



TBI-KEC
INCUBATING SUCCESS

TECHNOLOGY BUSINESS INCUBATOR @ Kongu Engineering College



Sponsored by
Department of Science and Technology
Government of India

Concept
to
Commercialization





The economic growth and social well-being of any nation depends largely on the growth and success of its new Science and Technology entrepreneurial initiatives. In the changing global economic scenario, it is the need of a developing nation like ours to harness Information and Technology effectively to our social and economic development. A focused effort towards development of a proper mechanism for nurturing the entrepreneurial competencies of Science, Engineering and Technology personnel can serve as a substantial generator for employment and wealth for our country. It is in this context that Technology Business Incubator plays a pivotal role.

'Walk in with innovative ideas and walkout as full fledged entrepreneur': This in short outlines the motto of Technology Business Incubator. The Kongu Vellalar Institute of Technology Trust which initiated this program with the generous grant and support from Department of Science and Technology, Govt. of India is committed to support this venture in all possible ways to ensure that this Technology Business Incubator successfully turns up lots of Techno-preneurs that will benefit the Society.

P. Sathiyamoorthy BE MBA MS
Chairman - TBI@KEC

The Management of Kongu Engineering College provides total support to the entrepreneurs during all stages of conversion of Concept to Commercialization. In addition to the well developed infrastructure facilities in the form of multi disciplinary laboratories, computer centres, communication facilities with round the clock internet facilities, library, etc., other amenities like on-campus accommodation, indoor stadium, gymnasium, 24 hour ATM banking and health centre are also available for the entrepreneurs in the sprawling campus of 175 acres.

In addition to providing infrastructural and mentoring support, the TBI also provides financial assistance to the deserving entrepreneurs to convert their dreams into reality. With the continued support of DST and other agencies, it is expected that this movement of incubation will grow from strength to strength for the benefit of the society.



R.K.Vishwanathan BA
Correspondent - KEC



There is excellent synergy between the Host Institute and the TBI which is demonstrated by various successful products and services developed by the budding entrepreneurs with the active involvement of students and faculty. In addition to nurturing entrepreneurship in cutting edge technology areas, TBI also organizes value added training programmes both in technological and entrepreneurial domains with the objective of creating a talent pool of students and faculty who will be ready to be associated with the entrepreneurs as and when the need arises. It is really a win-win situation. Other support activities of TBI include project facilitation, consultancy, re-engineering, fabrication and repair, etc., for SMEs and others.

Though the TBI has so far concentrated primarily on electronics and ICT related areas, we have plans to diversify to other domains as well by utilizing the strengths of the institute which is offering more than 30 programmes at UG/PG/Doctorate levels of engineering, technology and management so that the benefits reach larger sections of the society.

S.Kuppuswami BE MSc(Engg) Dr.Ing (France)
Principal - KEC

TBI @ KEC

Registered Society

- ✖ Technology Business Incubation is a dynamic process of knowledge based business enterprise development
- ✖ TBI provides opportunity for Entrepreneur Aspirants to convert their ideas into products
- ✖ TBI nurtures young firms, helps them to survive and grow during the start-up by providing necessary hand holding support and facilities
- ✖ TBI speeds up commercialization of R&D outputs
- ✖ TBI creates additional avenues of employment



VISION

- ✖ To create Entrepreneurs of world class quality in the area of emerging technologies
- ✖ To cater to the needs of changing environment and contribute towards Nation's growth

