Room Usage (per hour)	₹250
	5.	High-end Equipment Usage (per hour)	₹1,000
Infrastructure Support			
	6.	Access to Mentor Network (monthly membership)	₹2,500
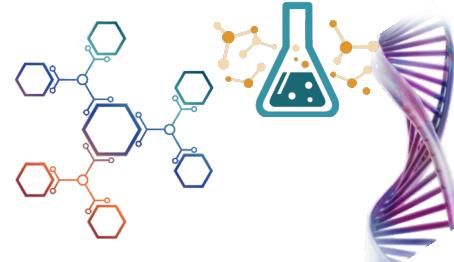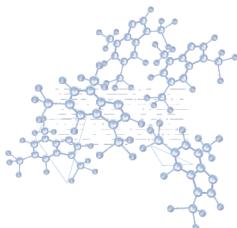
	7.	**Expert-led Workshops (per workshop)**	**₹2,000**
	8.	**Technical Consulting (per hour)**	**₹2,000**
	9.	**Legal/Regulatory Consulting (per hour)**	**₹2,000**
Business and Funding Support			
	10.	**Business Planning Session (per session)**	**₹2,500**
	11.	**Funding Proposal Preparation Support (per proposal)**	**₹5,000**
	12.	**Investor Pitching Session Preparation**	**₹7,500**
	13.	**Facilitating Investor Meetings**	**₹2,500 per meeting**
Prototyping and Product Development Support			
	14.	**Prototype Manufacturing (depending on requirements)**	**₹10,000 – ₹50,000**
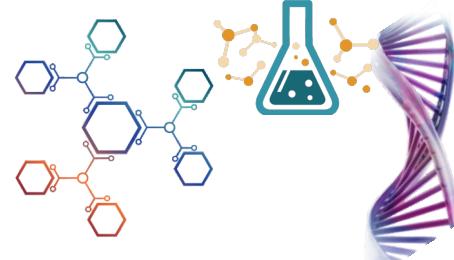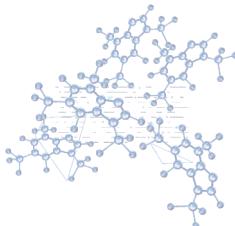
	15.	**Software Development Support (per hour)**	**₹1,000**
Market Linkages and Commercialization Support			
	16.	**Market Research Report (per report)**	**₹5,000**
	17.	**Business Matchmaking Event (per event)**	**₹1,000**
	18.	**Product/Service Usability Testing (per testing session)**	**₹2,500**
	19.	**Marketing and PR Consulting (per hour)**	**₹2,000**
Operational Support			
	20.	**Human Resource Management Consulting (per hour)**	**₹1,500**
	21.	**Accounting/Bookkeeping Support (per hour)**	**₹1,000**
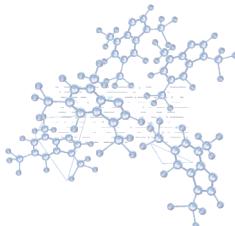
| Specialized Training Programs			
	22.	Workshop/Webinar (per session)	₹1,500
	23.	Certification Course (per course)	₹5,000 - ₹25,000
Additional Services			
	24.	Product Patent Assistance	₹10,000 - ₹50,000
	25.	Product Certification Assistance	₹5,000 - ₹25,000
	26.	Local Networking Event (per event)	₹500
	27.	International Networking Event (per event)	₹2,500
	28.	Advanced Technical Support (per hour)	₹2,500
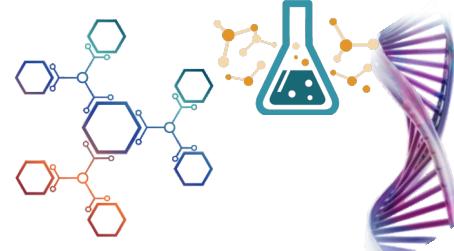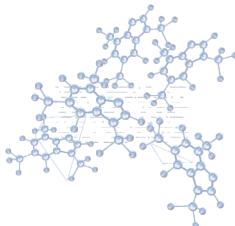
|			
	29.	Specialized Software Access (monthly subscription)	₹5,000
Data Services			
	30.	Data Analysis Support (per hour)	₹1,500
	31.	Data Storage (per GB per month)	₹50
Ideation and Concept Phase Services			
	32.	Creation of business plan	₹5,000
	33.	Creation of financial plan	₹8,000
	34.	Product feasibility analysis	₹5,000
	35.	Entrepreneurial education (per session)	₹5,000
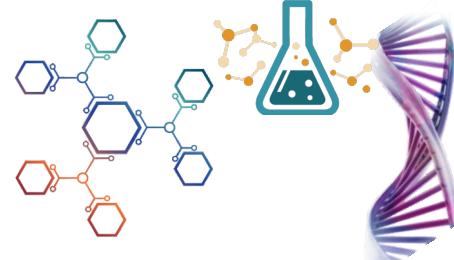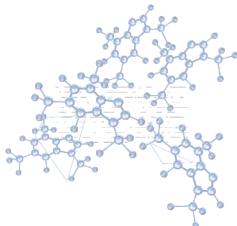
|			
	36.	Contribution to the definition of concepts	₹4,000
	37.	Market research (per report)	₹5,000
	38.	Finding business partners	₹7,000
	39.	Development of the value proposition and product market-fit	₹6,000
