



Golden Opportunity for Techno-preneurs



Commercialize your concepts

Finance is no longer a constraint

Thanks to NSTEDB/DST/Gol

**Seed Support System
For Start-ups**



Technology Business Incubator

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Kongu Engineering College

Perundurai - 638 052 Erode Tamil Nadu



Chairman's Message



TBI@KEC, established with the grant-in-aid and support of DST/Gol, is nurturing entrepreneurship and product/process development in emerging technology areas mainly in the electronics and ICT domains.

Of late TBI@KEC is diversifying to other domains as well.

The motto of TBI@KEC is "Concept to Commercialization". In addition to providing all infrastructural, mentoring and handholding support, TBI also provides financial assistance to deserving entrepreneurs to convert their innovative ideas into viable commercial products.

Financial support to the tune of Rs.1.85 crore has already been sanctioned in the form of softloan to the deserving entrepreneurs to fruitfully convert their dream into reality. This has been possible with the generous support of NSTEDB/DST, TDB/DST and MSME.

The latest grant of Rs.2 crore from DST is aimed to give further fillip for the "innovation to commercialization" process.

The scheme aims at motivating entrepreneurship and I request the budding entrepreneurs, innovators and SMEs to effectively make use of the scheme and reap the benefits.

- P.Sathiyamoorthy BE MBA MS

> What is Seed Support System?

It is a system which provides the much-needed early stage financial support to deserving entrepreneurs to convert their ideas / technologies into viable commercial product / service. The assistance is provided with the help of funding from National Science and Technology Entrepreneurship Development Board (NSTEDB) DST/Gol.



> What are its objectives?

While the Technology Business Incubators (TBIs) are able to support the entrepreneurs in respect of "Space + Services + Knowledge" still the entrepreneur has to meet the working capital requirements in addition to certain specialized capital requirements of a technology driven start up. The objective of the Seed Support System is to bridge the gap so that the financial constraint doesn't become a stumbling block in the 'Concept to Commercialization' process. This is a bridge fund and when successfully utilized would enable the entrepreneur to seek higher level of loan assistance from Financial Institutions for further growth.

> What are the broad areas covered?

The startups would be supported primarily on the following:

- ❖ Product Development
- ❖ Testing and trials
- ❖ Test marketing
- ❖ Mentoring
- ❖ Professional consultancy to engage Professors / experts to work with small firms
- ❖ IPR Issues
- ❖ Manpower for day-to-day operations
- ❖ Any other area as deemed necessary and recommended by the Management committee constituted by TBI@KEC



> Who are eligible for the Assistance?

As the scheme is meant for startups in incubators, the Incubatee- entrepreneurs of TBI@KEC are eligible. This means that the aspirant should be first enrolled as an incubatee of TBI@KEC.



> What is the quantum?

❖ Minimum : Rs.2 lakh ❖ Maximum : Rs.50 lakh

> What is the form of assistance?

The financial assistance is in the form of soft loan.

> Who monitors the scheme?

The Management Committee (MC) comprising top management of KEC, representative of NSTEDB/DST, Financial Institutions, Industry and Industry Associations guides and monitors the implementation process. TBI@KEC with well defined guidelines manages the Fund.



> What is the modus operandi?

- ❖ The Incubatee-entrepreneur has to apply for the assistance in the prescribed format spelling out clearly the technical as well as commercial USPs.
- ❖ Initial screening is done by the Internal Committee which also helps the Incubatee-entrepreneur to refine the proposal.
- ❖ The Incubatee- entrepreneur then has to present the proposal to the Management Committee (MC).
- ❖ On approval by the MC, the loan is sanctioned. The Incubatee-entrepreneur has to enter into an agreement in the prescribed format.
- ❖ The disbursement would be linked to benchmarks/ milestones.

> What are the focus areas of TBI@KEC?

Electronics and ICT related with particular reference to

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

Of late, TBI@KEC is diversifying into other domains as well.

> What are the facilities offered by TBI@KEC?

All the hardware, software, infrastructural and back-office facilities and mentoring services are offered in the focus areas. Additionally the infrastructural facilities of HI namely KEC and the services of students and faculty are also available. For details visit our website.

> What is the track record of TBI@KEC?

As on 30 April 2011, 35 entrepreneurs incubated, 51 products developed (including product for markets overseas), 1962 personnel trained for talent pool and 83 projects done. For details visit our website.

> What should be done to avail the fund?

- ❖ Become an Incubatee of TBI@KEC.
- ❖ Make a viable Business Plan for availing the loan (TBI@KEC will assist you).

For further details contact

Technology Business Incubator

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