



Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE

(Deemed to be University)

University with Graded Autonomy Status

Periyar E.V.R. Salai, Maduravoyal, Chennai – 95



**Dr. APJ. Abdul Kalam Center of Excellence
in Innovation and Entrepreneurship**

**Dr.M.G.R.
DST
NEW
GEN IEDC**

Innovation is the process by which we can make better things. It is the practical application of science and technology to improve the quality of life. Innovation and Entrepreneurship go hand in hand since an innovative idea or a product must be commercialized to reach the people.

About Dr. MGR NewGen IEDC

Dr. MGR Educational and Research Institute is happy to announce the 2nd Round of Call for Project under the Dr. MGR NewGen IEDC fund. This is a prestigious grant from NSTEDB, Dept of Science and Technology, Govt. of India at the Dr. APJ Abdul Kalam Center of Excellence in Innovation and Entrepreneurship, Adayalampattu West Campus. A student start-up Center has been established under this grant. The Center has equipment and facilities for prototyping and testing student projects. The Center has mentors who are involved in Industry oriented research.

In the first round of Call for Ideas, 10 projects from students of Dr. MGR Educational and Research Institute were funded. The Center is working on commercialization of these projects now.

Scope of the Call

Ideas or early stage technology based start-ups that require mentoring for preparing a Business Plan, initial experimentation and building a prototype will be chosen for funding under this call. At the end of the pre-incubation, the incubatee will have a Business Plan and can make an elevator pitch to prospective investors. Grant upto Rs. 2,00,000/- can be used towards creating the prototype and for cost of testing, marketing, patenting etc. Further students can apply to Startup Nidhi which will give a funding of Rs. 10 lakhs.

Student groups who have identified a company which is ready to mentor or fund the project will have an advantage in the selection.

Expectation

It is expected that the shortlisted student groups use the funding for the following:

- Developing their proof of concept prototype from their idea
- Test if there is a market for the product
- Link with experts in the field and to make their plan to prospective investors and collaborators.
- Students must report to Dr. MGR NewGenIEDC for a total 12 hours per week for 2 Semesters to carry out their work.
- They will be required to get trained in business skills as prescribed by the Center
- The students must represent the University to participate in hackathons and other competitions

Not within the scope of the Call

The grant can not be used for conducting basic research or for testing non-commercializable projects. It can also not be given to projects which have been funded in the earlier round of IEDC or from other such funding sources.

Eligibility

Primary Applicant of the NewGenIEDC must be Science and Technology students or alumni of Dr. MGR Educational and Research Institute.

Mentors

Mentors will be appointed by DrMGR NewGenIEDC from faculty or external experts. It is mandatory for faculty mentors to report to Dr. APJ Abdul Kalam Center atleast 2 days a week for the mentoring.

Submission Process

Students teams must submit their project ideas in the attached format and submit to director-rd@drmgrdu.ac.in on or before 29th Nov 2018.

Evaluation

The projects will be evaluated by a group of resource persons from Industry and Academia based on

- (1) novelty and Innovation of their idea
- (2) Approach, Methodology, feasibility
- (3) Commercialization potential / Target market
- (4) Sustainability and adaptability
- (5) Student commitment and capability

Allowable Costs

Capital Costs	:Equipment and Accessories relevant to the project activities. It must be located at Dr. APJ Abdul Kalam Center of Excellence.
Recurring Costs	:Consumables, travel and outsourcing of some aspects. This cannot be more than 30 % of the total grant
Student Fellowship	:The student group will be given a fellowship upon completion of each target mutually agreed upon.
Mentoring Fee	:Mentors who contribute technically to the project will be paid a mentoring fee.

Budget of each project will be approved on a case to case basis by the Technical Advisory Group.

Time Lines

Submission of Idea	: 29th Nov 2018
Shortlisting of Idea	: 30th Nov 2018
Presentation to Expert panel	: 8 th Dec 2018
Announcement of Selection	: 31 st Dec 2018

Contacts:

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Dr. MGR NewGen IEDC

Dr. APJ Abdul Kalam Center of Excellence in Innovation and Entrepreneurship

Dr. MGR Educational and Research Institute, Adayalampattu West Campus, Chennai – 600095

Proforma for application to Dr.MGR NewGenIEDC on Innovative Products with commercial potential

Annexure – 1
(Maximum 5 single space printed A4 pages)

1. Title of the Project :
2. Student details :

S.No.	Name	Course	Year of completion	email	mobile

3. Name of the Mentor and contact details (if any):
4. Describe the pain point you are addressing for the customer. What is the existing solution?
5. What is your idea and the innovation or novelty?
6. Give a sketch of your prototype
7. Have you identified a company which will work with you for the development of the project ? If yes give their contact details.
8. Budget – Equipment needed, consumables requirement upto a maximum of Rs. 2,00,000/-
9. Revenue model for your Start-up
 - a. What is the estimated cost of your product?
 - b. How many do you hope to sell in the first 2 years ?
 - c. Make an estimate of the profits you will make at the end of the 2nd year.
10. Team Competence