	40.	Identification of shortcomings in the definition of requirements	₹5,000
Company's Foundation Phase Services			
	41.	Obtaining funds or incentives	₹5,000
	42.	Defining the company's legal structure	₹4,000
	43.	Identification of entities responsible for the legalization of the company	₹5,000
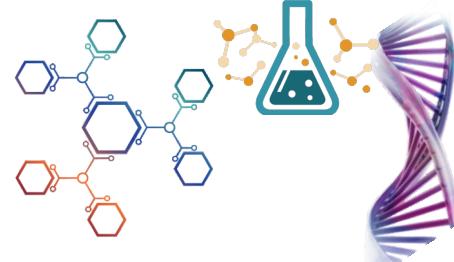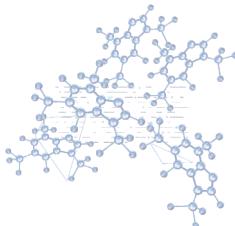
	44.	Procedure of bureaucracies associated with its registration	₹4,000
	45.	Guarantee of protection of the brand	₹7,500
Corporate Identity Phase Services			
	46.	Definition of corporate identity and design	₹7,500
	47.	Development of the landing page	₹10,000
	48.	Development of a styleguide	₹5,000
	49.	Design of the logo	₹4,000
	50.	Design of business cards (per 100 cards)	₹1,000
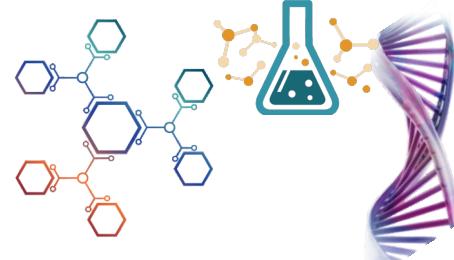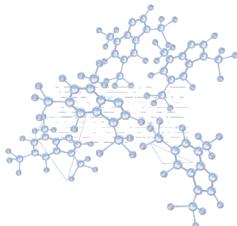
| Product Development Phase Services			
	51.	Improvement in the definition of functionalities	₹5,000
	52.	Adaptation of the product to the feedback obtained in the tests	₹4,000
	53.	Product test	₹5,000
	54.	Time management consulting (per hour)	₹4,000
Company's Foundation Phase Services	55.	Work team management consulting (per hour)	₹5,000
	56.	Identifying faults in the definition of requirements	₹5,000
	57.	Product quality assurance	₹6,000
	58.	Survey of requirements	₹5,000
	59.	Making the product user friendly	₹7,000
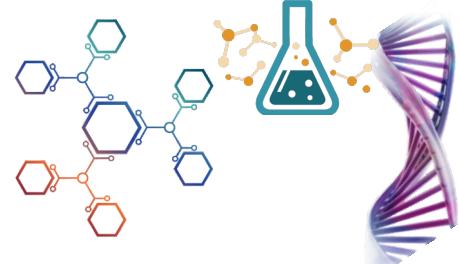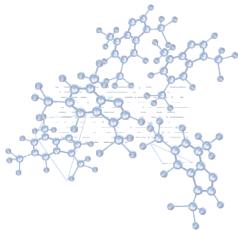
	60.	Preparation of code or general documentation	₹5,000
	61.	Acquisition of professionals	₹10,000
Market Launch Phase Services			
	62.	Creation of the strategic marketing plan	₹8,000
	63.	Creation of an action plan	₹5,000
Company's Foundation Phase Services	64.	Attraction and fundraising effective customers	₹7,000
	65.	Achievement of the target audience	₹6,000
	66.	Selection of advertising channels	₹5,000
	67.	Development of a marketing campaign	₹10,000
	68.	Participation in industry events or trade shows	₹7,500

	69.	Public relations and media outreach	₹7,000
	70.	Customer acquisition and retention strategies	₹8,000
	71.	Identification of expansion opportunities	₹5,000
	72.	Development of new products or services	₹10,000
	73.	Market expansion strategies	₹7,500
	74.	Identification of potential partnerships or collaborations	₹5,000
	75.	Selection of advertising channels	₹8,000
	76.	Scaling the business operations	₹8,000
	77.	Hiring and talent acquisition strategies	₹7,500
	78.	Development of a growth plan and financial projections	₹10,000

	79.	Development of a long-term strategic plan	₹7,500
	80.	Investor relations and fundraising strategies	₹10,000

Nattraja Incubation Forum