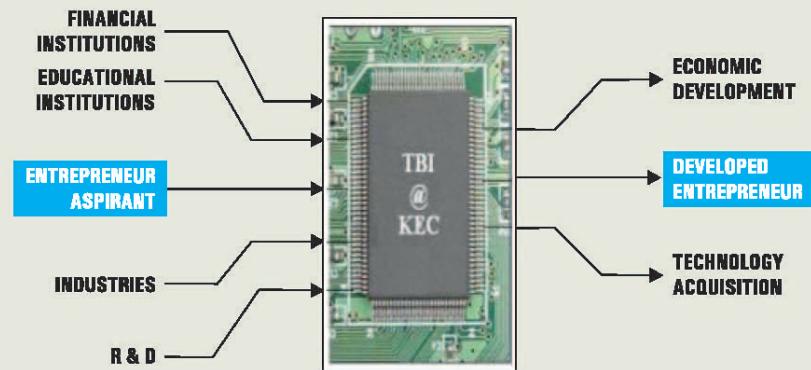
Innovation Commercialization Process



MISSION

- ✖ To provide congenial atmosphere with adequate infrastructure facilities for encouraging entrepreneur to undertake business development in the emerging technologies
- ✖ To provide the support service needed for sustainable growth of the newly developed entrepreneur

TBI Model



FACILITIES

TBI @ KEC is a joint venture of Kongu Engineering College and Department of Science and Technology, Government of India. This venture is set up to facilitate the growth of knowledge based sustainable businesses especially in the following emerging technology areas:



Thrust areas



Electronics and ICT related with particular reference to

- ✖ Embedded Systems
- ✖ Digital Signal Processing
- ✖ Wireless Embedded Systems
- ✖ Multimedia Technology
- ✖ Electronic Card Design, Assembly, Testing & Repair

Diversification to other domains in progress

Objectives



- ✖ Our MAJOR OBJECTIVE is to nurture the start-ups in the emerging technology areas and provide assistance to SMEs
- ✖ Creation of technology based new enterprises
- ✖ Creation of value added jobs and services
- ✖ Developing new tools of technology transfer
- ✖ Speedy commercialization of R&D outputs
- ✖ Creation of technological awareness in existing small and medium enterprises
- ✖ Assistance to existing SMEs by way of specialized services

Major facilities

- ✖ 20,000 sq.ft of built up area housing entrepreneur cubicles, development centres, seminar hall, conference room, office etc.
- ✖ All the necessary hardware and software facilities in the focus areas (More and more infrastructural facilities are being created in stages, based on the specific requirements of the entrepreneurs to ensure fruitful utilization of the assets.)
- ✖ Secured air conditioned independent cubicles with systems, furniture, internet facilities etc.
- ✖ Shared facilities in the air conditioned development centres (2 centres for Embedded Systems, one centre each for DSP, Wireless Embedded Systems, Multimedia and Electronic Card Design, Assembly, Testing and Repair)
- ✖ Back office support with secretarial assistance
- ✖ Round the clock internet facility
- ✖ Mentoring, technical and business guidance
- ✖ Networking with resource persons in the chosen field
- ✖ On-campus accommodation
- ✖ Bank and health centre
- ✖ Sports and recreation facilities.
- ✖ Funding assistance



Other services by TBI

- ✖ Servicing of electronic cards and gadgets for the nearby industries and utility undertakings
- ✖ Re-engineering of systems for industries
- ✖ Development of small products for the industries
- ✖ Training Projects
- ✖ Repair and Services



Benefits to Entrepreneurs

TBI@KEC has created an ideal environment for Entrepreneurship. TBI being hosted in one of the best engineering colleges, viz., Kongu Engineering College, any entrepreneur with an innovative idea will be ideally trained in his respective discipline (if necessary) and specially guided by KEC's faculty. He will be able to work on his product development with full concentration as TBI@KEC provides a congenial atmosphere and all the necessary infrastructural facilities. By keeping the entrepreneur's financial commitment to the barest minimum, his risk of capital investment is reduced. The advantage of TBI housed in an Engineering College is that the Entrepreneur can also make use of the services of students and faculty of various disciplines for their product development. Products developed at TBI@KEC get a better recognition and wider reach as the venture is supported by Department of Science & Technology, Government of India.

Entrepreneurs' Views

Dr.K.Radhakrishnan Krish Equipments

TBI@KEC initiates the process of entrepreneurship with a stress on innovation. A proper ambience and good infrastructure facilities supported by dedicated officials help the entrepreneurs to achieve success.

