

MEMORANDUM OF UNDERSTANDING / AGREEMENT

This Memorandum of Undertaking is made on << Date>> this day, between

Spark Incubation Center; a project of Sagar Smart City Limited, Government of Madhya Pradesh, herein refer to as "Spark" having its office at old RTO premises, Tili Tiraha Sagar, M.P.-470002.

And

Name : Himanshu Takkar,

Designation : Director - Enterprise Saas Sales

Email: himanshu@letsmapit.in

Mb :9654254541

Address: Tower A2 Flat 101, Ganga New Town, 7th Heaven Road, off Porwal Road near Just Badminton Court, Dhanori, Pune, Maharashtra - 411015

WHEREAS, Spark and Himanshu Takkar are referred to individually as a "Party" and collectively as "Parties".

WHEREAS, both parties have come together to collaborate and to maximize the benefits from mutual interests and setting out the working arrangements that each of the entities agree are necessary for successful collaboration.

NOW, THEREFORE, it is hereby agreed by and between the undersigned parties as follows:

ARTICLE I: PURPOSE

The purpose of the collaborative relationship contemplated by this MOU is to offer potential synergy exchange and linkage opportunities for acceleration, pre-incubation and mentorship programs for the startups incubated at Spark Incubation Center.

ARTICLE II: BACKGROUND OF THE PARTIES

About Spark Incubation Center

Spark Incubation Centre is designed and operated by the Sagar Smart City Limited (SSCL), Madhya Pradesh State Government Company. This center is at the intersection of the start-up community, government, corporate, academic, and research sectors.

This center is in operation from **25th February 2021** and a range of services have been offered to the Incubatees, customized to the needs of them.

About Himanshu Takkar

Himanshu Takkar is the Founder of LetsMapIt (A MarTech Company that partners with Software Companies either Startups or Seed Funded that are focussed in marketing domain and don't know how to leverage the enterprise world.) They recently scaled a startup without Ad spend from Zero to 3crore recurring revenue in less than 2 years and the company is now in talks to raise funds.

Over the last 12 years he has worked with some of the Biggest brands - Jockey India, Mahindra First Choice, Hero MotoCorp, Pathkind Labs, Thirdwave coffee etc in managing their Hyperlocal Digital Presence across the Local search and marketing ecosystem.

He was Chosen as a Prescreening Council at Indian Digital Media Awards, Mobile Marketing Association (India, London & Vietnam) respectively.

Has trained over 300 local offline businesses, helping them to find new customers & grow exponentially through applying the Power of Near Me Searches.

Chosen as one of the Students Mentor to MICA (Mudra Institute of Communication, Ahmedabad) students for their Connect the Dots Programme.

Given more than 20 talks on Platforms:-

1. Women's Entrepreneurs Network
2. Manzil India
3. "the21for21dermchallenge" (a platform where more than 200 Dermatologists get together to learn the insights of Digital Marketing)
4. Lions Club
5. KCT College (Coimbatore)
6. IIEBM College (Pune)

Feel free to contact for-

- B2B Sales Strategy Plan
- Sales consultant/advisor roles for startups/SMEs/individuals.
- Seminars/workshops/guest sessions on Enterprise especially SaaS sales

- Mentoring & coaching for students/professionals

ARTICLE III: CONSULTATION & EXCHANGE OF INFORMATION

- The mentor agrees to provide a minimum of four hours of mentorship per month to startups in the incubation program.
- The mentor will be available for communication with startups through email, phone, and in-person meetings as mutually agreed upon.
- The mentor will maintain confidentiality regarding any information disclosed by startups and will not disclose any information to any third party without prior written consent from the startup.
- The incubation center will communicate with the mentor and startups to establish mutually agreed upon meeting times and locations.
- Spark incubation center will facilitate communication between the mentor and startups and provide any necessary support to ensure the mentorship relationship is successful.
- Spark may invite the mentor for meetings, sessions and conferences under their auspices in which, in the opinion of either signatory, the mentor has an interest. Invitations shall be subject to the procedures applicable to such meetings or conferences.
- Spark may request the mentor to take sessions on the specified subjects through video conferences. And the information about the program and the mentorship in general can be shared on social media handles of respective stockholders social media accounts.
- Spark may request the mentor to take couple of startups to guide, mentor, and support and track the growth of the concerned startup(s).

ARTICLE IV: EXPECTATIONS & BENEFITS

Under the terms of this memorandum of understanding, the parties seek, within the scope of this agreement to:

- Create mutual understanding of the strategy and incubation needs of both the parties to enable broader understanding for Spark of the benefits and opportunities of working with mentor and assist their understanding of the benefits and opportunities of working with Spark.
- Identify synergies between the parties where they relate to each other's business strategies and common interests.
- Create opportunities for future joint or allied funding of activities and projects which translate science into innovative tools or solutions for use by either party.
- Sharing and development of relevant market place for startups.
- Mapping connections and priorities.

ARTICLE VI: SCOPE

The parties acknowledge and agree that the areas of collaboration are not exhaustive in nature and the parties shall in good faith, negotiate to elaborate upon the areas of collaboration, including additional areas of collaboration as may be mutually agreed and the rights, responsibilities and obligation of each party in relation to each of the areas of collaboration.

ARTICLE VII: VISIBILITY

This MOU is not legally binding and can be amended only in writing and subject to agreement by the parties. The parties have decided that neither party will acquire any rights to the intellectual property of the other party under this MOU. The parties recognize that the cooperative arrangements should be publicized.

ARTICLE VIII: TERM, AMENDMENT & TERMINATION

The proposed cooperation under this MOU is non-exclusive and shall have an initial term of 24 (twenty-four) months renewableunless the MOU is terminated by either signatory upon 15 (fifteen) days' notice, in writing to other signatory.

The MOU may be extended by mutual agreement of the parties, reflected in writing.

ARTICLE X: NOTICES & ADDRESSES

In Witness Where of the parties have executed and delivered this MOU in two original copies in English language as at the day and year first above written at Spark Incubation Center Sagar.

Spark Incubation Center

Seal & Signature

Authorized Person

Designation

Date

Sagar, India
Place

Himanshu Takkar


Signature

Himanshu Takkar
Authorized Person

Director - Enterprise Saas Sales
Designation

Date 08/07/2023

Place Pune