Elevate WomEN (Elevate Women Entrepreneurship)

Call for Proposals

Karnataka Innovation and Technology Society (KITS)

Department of Electronics Information Technology, Biotechnology and Science & Technology

Government of Karnataka

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INNOVATE KARNATAKA — K-tech

CALL FOR PROPOSALS

Karnataka Innovation and Technology Society (KITS)
NOTICE NO. KITS/IT/SUCE/6/2021-IT-KITS

KITS invites applications from Not-for-profit organisations to conduct Incubation and Acceleration Programs exclusively for Women led Startups.

The interested Incubators/Accelerators are required to submit an application in the prescribed pro forma along with the necessary documents online https://www.missionstartupkarnataka.org/elevate-women?en and it should be emailed to kitsgok@karnataka.gov.in with subject line "Elevate Women". The Call for Proposals is also available on https://www.missionstartupkarnataka.org/ elevate-women?en.

The deadline for submission of application is on or before 5.00 P.M. 24/02/2022. Refer Call for Proposals document for pre-qualification criteria and other conditions.
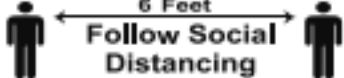
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DIPR/DDU/3117/AKAR/2021-22

COVID-19 - DON'T SPREAD RUMOURS. ACT RESPONSIBLY, AVOID INFECTION-NOT THE INFECTED.

Wear Mask | 6 Feet Follow Social Distancing | Maintain Hand Hygiene

1 Background:

Women-owned businesses are in minority in India. The hurdles faced by women who have embraced entrepreneurship are vast and often different from those experienced by their male counterparts. A survey says that in India around 42% of the women in tech feel that their voices and contributions to tech are unappreciated in the workplace which is twice the global average[1]. India stood 52nd rank among 58 countries for providing a congenial environment for women entrepreneurs (Mastercard Index of Women Entrepreneurs, 2019).

Karnataka has always been a supporting ecosystem that has facilitated the growth of innovation and entrepreneurship. It is the startup capital of the country and also one of leading global tech and startup ecosystems. Our government has always played the role of an enabler and through partnerships with key stakeholders of the ecosystem, we are continuously striving to further growth of startups.

Karnataka is also home to 7000+ Startups. Karnataka has been recognized as "Top Performer" in State Startup Rankings by Department for Promotion of Industry and Trade (DPIIT), Govt. of India (GoI) in 2019 and 2020. Government of Karnataka (GoK) encourages entrepreneurship at an early stage through New Age Innovation Network (NAIN) - Network of incubation centres in 30 engineering colleges beyond Bengaluru in 18 districts across Karnataka. Elevate is a grant-in-aid funding program for early-stage startups to convert idea to proof of concept. Around 23% of Elevate winners are women.

A 2015 study[2] showed that with equal participation of women in the economy, India's GDP can rise by 16-60% by 2025, which could translate to an addition of USD 2.9 trillion to the Indian economy

Promoting women entrepreneurship is one of the priority areas of GoK. In the recent State budget announced by the Chief Minister, a separate budget has been reserved for Women in Tech to facilitate their growth. With the above background, KITS intends to launch '**Elevate WomEN'** initiative encompassing the below mentioned programs, exclusively for Women Entrepreneurs:

   a. Acceleration Program
   b. Incubation Program
   c. Networking Platform
   d. Capacity Development Program

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[1] https://www.firstpost.com/business/women-in-tech-around-42-of-females-feel-their-voices-and-contributions-are-underappreciated-in-the-workplace-6222891.html
[2] "The Power of Parity: Advancing Women's Equality in India", McKinsey Global Institute, November 2015

It is envisaged that the Acceleration & Incubation programs will cater to sectors such as Healthcare, Fintech, Clean Tech, Manufacturing, Agritech, Deep Tech, EdTech and any other sector. Focus areas would be sector agnostic using AI/ML, Robotics, IOT applications across sectors, social ventures and other areas.

