



POORNIMA
INSTITUTE OF ENGINEERING & TECHNOLOGY
Affiliated to RTU, Kota • Approved by AICTE & UGC under 2(f) • Accredited by NAAC and NBA



POORNIMA
BUSINESS INCUBATION CENTRE

Poornima Business Incubation Centre (PBIC) is the venture arm of **Poornima Institute of Engineering & Technology (PIET)** nurtures and fosters incubation of startups. It is an incubation centre for startups whose objectives are to cultivate and promote entrepreneurship among talented youth, students and experienced alike. Anyone with an idea and unflinching determination to give it a shape is an ideal candidate to associate with PBIC. Poornima Business Incubation Centre (PBIC) is set up to promote innovation and entrepreneurship by converting and translating technology ideas and innovation in various disciplines of science and engineering into products, processes and services for commercial exploitation and for the benefit of society. PBIC offers incubation facilities and services to prospective entrepreneurs to their innovative ideas into commercially viable products. PBIC provides certain facilities like physical infrastructure and support systems necessary for business incubation activities, Services such as training or High- speed Internet access, links to higher education resources, accounting and financial management etc. It facilitates networking with professional resources, which include mentors, experts, consultants and advisors for the incubates. PBIC also conducts events like entrepreneurial talk series, workshops, open pitches and seminars to offer a good interface and visibility in the region. **Poornima Institute of Engineering & Technology** has been supporting the new budding Entrepreneurs since 2014 through a club which was known as E-cell and which is now working in coordination with PBIC.

Structure of PBIC

Mr. Manish Bhardwaj	PBIC Coordinator
Dr. Pran Dadhich	PBIC Coordinator
Dr. Gautam Singh	PBIC Campus Coordinator, PIET
Dr. Mukesh Chandra	PBIC Campus Coordinator, PIET
Mr. Deepak Moud	PBIC Campus Coordinator, PIET
Dr. Megha Gupta	PBIC Campus Coordinator, PIET

Details Of Facilities

Physical infrastructure:

- Fully furnished Office Space
- Shared resources: Meeting rooms, Conference rooms.
- Office productivity equipment: Fax, Photocopier, Printer, Scanner, Projector
- Lab: PBIC Lab with Equipment and software tools, Facilitation for access to PIET Labs

Innovation Support

- IPR Registration and examination for the start-ups is also facilitated by PIET-PBIC at no cost.

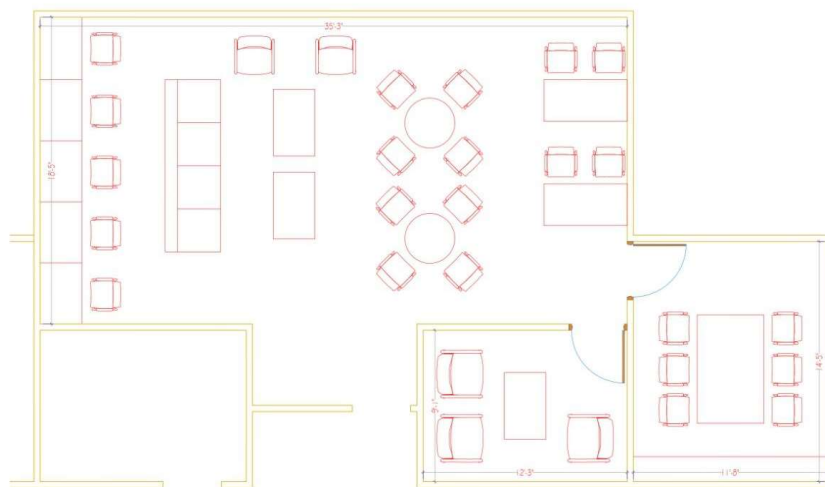
Utility:

- Electricity
- Internet

(# No cost for electricity/internet consumption or any utility or service is charged separately to the Incubates. However, Incubator retains a right to limit the free electricity/internet consumption and other utility, beyond which charges will become payable by the Incubate.)



