



# AGRI UDAAN- Food and Agribusiness Accelerator 2.0

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ICAR-NAARM Technology Business Incubator (TBI), a-IDEA and Indian Institute of Management Ahmedabad's (IIM-A) incubator Center for Innovation, Incubation and Entrepreneurship (CIIE) announces "AGRI UDAAN"- Food and Agribusiness Accelerator 2.0. This programme will help to selected innovative startups who will be mentored in to scale up their operations in agri value chain for effective improvement in agriculture. This is a 6 month program in which shortlisted agri startups with promising innovative business models will be mentored & guided to scale up their operations.

Accelerators are 4-8 month program aiming at scaling up innovative startups with a working prototype and initial market traction. This is done through education, mentorship, and financing. Startups enter accelerators for a fixed-period of time, and as part of a cohort. The cohort is shortlisted by evaluation panel comprising of industry veterans, business experts, R&D scientists. Four distinct factors that make accelerators unique are fixed term, cohort based, mentorship driven and they culminate into demo day.

## **Forthcoming Food & Agribusiness accelerator: AGRI UDAAN**

Looking at the impact created through NAARM TBI a-IDEA India's first Food & Agribusiness accelerator 2015 in partnership with IIM-A CIIE, National Science and Technology Entrepreneurship Development Board (NSTEDB), DST has come forward to support AGRI UDAAN - a unique initiative for upliftment of agri startups

Through AGRI UDAAN we will be reaching out to agri-startups across the country with a series of road shows in Chandigarh, Ahmedabad, Pune, Bangalore, Kolkata & Hyderabad. This initiative is backed by Caspian Impact Investments as Platinum Partner, Yes Bank as Banking Partner, NCDEX eMarkets Ltd (NeML) & Marico Innovation Foundation as Silver partners. AGRI UDAAN also received support from National Research Development Corporation (NRDC), Agrinnovate as tech transfer partners, and FICCI as outreach partner.

## **Unique selection process**

The application is available at [www.aidea.naarm.org.in](http://www.aidea.naarm.org.in). Applications will be evaluated by mentors from industry, business and partner organizations, based on the average scores top 40 startups will be shortlisted and allowed to pitch in front of panel of evaluators during cohort finalization programme on 9th and 10th of October 2017 at NAARM. Out of these about 8 to 12 startups will be selected for final cohort for capacity building workshop.

## **Rigorous mentoring and acceleration**

The shortlisted cohort of startups will undergo a capacity building (CB) workshop in ICAR-NAARM. During this period, the startups will be trained in different aspects of technology commercialization, product validation, business plan preparation, risk analysis, customer engagement, finance management, fund raising etc. There will be a match making between startup-mentor. The accelerator program will culminate with demo day/ investors meet at Hyderabad and Mumbai.

### **Agri-Udaan Schedule**

S. No	Date	Event Name	City
1	4th August, 2017	Program Launch	NASC, New Delhi

2.	8 <sup>th</sup> August 2017	1st Road show	Chandigarh
3.	19 <sup>th</sup> August 2017	2nd Road Show	Ahmedabad
4.	23 <sup>rd</sup> August 2017	3rd Road Show	Pune
5.	26 <sup>th</sup> August 2017	4th Road Show	Bangalore
6.	29th August 2017	5th Road Show	Kolkata
7.	9 <sup>th</sup> September 2017	6th Road show	Hyderabad
9.	15 <sup>th</sup> September 2017	Close of applications	Hyderabad
10.	25 <sup>th</sup> September 2017	Shortlisting 40 startups/ Announcement	Hyderabad
11.	9 <sup>th</sup> & 10 <sup>th</sup> October 2017	Cohort finalization programme	Hyderabad
12.	30 <sup>th</sup> October – 3 <sup>rd</sup> November 2017	Capacity building workshop & Milestone setting, MENTOR MATCH ( 5 Days)	Hyderabad
13.	16 <sup>th</sup> -17 <sup>th</sup> January 2018	Mock Demo day	Hyderabad
14.	18 <sup>th</sup> January 2018	Demo Day 1	Hyderabad
15.	20 <sup>th</sup> January 2018	Demo Day 2	Mumbai

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