With the above context, KITS intends to invite proposals from eligible Accelerators/Incubators

2 Objectives:

The following are the broad objectives of the program:

1. To nurture and grow early stage women entrepreneurs in Tier 2 and 3 cities.
2. To accelerate the growth stage women entrepreneurs to scale up their ventures
3. To make startup ecosystem in Karnataka more inclusive.
4. To create a virtual network of women entrepreneurs in Karnataka aimed at improving the ecosystem

3 Structure of Elevate WomEN:

3.1 Acceleration Programs:

This dedicated program will aim to accelerate existing startups that are at the growth and scale up stage. This would be a 6-month long program for selected 10- 15 startups. The overall program will be divided in to three phases:

Phase 1: Outreach and Application: During this phase the selected accelerators will carry out marketing and attract applications through the online portal. However, there is already a pool of potential startups from NAIN, Elevate and Grand Challenge Karnataka programs. This pool has to be reached out on preference by the accelerator.

Phase 2: Evaluation and shortlisting: During this phase, the applications will be evaluated by experts and potential startups will be selected.

Phase 3: Acceleration: During this phase, the selected startups will be provided Knowledge sessions, Mentoring sessions, Business growth planning, Networking events, Investors connect and Demo day. This will be a hybrid model (onsite +virtual) model with a special focus on personalized mentoring.

Budget: The program will have contribution from selected accelerators and Department of El. IT, Bt and S&T, GOK. The Department's contribution towards the overall budget for running acceleration program will not exceed **40 lakh/cohort** and will be provided as **grant in aid fund**. The budget shall be divided into the following categories:

1. **Accelerator Program (Up to 30 lakh):** This budget category shall include human resources, logistics, travel, mentoring, infrastructure, training, and all other costs.
2. **Demo day award (Up to 10 lakh):** This budget shall be utilized to award to top 3 to 5 startups of the cohort basis their performance/achievements during the program. The quantum of amount can be decided by monitoring and evaluation committee on the basis of defined parameters such as: the need, stage and potential of startups.

While the applicants will have the flexibility to be creative and propose innovative and new structures for both the programs, it should leverage the extensive experience created by Accelerators/Incubators across the world.

3.2 Incubation Programs:

To promote women entrepreneurship in Tier 2 and 3 cities, a dedicated **Incubation Program** to support early-stage women entrepreneurs to transform their idea into a business will be launched. The program would include Business skills training, mentoring support, Peer learning, market analysis, customer analysis, business plan development, Pitch preparation, Investors connect. This will be a 3-6-month program for selected 15-20 startups. This will be a hybrid model (onsite + virtual) model with a special focus on personalized mentoring. The beneficiaries will be spread across the emerging tech clusters under the Beyond Bengaluru program of the Government. As part of the first year, focus will be on three emerging tech clusters.

This program will be divided in to three phases: Outreach, Evaluation and shortlisting and Incubation.

Budget: The program will have contribution from selected Incubators and Department of El, IT, Bt and S&T. The Department's contribution towards the overall budget for running incubators will not exceed **30 lakh/cohort** and will be provided as **grant in aid fund.** The budget shall include human resources, logistics, travel, mentoring, infrastructure, training, and all other costs.

4 Eligibility Criteria

The following is the eligibility criteria for Accelerators and Incubators:

1. Accelerator/Incubator should be incorporated or registered in Karnataka
2. Only Not-for-Profits are eligible for submitting the proposals

   Not-for-profit can be any of the following:

   - A Society registered under the Societies Registration Act 1860
   - A Trust registered under the Indian Trusts Act 1882

- A Section 8 company under the Companies Act, 2013

3. Accelerators and Incubators should be previously funded or currently funded by Department of Science and Technology (DST)/any central/state government agencies or having completed minimum 3 years of operations and having accelerated or incubated at least 20 startups in multiple domains. The startups should be graduated.

5   Evaluation of Proposals:

The proposals shall be evaluated based on the merit and the capability of the Accelerator/Incubator in helping achieve the objectives of the program, in efficiently managing the program, and supporting technology bases startups.