PBIC has plan to extend the facility with new co-working space for around 15-20 start-ups:



Policy and Procedure for Business Incubation

The intent of this document is not to eliminate all possible situations leading to conflict of interests, an obvious impossibility. Rather, it is to enable an interested person to recognize situations that may be subject to question, to take steps to minimize such conflicts and to ensure that such situations are properly reviewed and, if necessary, corrected. All potential conflict of interest situations should be handled in a manner and all relevant activities are conducted in a manner consistent with the values of PBIC, Poornima Group and public values and interests. This policy makes all stakeholders related to PBIC and Business Incubator aware that no one should use his/her position in one role for personal gains in the other role, and when necessary, explicit permission of relevant stakeholder may be obtained.

Introduction

Poornima Business Incubation Centre (PBIC) is set up to promote innovation and entrepreneurship by converting and translating technology ideas and innovation in various disciplines of science and engineering into products, processes and services for commercial exploitation and for the benefit of society. To accomplish its goal, PBIC runs and manages a Business Incubator (BI) at Poornima Group to facilitate incubation of new enterprises with innovative technologies by admitting them in BI and providing them physical, technical and networking supports and services.

This document contains policy and procedure for operational matters related to PBIC. It covers the following processes:

1. Eligibility
2. Admission process
3. Intellectual Property process
4. Incubation support
5. Periodic assessment
6. Information submission
7. Tenure in PBIC
8. Exit (Graduation)
9. Conflicts of interest
10. Disclaimer

The policy is subject to periodical review and amendments. It will be the responsibility of the student/companies admitted to/associated with BI to update themselves from time to time on amendments in BI policy and procedures. PBIC reserves the rights to make an exception of all or any of the terms of policy for a particular student or a promoter on a case to case basis.

1. Eligibility

1.1 Admission to PBIC is open to any of the following from Poornima Group:

- Students & Alumni
- Poornima Group's R&D partners (sponsors of R&D and consultancy projects),
- Poornima Group's partner universities (having R&D collaborations in place), and
- Government agencies associated with Poornima Group's research and innovations.
- PBIC alumni on selective basis.

- Applicants supported under any program managed by PBIC.

Focus of PBIC for incubation of proposals/business ideas shall be on the following basis:

- IP Based Start-ups
- Physical Products
- Proposals with potentials for strong identifiable involvement or interaction with Poornima Group faculty
- Proposals which will have social and strategic impacts,
- Proposals supported by any of GoI (central/state) initiatives, where PBIC support is a requirement.

1.2 Applicants must fulfil the eligibility criteria as above for making an application for admission in the BI, even in case of PBIC's virtual incubation and or preincubation programe.

2. Process

- Applicants may visit PBIC to discuss their business ideas. if the business plan is ready, they may also submit the same with PBIC. The Business Plan could be in form of document of maximum 20 pages or a detailed presentation. This can be submitted in PBIC. PBIC may invite applicants to make presentation for internal review purpose. Thereafter, the business proposal for incubation is subject to review by external experts.
- If team members consist of a faculty member from Poornima Group, he or she needs to obtain permission from the offices of Dean (R&D) and Dean (Faculty affairs) to be part of the venture.
- If the team includes a pursuing student, he or she will obtain permission from his or her faculty guide and/or head of department for starting a venture and business incubation in PBIC. A letter from guardian may also be needed. This is to avoid any academic or social conflict vis-a-vis incubate students as also with PBIC.
- If the applicant is not a registered company, the applicant will have to register a company within a period of three months from the date of approval for admission in the Business Incubator.
- Incubate student will enter into necessary agreements on the approval of the admission in the Business Incubator.
- Incubate student will be subject to continual reporting as per the Business incubator policy.

Based on the merits of the case, the evaluation of the idea/business plan for incubation purposes, any of the following processes could be adopted.