Mr.N.Arulanand Evolutech Networks Pvt Ltd

TBI has been very supportive for startup companies like us right from the inception of the company. TBI has helped us by providing work environment comparable to leading IT companies, equipments for development and testing, mentoring / guidance to seek funds, high-calibre students for R & D work and accommodation/ hospitality to the employees and awareness to various government schemes and policies.

Mr. J. Srivigneshwaren Starhub

TBI@KEC provides good support for the team with adequate physical infrastructure and a vibrant community of students and staff who are eager to contribute. First time entrepreneurs can benefit from multiple programs (entrepreneur development workshops, meetings with industry leaders) organized by the incubator. The entrepreneurial spirit within the student community is clearly on the rise these days and TBI@KEC can become a real catalyst if its strategic position is utilized to its full strength.

Mr.P.Karthikeyan Sri Electro Controls

The TBI is helpful in all the stages of product and service development like giving shape to conceptualization, design, engineering, prototype development, fine tuning and product launch. The funding assistance provided by the TBI is also a good motivation for the entrepreneurs



Agricultural Pumpset Starter Controller through Mobile

To switch ON/OFF agricultural pumpsets from any part of the world through "Missed Call" without spending any money. Also monitors and controls in addition to giving feedback on status



Fuel Saver for MPFI petrol cars

It has been designed using embedded technology for saving fuel during deceleration without interfering with the normal functioning of the car.



Tower Maintenance System

It is an integrated electronic system to manage the mobile towers remotely by collecting all the required data from the actual location of each site and transferring the data 'live' to the central server.



PIC 16F877A Development Board:

The PIC development Board facilitates the developers by providing exclusive and futuristic enhancements and allows the PIC micro controller to be interfaced with external circuits to a broad range of the peripheral devices, allowing the user to concentrate on just the software.



Secure Track

This device can be used for personal vehicle security and also track the vehicle from any location.

Weft Programmable Controller for Looms

Automatic weft designing for the existing Power and Auto loom by eliminating the manual card punching.



List

Smart Building

A wireless product for automatically controlling electrical appliances like lights, fans, air conditioners and various sensor-devices to improve energy conservation, convenience and safety.



Fly Ash Brick Machinery Automation

PLC control for automating raw materials loading, mixing and moulding in order to get high quality brick at low cost.

Quick Dezider

Quick Dezider - a repository of decisions which will help people in individual and group decision making, by leveraging the knowledge and experience of fellow individuals.



Multivoltage Electronic Horn

It replaces electromechanical contacts and provides longer life by using solid state switching system. It operates in wide range of voltages from 9 Volts to 70 Volts.

Solid State Energy Saver

This Energy saver is used to save energy consumption for illumination and uses solid state technology. In addition to control and monitoring, it also improves the life of lamps.



Vacuum Assisted Pump

A bio-medical device useful for hospitals, clinics and medical Institutions.



Infrastructure, Management and Faculty

The various resources of the Host Institute situated in a campus area of about 175 acres are at the disposal of the entrepreneurs for product / service development. This includes

- ✖ State-of-the-art laboratory facilities in various disciplines like Civil, Mechanical, Mechatronics, Electrical, Electronics, Communication, Instrumentation, Chemical, Computer Science, Information Technology, Food Technology, etc.
- ✖ Library facilities including digital access.

- ✖ Expertise of Management Development Department for assistance in market survey, financial tie-ups etc.
- ✖ Expertise of experienced faculty members, many of whom have rich industrial experience in major Indian Industries.
- ✖ Computational and Networking facilities with Wi-Fi and Fibre Optic connectivity.
- ✖ A progressive and forward looking top management support.
- ✖ On-campus accommodation to the needy entrepreneurs
- ✖ Mentoring by experienced faculty

Aerial view of



Provided By

KONGU ENGINEERING COLLEGE



Student and Faculty participation

- ❖ Entrepreneurs require persons with multidisciplinary knowledge and skill for product development.
- ❖ With more than a dozen departments each at UG and PG levels of Engineering and Technology, approved research centres for Ph.D programmes in various disciplines and with about 6700 students and 680 faculty and staff strength at the Host Institute, it is made to good use for product development by the Entrepreneurs.
- ❖ A number of Entrepreneurs are engaging students and faculty for product / service development on part time basis resulting in a win-win situation.
- ❖ A number of products have been developed with the active participation of the students and faculty.