The following broad parameters will be used for evaluation of the proposals –

a) Design of the program preparedness and experience of the Accelerator/Incubator and its team to run the program
b) Quality of the Mentors associated with running the program
c) Ability of the Accelerator/Incubator Program to achieve the overall objectives and targets
d) Experience of the Accelerators/Incubators to provide prototyping grants and seed-support, help startups get external funding
e) Case studies of Accelerators/Incubators supporting its existing / graduate incubates in the acceleration of the startup
f) Financial contribution of Accelerators/Incubators to run the program

Program Evaluation will be conducted at the end of 1st cohort and decision will be taken regarding extension of agreements with the Accelerators/Incubators for subsequent cohorts, based on the approval of Steering Committee and budget provision

6   Implementation and monitoring mechanism

The program will be monitored by the **Monitoring and Evaluation Committee** constituted by KITS. The selected accelerators and incubators will be required to submit monthly progress report. The following are the broad parameters for monitoring.

Acceleration Program:

1) Number of startups evaluated and provided feedback
2) Number of startups provided mentoring support
3) Number of hours invested in one-to-one mentoring sessions

4) Number of startups supported in securing funding/capital
5) Details and number of investors present on the demo day
6) Number of startups supported in securing customer/market validation/traction
7) Number of startups successfully graduated from the program

Incubation Program:

1) Number of Mentorship Session (focused group workshops for the shortlisted companies on Product Management, Go-to-Market Strategy. Etc.)
2) Number of Shared Services (Legal, Secretarial, Accounts/Finance, Taxation & Talent Acquisition)
3) Number of Workshop /Webinar on Pitch Deck Preparation and Presentations, Story Telling, Structured Design Thinking Program by industry stalwarts, Managed program on creating sustainable growth plans
4) Number of Investor Connect Session (Help shortlisted start-ups raise seed capital to growth capital, from a wide range of investors- angels, micro-VCs, VCs, and Government funds)
5) Number of Industry/ Enterprise Connect Sessions
6) Number of Focused Sessions and Meetups (EDP and Development of Ecosystem for specific sectors in Tier 2, Tier 3 cities
7) Number of International connect/exposure through KUIC (Karnataka Unit for International Collaborations), KITS.

7   Terms and Conditions:

The selected Accelerators /Incubator (grantee) shall enter into Memorandum of Agreement with KITS with broad terms and conditions as below:

(i) The grantee would put in place a proper mechanism for ensuring proper implementation and execution of Programs and provide a timely monitoring report.
(ii) The grant being released should be exclusively spent for the specified purpose for which it has been sanctioned within the stipulated time. The grantee will keep the whole of the grant in a separate Bank Account earning interest and the interest so earned should be reported to KITS in the Utilization Certificate and Statement of Expenditure. The interest so earned will be adjusted towards further instalment of the grant and/or at the time of Final Settlement of Accounts or the interest so earned shall be returned to KITS at the end of the Project. Bank Statements need to be submitted for the period mentioned in the Utilization Certificate.
(iii) The grantee shall furnish to the Dept. of El. IT, BT&ST, utilization certificate and an audited statement of accounts pertaining to the grant as per the prevalent financial rules of the Govt. of Karnataka.

(iv) The grantee is required to send two copies each of the following to the Deptt. of El. IT, BT&ST at the end of each financial year as well as at the time of seeking further installments of the grant if any. a. Progress report b. Audited statement of accounts relating to the amount sanctioned and c. Utilization certificate.

(v) All the assets acquired or created from the grant shall be installed in the premises of the Accelerators/Incubators and not in any other department/Division of the host institute, unless specifically approved by the Dept. of El. IT, BT&ST on the recommendation of the Steering committee.

(vi) The grantee must not entrust the implementation of the work for which the grant is being sanctioned to another institution and divert the grant receipts as assistance to the latter institution unless approved by the committee. In case the grantee itself is not in a position to execute or complete the project, it may be required to refund forthwith the Deptt. of El. IT, BT&ST, the entire amount of grants-in-aid received by it.