2.1. Through two levels of review process:

- Internal review- by senior faculty members. A pitch template will be shared with the applicant for presenting to the internal team. This may take a few iterations till desired clarity of the idea/business is achieved.
- External review- A business plan/deck is prepared after satisfactory internal review by the applicant. This is then sent to two/three experts for their opinion/feedback. Experts could be from the domain, investor, established entrepreneur, potential client/user. Applicants may be asked to present to the concerned experts and feedback sought.

2.2. In case of pre-screened and previewed business ideas/cases by government grants/competitions, on their approval, the same will be directly taken for preincubation or incubation as the case may be.

2.3. All other cases will be processed as in above with internal review followed by at least two external reviews. Incubation approval is subject to completion of satisfactory review process.

PBIC will have a sole discretion whether to admit or reject a proposal for incubation and the decision of PBIC in this regard shall be final. PBIC is not bound to give any reason in case a proposal is rejected.

3. Process for Intellectual Property transfer

3.1. Approval required from:

- a) Dean FA - NOC for starting a venture/association as an equity holder/mentor/advisor
- b) Dean R&D - Approval of IP license/transfer in case Poornima Group IP is involved.

-If there is no IP, NOC for starting a venture/association as an equity holder/mentor/advisor with an acknowledgment that there is no IP.

The companies or promoters/founders may have to pay consideration in lieu of the transfer / licensing of/ permission to use IP in their favour, which will be decided by PBIC.

IP transfer/ IP licensing/ permission to use IP will be in favour of only the registered entity.

4. Incubation Support

DETAILS OF FACILITIES

4.1. Physical infrastructure:

- Furnished Office Space (shared)
- Shared resources: Meeting rooms, Conference room, Internet, Computer
- system
- Office productivity equipment: Printer, Projector
- Lab: PBIC Lab with Equipment and software tools, Facilitation for access
- to Poornima Group Labs

4.2. Utility#:

- Electricity
- Internet

(# No cost for electricity/internet consumption or any utility or service is charged separately to the Incubates. However, Incubator retains a right to limit the free electricity/internet consumption and other utility, beyond which charges will become payable by the Incubate.)

4.3. Advisory and coaching:

- Mentoring
- Trainings and workshops
- Free advisory from Experts- legal, CA, IP. Addition expert area may be added during the incubation. The Incubates however will have to pay for specific transactions.

4.5. Network:

- Facilitation for business, professionals and expert network
- Facilitation for investors network
- Facilitation for industry connection
- Showcasing opportunities

4.6. Ecosystem advantage:

- Experiential learning in incubation Centre
- Poornima Group ecosystem- technical resources and interactions,

- students, library, easy access to IP
- PBIC-Poornima Group brand
- Media visibility

Notes:

- The ownership of all assets and facilities so provided as a part of Incubate supports and facilities rests with Incubator or Poornima Group as the case may be.
- Pre-Incubates will be provided all the above incubation support except funding
- Virtual Incubates will be provided all the above incubation support except physical office space.

5. Periodic assessment

PBIC will evaluate the performance of incubate students periodically. Incubate students will submit information to PBIC in a prescribed format. (This can be obtained from PBIC office) The students will also be subject to an annual assessment by a committee comprising of external experts.

6. Information Submission

Incubate students will submit information to PBIC about all material changes or developments taking place in their companies from time to time. Such information could be (but not limited to) change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, additional equity or debt investments. PBIC may require incubate students to submit other information as it deems fit. Prior concurrence of PBIC should be obtained for effecting such changes.

Besides the above it may be called upon by any government organization/institution to share information regarding the incubated students. PBIC may, accordingly, call for such information. PBIC will take the responsibility not to share/disclose any company specific details without prior permission of said company but may use the information for consolidation purposes only when reporting.

