

## Research idea – Success of startups after incubation

NASSCOM (National Association of Software and Services Companies) representing the technology industry in India launched special efforts to promote entrepreneurship in the high-tech area by launching DeepTech Club. This program focuses on the startups in the advanced technologies such as AI, ML, AR/VR and robotics. The goal is to encourage innovations in products & services relating to new technologies. Under the program DeepTech Club has started mentoring startups. The program has following features

1. Startups in high tech area apply to join the mentoring program
2. About 20-30 startups are accepted after due scrutiny
3. Program runs for about 4 months during which period mentors expert in various technologies guide the startups.
4. Mentors have expertise in technology areas as well a running businesses
5. Entire program is completely free, no fee in any form is collected
6. Mentors offer completely free service for entire exercise

While many startup incubators exist this is unique in that it is completely cost free. The program is totally devoted to the cause of developing Indian products and services in the high tech area without any monetary returns in any form to NASSCOM. There are papers that discuss the accelerators and their success factors (Clarysse & Yusubova, 2014). The incubators and accelerators provide help to startups in the form of advice and services (Stagars, 2015). However these is little documentation on the success of startups who get help from incubators.

Research proposal – I would like to understand success of the startups which have gone through mentor program establishing metrics for success. I propose to follow qualitative approach conducting semi-structured interviews with startups and the program mentors.

## References

Clarysse, B. & Yusubova, A. (2014) Success factors for business accelerators *Technology Business Incubation Mechanisms and Sustainable Regional Development, Proceedings*. 2014

Stagars M. (2015) Incubators and Accelerators. In: University Startups and Spin-Offs. Apress, Berkeley, CA