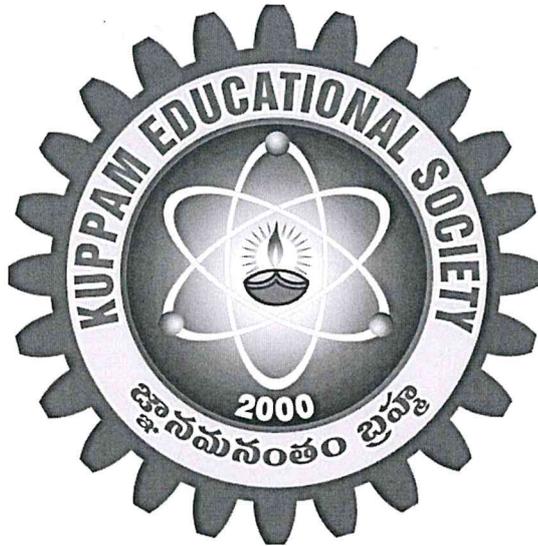


KUPPAM ENGINEERING COLLEGE
KUPPAM - 517 425



START-UP POLICY

START-UP POLICY

"Kuppam Engineering College (KEC) is committed to facilitate and create the technology entrepreneurs from the students of various disciplines of our institution who are coming out with innovative and viable business ideas / products, by providing them the facilities and mentorship assistance related to business such as marketing, technical and financial domains".

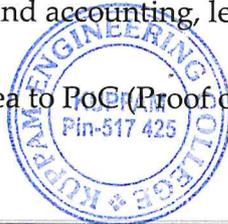
Since startup companies lack many resources, experience and networks, ED Cell provide services which help them to get through initial hurdles in starting up a business. These hurdles include space, funding, legal, accounting, computer services and other prerequisites to run the business. Based on the policy guidelines, a team of experts would review and select the start-up by considering its techno-commercial aspects.

We propose to provide the following services to new start-ups through KEC-ED Cell

- Help with business basics
- Networking activities
- Market Research
- Marketing assistance
- High-speed Internet access
- Access to bank loans, loan funds and guarantee programs
- Help with accounting/financial management
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management

In order to facilitate the new start-ups, the KEC-ED Cell would

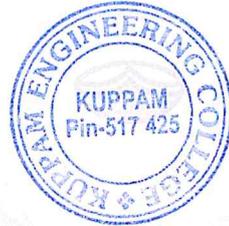
- Encourage and motivate the students of our institution to do the innovative projects in order to promote technology start-ups.
- Facilitate the students to exchange their new innovative thoughts and ideas, and to collaborate across various disciplines in the institution.
- Provide sufficient spaces & built up area with all facilities for accommodating new start-ups on lease basis.
- Provide services such as business advice, financial counselling, assistance with business management and accounting, legal and regulatory guidance, access to mentors etc.,
- Provide early stage / idea to PoC (Proof of Concept) funding.




Dr. S. Sudhakar Babu
Principal
Kuppam Engineering College

Encourage start-ups who may need early stage funding to stimulate commercialization of research discoveries and to help in validating proof of concept and subsequently to assist them to cover costs like certification, manufacturing pilot services etc.,

- Promote capacity building through exposure visits and organizing facilitation workshops.
- Organize start-up festivals to create an exhilarating climate to inspire innovation.
- Provide technical services that include R&D activities, product development, re-engineering, calibration and testing facilities, quality assurance and market research to the start-up business.
- Provide mentorship assistance to the start-up student entrepreneurs of our institution by inviting the Government officials from MSMEs, EDIs, DST, successful alumni entrepreneurs and other related field experts to our institution.
- Provide learning resources, laboratory facilities and other services of the institution for the benefit of their operation.
- Provide seed funding to the start-up business with lesser rate of interest.
- Assist & help the start-up student entrepreneurs to get subsidies & incentives from government where ever possible.



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EXIT POLICY

Who can become start-up?

1. The students of KEC
2. Alumni of KEC and
3. Faculty members of KEC

Selection Process: (Selection Criteria of the start-up and the Mechanism)

Potential alumni entrepreneurs, students and faculty members of KEC willing to join in the start-up programme often have to go through a selection and evaluation process consisting of the following general steps:

i. Alumni Entrepreneurs

- Submitting an idea with action plan.
- Conducting feasibility study regarding technical aspects and business viability.
- Conducting cost benefit analysis by our experts.
- Receiving adequate financial support after having discussion with financial service providers.

ii. a. Start-Up Companies by students and faculty members of KEC

Formal selection process for start-ups:

Submit an idea, business model and / or plan.

Presentation: give a presentation in front of selection committee consisting the members from KEC & external experts. The internal expert's team consists of Principal, ED Cell coordinator and one expert from all the departments of our institution. External expert team consists of members from MSME, EDI, CII, LEAD Bank etc., and alumni entrepreneurs.

Acceptance and management of expectations: acceptance of start-ups under condition of expected results, for example a plan with clear targets.

Monitoring: monitoring of expected results, which can result in a continuation or exit of the start-ups.

Sharing of IP & revenue from the IP

As per KEC IPR policy

Exit strategy:

The exit of any start-ups from KEC may result

On completion of Two years (Unless extended by KEC)

Under performance or unavailability of the Business Venture.

When the annual turnover of the company exceeds Rs.2 crores or when the company's net profit after tax exceeds Rs. 50 lakhs annually.

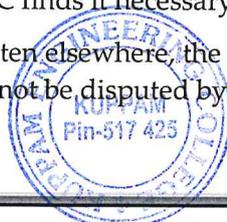
When the number of employees of the company exceeds 20

Disputes among the promoters, affecting the viability of the Company.

Violation of any KEC policy.

Any other reason for which KEC finds it necessary for Start-up Company to leave.

Notwithstanding anything written elsewhere, the KEC's decision in connection with the exit of Start-ups Company shall be final & shall not be disputed by any start-up company.




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