7. Tenure in PBIC

Students will be permitted to stay in BI, to begin with, for a period of 18 months. Further extension if any will be for another 18 months based on satisfactory performance review, the rental charges where physical incubation is provided will be levied as per prevailing market rates. Any stay beyond the total of 36 months is subject to PBIC Board approval and will entail additional consideration to PBIC including higher rentals, which terms will be decided at that point of time.

8. Exit (Graduation)

Incubate students will leave the incubator under the following circumstances:

- Completion of stay for eighteen months, unless the stay is extended by PBIC.
- Underperformance or unviability of the business proposition: criteria for the same will be decided and applied by PBIC on the case-to-case basis.
- Irresolvable disputes between promoters/ founders. PBIC will decide the position or point when disputes are deemed to be irresolvable.
- Change in promoters'/ founders' team without concurrence of PBIC.
- When the company enters in an acquisition, merger or amalgamation deal or reorganization deal resulting substantially a change in the profile of the company, its

promoters, directors, shareholders, products or business plans, or when a company plans for a public issue.

- Any other reasons which PBIC may find it necessary for an incubate student to leave BI.

Notwithstanding anything written elsewhere, PBIC's decision in connection with the exit of an incubate student shall be final and shall not be disputed by any incubate student.

9. Conflicts of interest and confidentiality of information

When a person plays two separate roles in two different positions and he/ she uses one position for his/ her personal benefit in the other role, a situation leading to conflict of interest arises. PBIC endeavours to draw a line between appropriate and inappropriate interactions among its board members, employees, mentors, consultants, affiliates, incubate students, their employees, persons connected to them or their promoters, employees and staff, various service providers and suppliers. Conflicts between private interests and official responsibilities of all stakeholders must be handled in a transparent manner, and PBIC/ BI considers the full voluntary disclosure as the best mechanism for managing conflicts of interest.

This policy also deals with maintenance of confidentiality of proprietary information. A committee may be set up by PBIC to resolve any dispute over such situation causing conflicts of interests.

10. Disclaimer

The incubate student will understand and acknowledge that PBIC intends to provide supports and services to the student in good faith to pursue its objective to promote entrepreneurship by converting innovative technologies developed in the Institute to commercialization by incubating and supporting new enterprises.

It is understood that by agreeing to provide various supports and services, PBIC does not undertake responsibility for:

- Ensuring success of an incubate student, its products/ process/ services or marketability,
- Ensuring quality of support and services provided by PBIC to the complete satisfaction of the incubate students or their promoters/ founders.
- Ensuring quality of services of the consultants engaged by the incubate students through PBIC/ Poornima Group network. Incubate students will have to apply their judgments before getting in to a relationship with them.

The incubate students agree that PBIC/ Poornima Group or their employees shall not be held liable for any reason on account of the above.

List of New Startups under PBIC (2020-21)

S. No	Startup Name	Student Name	Phone number	Mail id	Date of Registration	Address	Reg.
1	REGOOLUR PRODUCT AND TECHNOLOGIES PRIVATE LIMITED	Tanya Kumawat	7742481873	2017pietctanya108@poornima.org	14-12-2020	48, HASTINAPUR COLONY, karani palace, panchyawala, Jaipur, Rajasthan, 302034	08AAKCR5255R1ZH
2	M/s. BREADNBUTTER TECH	Saksham Saxena	7230093372	sakshamsaxena@bnbtech.xyz	20-10-2020	355 VINOBA VIHAR JAGATPURA JAIPUR 302017	U74999RJ2021PTC07672
3	READINGBOX.IN	Amit Jangid	8440902650	2019pietcsamit23@poornima.org	15-08-2020	28, Govardhan Nagar South, Pratap Nagar, Sanganer, Jaipur 302033	UDYAM-RJ-17-0013696
4	Digital Darzi	Himanshu Hingorani	7014648668	2019pgieshimanshu21@poornima.org	19-10-2020	SHIV MARG, A-690, NEAR RUNGTA HOSPITAL, MALVIYA NAGAR, JAIPUR, 302017	08BEWPH7266A1Z7
5	TECHNOBUILD PRIVATE LIMITED	Abhishek Parashar	9950890635	2019pietcsabhishek06@poornima.org	25-02-2021	D-97 B, Shiv Officers Colony, Jagatpura, Jaipur 302017	UDYAM-RJ-17-0059778
6	Local Eyes	Yuvraj Dagur	8949090660	2019pietcsyuraj196@poornima.org	21-04-2021	A85b, Shiv Shakti Nagar, Model Town, Malviya Nagar	U72900RJ2022PTC081656