(vii) KITS reserves the right to terminate support to the project at any stage if it is convinced that the grant is not being utilized properly or that appropriate progress in the project work is not being made.

(viii) KITS will not have any liability towards the manpower appointed by the grantee institution for implementation of the project.

(ix) KITS will have no liability on account of any omission or commission of regulatory/statutory requirement by the Accelerator/Incubator or its participants and their companies, as a part of this Program.

(x) The Grantee will indemnify, defend and hold harmless the Deptt. of El. IT, BT&ST (Grantor) from and against, and in respect to, any and all losses, expenses, costs, obligations, liabilities, and damages, including interest, penalties, and attorney's fees and expenses, that the Grantor may incur as a result of any negligent or willful acts or omissions of the Grantee.

8 Submission of Proposal

A proposal in the prescribed proforma along with the necessary enclosures is to be submitted at online portal https://www.missionstartupkarnataka.org/elevate-women?en and shall be emailed at kitsgok@karnataka.gov.in with subject line "Elevate Women".

The proposals only submitted through online portal are considered for evaluation

If the agency is applying for both Acceleration and Incubation Programs, they shall submit separate proposals

For communication the following address may be used:

Karnataka Innovation and Technology Society (KITS)

Department of Electronics, IT, Bt and S&T,
Government of Karnataka,
BMTC – Central Offices Building,
TTMC 'B' Block, 4th Floor, Shanthinagar,
KH Road, Bengaluru 560 027

Nodal officer from KITS:

Smt. Champa E, General Manager, KITS
Email: gm3kbits@gmail.com
Mob: 88848 52582

9   Acceptance and Processing of Application

The proposals received against the call for proposals are evaluated by the Steering committee formed for this purpose. The last date for submitting the application is 24/02/2022

Annexures

Annexure – 1

PROFORMA FOR SUBMISSION OF ELEVATE WOMEN PROPOSAL

Please fill up the proforma completely, incomplete proposals are liable to be rejected. Even if the information is not available for a particular point please record that information is not available. Proposal must be attached with the endorsement letter, forwarding letter as per the format in Annexure 2 and 3.

1. Details of the Accelerator/Incubator:

Name:

Address:

E-mail:

Website:

Please specify program: Acceleration / Incubation

2. Details of the CEO/ Head of the Accelerator/Incubator

CEO/Head details-

Name:

Address:

Mobile:

Landline:

E-mail:

3. Details of the Accelerator/Incubator Program:

Name:

Sector/Focus area:

Target Cohort Size:

Duration of program:

4. Executive Summary: [Brief Description of the Program]

5. Preparedness to run the Program

a. Details of the Accelerator/Incubator experience of running large-scale programs involving scouting, outreach, and training support.

b. Details of the tentative team proposed to be involved in running the Accelerator/ Incubator Program, including details of the program lead who will spend substantially all-time in running the program smoothly.

c. Tentative list of expert evaluators and mentors expected to be involved in running the program.

d. Details of experience of providing seed-fund to startups and success stories

e. Case studies of Accelerator/Incubator in supporting its existing / graduate incubate in the acceleration/Incubation of the startup (max 5)

6. Program Design and Structure

Provide details of different aspects of the program including –

a) Tentative dates and timelines of the program
b) Details of different phases of the program
c) Proposed targets by the Accelerators/Incubators for the program:

Acceleration Program:

1) Number of startups evaluated and provided feedback
2) Number of startups provided mentoring support
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4) Number of startups supported in securing funding/capital
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3) Number of Workshop /Webinar on Pitch Deck Preparation and Presentations, Story Telling, Structured Design Thinking Program by industry stalwarts, Managed program on creating sustainable growth plans.
4) Number of Investor Connect Session (Help shortlisted start-ups raise seed capital to growth capital, from a wide range of investors- angels, micro-VCs, VCs, and Government funds)
5) Number of Industry/ Enterprise Connect Sessions
6) Number of Focused Sessions and Meetups (EDP and Development of Ecosystem for specific sectors in Tier 2, Tier 3 cities
7) Number of International connect/exposure through KUIC (Karnataka Unit for International Collaborations), KITS.

