

**Request for Expression of Interest (EOI) for Selection of Not-for-Profit Accelerators in setting up of  
'Karnataka Acceleration – Network (KAN)'**

**BY**

**Karnataka Digital Economy Mission**

**Call for Applications**

*REF NUMBER  
KDEM/EOI/01/2022-23*

**The last date for submission  
16 Jan 2023**

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## 1. IMPORTANT DATES AND INFORMATION REGARDING COMMUNICATIONS

<b>EOI No.</b>	<i>KDEM/EOI/01/2022-23</i>
<b>Mode of submission</b>	Application to be submitted through email
<b>Date of issue of EOI Document</b>	<i>02 Jan 2023</i>
<b>Last date for receipt of queries (through email only)</b>	<i>09 Jan 2023</i>
<b>Time &amp; Date of Pre-Bid meeting</b>	<i>NA</i>
<b>Last date for submission</b>	<i>16 Jan 2023</i>
<b>Address of KDEM</b>	Karnataka Digital Economy Mission KEONICS – K-WINGS, 27th Main Rd, 1st Sector, HSR Layout (behind HSR Police Station), Bengaluru 560102
<b>Announcement of Qualifying Applicants</b>	To be communicated later
<b>Nodal person from KDEM</b>	Commander Mahima Marin (Retd) General Manager, KDEM Email: gm.admin@karnatakadigital.in
<b>Validity of Bids</b>	30 days from the last date of submission of bids

Note: KDEM reserves the right to amend any or all the conditions of this EOI before the last date submission of proposal or to change the above schedule at any time, without assigning any reason(s).

## **2. Disclaimer**

The information contained in this Call for application or subsequently provided to interested applicants, whether verbally or in documentary form by or on behalf of the Karnataka Digital Economy Mission (KDEM) or any of their employees or advisors (collectively referred to as “KDEM Representatives”), is provided to the applicants on the terms and conditions set out in this document and any other terms and conditions subject to which such information is provided.

This document is not an agreement and is not an offer or invitation by KDEM Representatives to any other party. The purpose of this document is to provide interested parties with information to assist the formulation of their Proposal.

This document does not purport to contain all the information each applicant may require. Certain applicants may have a better knowledge of the proposed assignment and project than others. Each applicant should conduct its own due diligence, investigations and analysis and should check the accuracy, reliability and completeness of the information in this document and obtain independent advice from appropriate sources.

KDEM Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the document and concerned with any matter deemed to form part of the Document, the award of the assignment, the information and any other information supplied by or on behalf of KDEM or otherwise arising in any way from the selection process.

The prospective applicant will be responsible for all obligations to its staff, their payments, complying with the labour laws, minimum wages Act and any other Act relevant for the working of the applicant’s staff. Under no circumstances, KDEM will be responsible for any non-compliance with statutory requirements of the applicant’s staff.

KDEM may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this document from time-to-time, after intimating the same to the applicants. KDEM reserve the right to accept or reject any or all proposals without giving any reasons. The selection process shall be governed by the laws of India and courts in the State of Karnataka will have jurisdiction over the matter concerning and arising out of the document.

### 3. LETTER OF INVITATION

Karnataka Digital Economy Mission, a section 8 company, set up by the Government of Karnataka in partnership with industry to bridge the gap between the Government of Karnataka and industry to accelerate the growth and investments of the IT, BT and S&T sectors in Karnataka. To meet the objectives, KDEM has been working towards the five focus areas, viz. IT Products & Services, BPM & GCC promotion; Innovations & Start-ups; ESDM; Beyond Bengaluru; and Talent Accelerator.

Under the Startup and Innovation vertical Karnataka Digital Economy Mission (KDEM), Government of Karnataka, through Karnataka Innovation and Technology Society (KITS) Department of Electronics, IT, Bt and S&T, to set up the 'Accelerator Network'. In this context, KDEM intends to invite applications from interested applicants on the same.

The detailed scope of services is provided in the document. Applicants are requested to submit the duly completed proposals in response to on or before 16 Jan 2023.

Yours faithfully,

For Karnataka Digital Economy Mission

  
General Manager

## **4. BACKGROUND**

### **4.1 About Karnataka Digital Economy Mission (KDEM)**

With an objective to increase the share of the Digital economy in the state, the Government of Karnataka, in association with NASSCOM, IESA and ASSOCHAM has set up the Karnataka Digital Economy Mission (KDEM), a Section-8 organization, which acts as a knowledge bridge between the industry and the government.

To meet the objectives, KDEM has been working towards the five focus areas, viz. IT Products & Services, BPM & GCC promotion; Innovations & Start-ups; ESDM; Beyond Bengaluru; and Talent Accelerator. It is led by Industry anchors with a core objective of 'By the industry and for the industry' (spreading evenly growth across three clusters Mysore, Mangalore and Hubli).