Brief about PBIC Incubated start-ups



BreadNButter



TechnoBuild Pvt Ltd



Digital Darzi



LocalEyes



Auxicux Consultancies



ReadingBox.in

1. Local Eyes

- Hyper-Local Social Community Platform
- People can Ask, Answer and Share Anything and Everything about their locality
- an online digital space for people to interact with each other
- get connected with deserving small Local Businesses

is a Hyper-Local Social Community Platform that connects People with Locals so that they can Ask, Answer and Share Anything and Everything about their locality from the people who are actually living there. This creates an online digital space for people to interact with each other within their locality, get connected with deserving small Local Businesses, and create a friendly, connected neighbourhood community. Its team consist of Yuvraj Dagur and Aryaman Pachauria.



2. **AuxiciuX Consultancies**, founded by Abhinav Tiwari and his team on 10th August 2021, provides solution to various problems. They provide solutions to people, individuals, firms, companies etc. The core team includes Dhruv Sharma, Samar Nalme, Shagun Pareek and Khushi Khandelwal.
3. **Techno build Private Limited** offers software based solutions and related services like website development, application development, data management, BIG data API services, etc. just to name a few. It was founded by Abhishek Parihar.
4. **Bread N Butter** is a Tech based start-up, which is divided into two basic units. One unit is responsible to handle Client side contract based development projects. Another unit is working to blossom company's own products. Bread N Butter Tech Incorporated is the parent company, under which we launched our product Gamboll (Child) in March 2020 in stealth mode, and the other one in Oct 2020 in the very same genre. Its team consist of Rohan Talwadia and Nitesh Sharma.
5. **Bech Do(OlxTech)** is a total marketplace where the seller would be a common man, where he/she can sell his/her things with proper bill and the buyer can purchase those things on EMI. All the banks would be made available on the platform so the buyer/seller can buy/sell conveniently.
6. **Digital Darzi** -: Simplifying Print On Demand Dropshipping. We work in the Printing Sector and print everything from T-Shirts to Caps. We have developed a platform where Young Entrepreneurs can come up with their new designs and create their own stores. We then put it up on a Merchandise and create a mockup. The mockup is then Marketed Socially and when a customer buys the product, we Print and deliver it to the customer.

List of Activities Conducted Under PBIC

S.No.	Name of Event	Date of Event	Type of Activity	Name of experts	facebook Link	Link to google drive
1	RTU-POORNIMA HACKATHON 2021	22-3-2021 to 24-03-2021	Innovative Ideas	(Mr/Ms.) Rajendra Lora, Rupam Gupta, Devesh Rakhecha, Vivek Dahiya, Saurabh Trivedi, Ashish Khare, Akhilesh Trivedi, Vivin Babu, Pooja Vijay, Nitin, Abhishek Gupta, Sandeep, Yogendra, Ankit Chhajed, Dr. T. K. Jain	https://fb.watc h/4J7yMtuwd 4/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
2	RTU(ATU) TEQIP III sponsored Industry Expert session on Setting up and growing business venture	22-3-2021 to 23-3-2021	Industry Expert Talk	Prof G.S. Dangayach, MNIT, JAIPUR, Dr. Ramesh Mittal, Director, CCS National insti. of Agriculture, Ms. Sarita Bhootra Associate Manager, Earnst & young, Ms. Shipra Gupta, Senior Manager, Global Sales and Marketing-OttonomyIO	https://www.facebook.com/PoornimaInstitute/videos/287453819481919/ https://www.facebook.com/PoornimaInstitute/videos/266700705028874/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
3	RTU(ATU) TEQIP III sponsored session on " Minimalism and how can it empower one financially"	27-2-2021	Industry Expert Talk	Ms. Shipra Gupta, Senior Manager, Global Sales and Marketing-OttonomyIO	https://fb.watc h/4eRF1xY-eU/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
4	RTU(ATU) TEQIP III sponsored session on "Earthquake and prevention techniques in building construction"	27-2-2021	Industry Expert Talk	Ms. Sonia Bhugra, Managing Director, Repire Puro	https://fb.watc h/4eRCCK9u gA/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
5	Webinar on The Journey of a thesis of	9-2-2021	Industry Expert	Ms. Sonal Srivastava, IP Agent	https://fb.watc h/4eRJoEpCn	https://drive.google.com/drive/folders/1