7. Month-wise work plan for the program (a separate time linked activity sheet to be provided along with the detailed work plan)

8. Total Budget (including grant-in-aid) across phases of the program

S. No	Item of Expenditure	Total Cost	Grant-in-aid	Contribution by Accelerator/Incubator
1	Marketing and Promotion cost			
2	Evaluation of applications			
3	Mentoring cost			
4	Training cost			
5	Infrastructure			
6	Events			
7	Travel			
8	Miscellaneous			
	Total cost (Grant-in-aid up to 30 lakhs)			
	Demo day award (Grant-in-aid up to 10 lakhs, only for acceleration Program)			
	Total			

* Budget to be submitted along with the justification of each item and a list indicating cost along with the justification on a separate sheet.
* Upper Limit of the budget is assumed based on the cohort size of 15+ startups.

9. Means of Financing:

	Means of Financing	Amount
1	Contribution of KITS towards the program	
2	Contribution of Accelerator/Incubator towards the program	
	Total	

Name & Signature on behalf of Accelerator/Incubator

Date:

Place:

Annexure 2

**ENDORSEMENT FROM THE CEO OF ORGANIZATION
(TO BE GIVEN ON LETTER HEAD)**

PROJECT/ PROGRAM TITLE: *(Title/ Name of the accelerator Program)*

 1. Certified that the Institute welcomes participation of Dr./Shri/Smt./Km. _____ as the Principal Investigator/CEO and Dr./Shri/Smt./Km.

_____ as the Co-Investigator /Project Manager for the project and that in the unforeseen event of discontinuance by the Principal Investigator, the Co-Investigator/Project Manager will assume the responsibility for the fruitful completion of the project/ program (after obtaining consent in advance from KITS).

2. Certified that the equipment, other basic facilities, and such other administrative facilities as per terms and conditions of the grant, will be extended to investigator (s) throughout the duration of the project/ program.

3. Institute assures financial and other managerial responsibilities of the project/ program.

4. Certified that the organization has never been blacklisted by any department of the State Government or Central Government.

Name and signature of Head of Accelerator or Incubator/ CEO

Date: …………………..

Place: …………………….

Annexure 3

CERTIFICATE FROM THE CEO

(TO BE GIVEN ON LETTER HEAD)

PROJECT/ PROGRAM TITLE: (Title/ Name of the accelerator program)

1. We agree to abide by the terms and conditions of the KITS grant.

2. We did not submit this or a similar project proposal elsewhere for financial support.

3. We have explored and ensured that equipment and basic facilities will be available as and when required for the purpose of this project. We shall not request financial support under this project, for procurement of these items.

4. We have enclosed the following materials:

	ITEMS	NUMBER OF COPIES
(a)	Endorsement from the CEO (On Letterhead)	One
(b)	Certificate from CEO	One
(c)	Copies of the proposals	One

Date: ………………

Name & Signature of Name & Signature Of
Principal Investigator/CEO

Name & Signature of Name & Signature Of
Co-Investigator(s)/Project Manager

Place: ………………..

Documents to be submitted:

1. Biodata/CV of CEO and Project manager
2. Certificate from PI/Certificate from CEO
3. Endorsement from CEO
4. Complete Project proposal including:
   i. Proposal as per annexure 1
   ii. Budget as per guideline
   iii. Activity Schedule - Month-wise work plan with detailed structure of the program
   iv. CV of CEO and Project manager
   v. List of internal team member, with designation and contact details
   vi. List of empaneled fulltime and part time mentors and trainers
   vii. List of empaneled Partners with commitment letters.
   viii. Details about current infrastructure of the company
   ix. Details about the space, and equipment including equipment and online platforms for networking and equipment for prototyping and research
5. Registration Certificate of the Accelerator/Incubator
6. Memorandum of Association and Article of Association of the Accelerator/Incubator
7. Audited Statement of Accounts for the last 3 Years
8. Annual Reports for the last 3 Years
9. Any authorized documents as a proof for fulfilling eligibility criteria point 3.