### **4.2 Background**

The Indian start-up ecosystem has evolved dynamically over the last decade. Karnataka continues to be the leading performer in Government of India's initiative – Startup India, aimed at building startups and nurturing innovation by leveraging networks of investors, mentors, incubators, accelerators, and government bodies, making useful resources accessible to the entrepreneurs, and creating an ecosystem fostering innovation. The K-Tech (Karnataka) ecosystem has a vast presence with over 58 centers across Karnataka, which comprise of 47 Innovation Hubs, 6 Centers of Excellence, and 5 Technology & Business Incubators. Also, out of 100+ unicorns in India, Karnataka has 40+ unicorns.

In addition, the Government of Karnataka has successfully launched the Grant-in-Aid seed funding program under the Idea2PoC policy (Elevate) and has supported more than 721 startups.

In order to boost startups for the growth journey especially post elevate stage startups and startups in the growth stage, Government of Karnataka would like to create the next program for growth-stage start-ups called 'Accelerate - Network'. Under this network, the government shall encourage the setting up of accelerators in Bengaluru and Beyond Bengaluru clusters like Mysore, Mangalore and Hubli for which incentives will be provided.

### **4.3 Introduction – Acceleration Ecosystem**

Startup accelerators, also known as seed accelerators, are fixed-term, cohort-based programs that include mentorship and educational components and culminate in a public pitch event or demo day. Startup accelerators support early-stage, growth-driven companies through education, mentorship, and access to funding opportunities. Startups enter accelerators for a fixed period and as part of a cohort of companies. The accelerator experience is a process of intense, rapid, and immersive education aimed at accelerating the life cycle of young innovative companies, compressing years' worth of learning-by-doing into just a few months.

Accelerators are set up across the country but mainly in capital cities like Bangalore, Hyderabad, and others. We have observed that the accelerators in the Tier 1 cities will have limited reach to provide the accelerator services to the startup in emerging clusters (like Tier 2 and Tier 3 towns). Karnataka would like to position a different strategy which is called Accelerator Network.

## **Accelerator Network**

Accelerator Network is a network of successful accelerators building another layer of accelerators at the emerging cluster level. This will help provide support to the start-ups at the right stage, at the right place and at the right time.

Karnataka Digital Economy Mission (KDEM), a section 8 company promoted by Government of Karnataka, is the implementation partner of Karnataka Innovation and Technology Society (KITS) Department of Electronics, IT, Bt and S&T, Government of Karnataka to set up the 'Accelerator Network' in association with MietY, Government of India and industry partners.

In the last 5 years under the Idea2Poc policy under the 'Elevate' brand, 721 start-ups have been funded across the state. In recent years, the participation from the start-ups from Beyond Bengaluru region is also found to be rising rapidly. Seed funding is not only aiding startups to explore and support the proof of concept, but also sustaining in the growth phase. After the POC stage, many startups face various challenges in terms of growth or revenue.

To address the challenges involved in a startup's journey and augmentation across various sectors that are critical to the startup's growth, it is proposed to set up a network of accelerators across the state. The other stakeholders who will be partnering with the initiative would be not-for-profit accelerators across Bangalore and 3 clusters of Beyond Bengaluru i.e. Mysuru cluster, Mangalore cluster and Hubli-Dharwad-Belagavi cluster.

The accelerator network, on behalf of GOK, is being set up by KDEM to manage and operate. The Accelerator -Network will be funded by the Government of Karnataka for 3 years.

- ✚ KDEM to set up 'Accelerator network' along with existing not-for-profit accelerators across Bangalore and once each in three clusters i.e. Mysuru cluster, Hubli-Dharwad-Belagavi cluster, Mangalore Cluster.
- ✚ The Accelerator Network shall set up 3 new accelerators at Mysore, Mangalore and Hubli-Dharwad-Belagavi, leveraging eminent institutions and organizations working with startups.
- ✚ The Bangalore based accelerators shall mentor and monitor Beyond Bengaluru Based accelerators.
- ✚ The aim is also to create an acceleration ecosystem in the Beyond Bengaluru clusters. This will help with the scaling start-ups from Beyond Bengaluru clusters and provide them support for success in the location.

## **5. Instructions to Applicants**

### **5.1 Purpose**

KDEM invites applications from "Organizations" interested in setting up acceleration network. KDEM will select an organization in accordance with the method of selection indicated in this document. A detailed description of the objectives, scope of services, deliverables and other requirements relating to this organization are specified in this document. The format in which the proposal is required to be submitted is prescribed in the annexures. Evaluation and acceptance criteria are explained in this document.

## **5.2 Period of Engagement**

The services of the organization to KDEM for establishing Acceleration Network is for **a period of 3 years** from the date of appointment with a potential extension for agreed period based on mutually agreed terms and conditions.