	a research paper to a patent		Talk		d/	EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
6	RTU(ATU) TEQIP III sponsored session on " VUCA world & the competencies needed to thrive	27-1-2021	Industry Expert Talk	Sh. Suresh Kalra , (VP & Managing Director – India, SI Group)	https://fb.watch/3ji43p7iAQ/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
7	INTELLECTUAL PROPERTY RIGHTS - 2021	23-1-2021	Industry Expert Talk	Sonal Srivastava (Indian Patent Agent, IP)	https://fb.watch/3jiecI4Eyl/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
8	Business Communication & Leadership Skills for Startups	20-1-2021	Industry Expert Talk	Dr. Aiza Usmani, (Assistant Professor, Department of Management & Commerce, #IntegralUniversity, Lucknow)	https://fb.watch/4eRTfywds6/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
9	RTU(ATU) TEQIP III sponsored Industry Expert session on The Game has Changed: Crafting a career in "New Normal"	13-1-2021	Industry Expert Talk	Gaurav saxena (Executive Vice President & Head - Strategy, Distribution & Business Development at Aditya Birla Sun Life Insurance)	https://fb.watch/4eRV1fTWvg/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
10	Webinar on awareness session on Intellectual property rights, patent and Trademarks	14-7-2020	Industry Expert Talk	Mr. Vikas Asawat, Patent & Trademark attorney and consultant	https://fb.watch/4J7XtcozpJ/	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing
11	Webinar on “Placement scenario and prospects in COVID Pandemic”	30-11-2020	Industry Expert Talk	Mr. Ankit Vashistha Founder and CEO, AVSB Engineering Consultants(P) Ltd	https://tinyurl.com/y3g99b7y	https://drive.google.com/drive/folders/1EvTt4GkmYbx7hu0alCMtjggG43dqTop3?usp=sharing

List of Mentors

- Aditya SG Vyas
Senior Manager-Innocity at Centre for Innovation Incubation and Entrepreneurship,
Jaipur, Rajasthan, India
- Abhishek Pareek
CEO, Atal Incubation Centre, Jaipur, Rajasthan, India
- Paresh Gupta
Founder GCEC, Brand Ambassador Govt of Rajasthan youth and sports activities, 4
times TEDx Speaker
- Nidhi Banthia Mehta
Founder & Artisan Resource Enabler
JaipurSe - Artisan HandMade
Empowering Entrepreneurs Around the World
- Dr. Trilok Kumar Jain
Founder KNOWLEDGE CREATORS
Management Consultant & StartUp Coach
Promoting Social Entrepreneurship and Social Development
- Dilnawaz Khan
Founder at Codesign Labs & PowerDeck.in
Startup & Innovation Consultant ,Jaipur, Rajasthan, India
- Sumit Srivastawa
Founder & CEO
GENSUS EDUTAINERS® (Incubator & Accelerator)
- Abhayjeet Singh
Director at ImaginXP - UX Design curriculum and certification
- Abhishek Gupta
Assistance Manager - Investment of CIIE.CO