KEC campus



Training Programmes, Projects, Workshops, Trade fairs and Services to Industries

With a view to developing a talent pool, training programmes in our thrust areas are being conducted with the help of our experienced faculty members and other resource persons.

Entrepreneurship Awareness Camps and Faculty Development Programmes on "Entrepreneurship" are also being organized periodically.

Innovative and application oriented projects (including Entrepreneurs' projects involving our students) are done successfully by utilizing the facilities of our TBI.

Training, project facilitation and other services of TBI are extended to students and faculty of various educational institutes, industry personnel and others to enhance their capacity and effectiveness.

Repair and Servicing of electronic cards and equipment is another service provided by TBI. All the services are rendered with the help of experienced entrepreneurs of the TBI and faculty of the Host Institution at a very nominal cost.

TBI regularly participates in Trade Fairs and Meets organized by various Industry Organizations, Lions Club and Management Association etc. to promote the concept of TBI.

TBI also conducts workshop for the students, SMEs and start ups to promote Entrepreneurship.



Eligibility

The aspiring entrepreneur shall have a viable techno-business concept, preferably in the focus areas of TBI@KEC. The aspirant may be a fresher / freelance entrepreneur / SME or even established industries needing support.

TBI@KEC will select the ventures for incubation after evaluating their business plan, market availability, potential value of technology, growth prospects and innovative content.

SEED SUPPORT SYSTEM FOR START-UPS IN TBI

Financial assistance for Entrepreneur aspirants

NSTEDB and TDB Schemes

TBI@KEC provides the much needed financial support to deserving entrepreneurs of TBI@KEC for product/service development. The assistance is provided with the help of funding from Technology Development Board (TDB) and National Science and Technology Entrepreneurship Development Board (NSTEDB) of DST/ GoI. This is a golden opportunity for the entrepreneurs to convert their dreams into reality without any financial burden.



MSME/GoI Schemes

This Scheme works on Public Private Partnership mode. The grant is to the extent of 85% and 75% for the micro and small enterprises respectively subject to a maximum Rs.6.25 lakh per project.



Broad areas to be covered under the financial assistance

- Product development
- Testing and Trials
- Test Marketing
- Mentoring
- Professional consultancy to engage Professors/ experts to work with small firms
- IPR issues
- Manpower of day to day operations
- Any other area as deemed necessary and recommended by the Management Committee constituted by the TBI



Eligibility for disbursement of Seed Support Fund

- Start ups in TBI@KEC/ incubatee
- Faculty in active research/ consultancy
- ME, M.Tech students/ Ph.D Scholars
- Pre-Final, Final year graduating students



Incubatee of TBI@KEC receiving 'ISBA Entrepreneurship Award-2008'



Launch of Product Developed by incubatee of TBI@KEC



Visit of Senior officials of M/s Hako, Germany to TBI@KEC



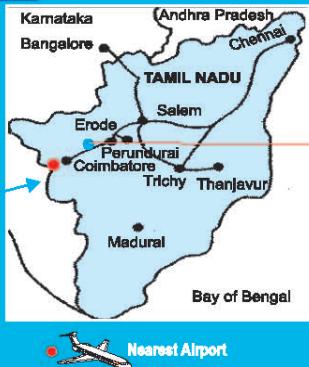
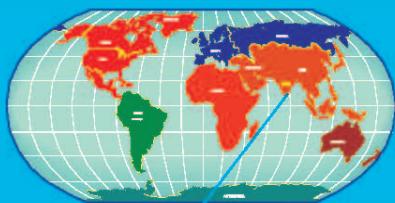
Advisor and Head, NSTEDB interacting with incubatees at TBI@KEC



South Korean Team interacting at TBI@KEC



Visit of Senior officials of American Embassy to TBI@KEC



Nearest Airport



Visit us at www.tbi-kec.org www.kongu.ac.in/tbi

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