## **5.3 Cancellation of Appointment**

The period of appointment is subject to cancellation due to any of the reasons mentioned hereunder or in case applicants fail to meet the requirements as indicated in this document.

- If the successful applicant is found to have submitted false, particulars / fake documents for securing empanelment or for the award of assignment. Any misrepresentation shall lead to disqualification of application.
- In case any applicant submits multiple proposals or if common interests are found in two or more applicants, the applications are likely to be disqualified unless additional proposals are withdrawn immediately upon conflict of interest.
- The successful applicant's performance on the job will be constantly monitored for quality, commitment to delivery period mentioned in the contract with the Utility, adherence to the guidelines, Statutory regulations, Conduct / Discipline etc., while executing jobs. Any deviations from stated conditions can lead to appropriate deterrent action as deemed fit by KDEM.
- If the successful applicant refuses to execute the job at the agreed scope/quoted rates after KDEM issues the letter of intent (LoI).
- KDEM shall receive the proposal in accordance with the terms set for in this EoI and other documents that may be provided by the KDEM pursuant to this EoI as amended from time to time by KDEM.
- Failure of the applicant to agree with the terms & conditions of the EoI shall constitute sufficient grounds for the annulment of empanelment.

## **5.4 Language of Proposal**

Applicants are to submit a Proposal written in the English language.

## **5.5 Eligible applicants**

The Eligibility criteria are mentioned in section 6.5 of the document.

## **5.6 Mode of Submission of applications**

Applicant shall send the detailed proposal as prescribed in the document and share it via email to [gm.admin@karnatakadigital.in](mailto:gm.admin@karnatakadigital.in) within the prescribed time. The applicants will be asked to give a detailed presentation to the selection committee.

## **5.7 Conflict of Interest**

KDEM considers a conflict of interest to be a situation in which a party has interests that could improperly influence KDEM's performance under the Scheme of official duties or responsibilities, contractual

obligations, or compliance with applicable laws and regulations, and that such conflict of interest may contribute to or constitute a prohibited corrupt practice. Any applicant found to have a conflict of interest is liable to be disqualified.

## **5.8 Subcontracting**

The successful applicant shall not be permitted to sub-contract any part of its obligations under the Agreement.

## **5.9 Corrigendum**

Should KDEM deem it necessary to amend the Document, it shall do so by uploading the corrigendum on the website. At any time prior to the deadline for submission of the application, KDEM may amend the document by issuing corrigenda. In order to provide prospective applicants with reasonable time to take the amendment into account in preparing their bids, KDEM may, at its discretion, extend the last date for the receipt of applications.

## **5.10 Final decision-making authority**

KDEM reserves the right to accept or reject any of the applications and to annul the empanelment process at any time without assigning any reasons thereof. In case it is found during the evaluation of the applications one or more conditions have not been met by the applicant, or that the applicant has made material misrepresentation or has given any materially incorrect or false information, it shall result into rejection of the application.

## **5.11 Cost of preparation**

The applicant shall bear all costs associated with the preparation and submission of its applications and KDEM shall not be responsible or liable for those costs, regardless of the conduct or outcome of the process.

## **5.12 Clarification and amendment to documents**

Applicants may request a clarification of any item of the document up to 09 Jan 2023. Any request for clarification must be sent in electronic mail to [gm.admin@karnatakadigital.in](mailto:gm.admin@karnatakadigital.in). KDEM will respond by electronic mail and/or upload the response to such requests, including an explanation of the query but without identifying the source of inquiry.

At any time before the submission of the Proposals, KDEM may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, modify the documents by amendment. Any amendment shall be issued in writing through addenda. Addenda shall be sent by electronic mail or uploaded on <https://karnatakadigital.in/> website. KDEM may, at its discretion, extend the deadline for the submission of Proposals.

## **5.13 Modification and withdrawal of applications**

Applicants may modify or withdraw their applications by giving notice in writing before the deadline prescribed for submission of applications. No applications shall be allowed to be modified or withdrawn after

the deadline for submission. The modification or withdrawal notice shall be notified and shared via prescribed email only.

#### **5.14 Proposal for evaluation**

The Technical proposal shall be considered responsive only if:

- a) it is received as per formats prescribed herein. Refer annexures of this document.
- b) it is received within the Due Date, including any extension thereof.
- c) it contains all the information and documents (complete in all respects) as requested in this document.

#### **5.15 Evaluation Committee**

The evaluation committee appointed by KDEM will evaluate proposals based on their responsiveness to the Terms of Reference, applying the evaluation criteria set out in section 6.5. The committee's decision is final.

### **6 Terms of Reference**

#### **6.1 Objectives:**

- a. To create vital inter-linkages/ exchanges of information among all the relevant stakeholders on-board and in sync with the relevant line Ministries/ Departments.
- b. To effectively translate R&D activities for commercial gain.
- c. To facilitate commercialization of technology solutions for market outreach.
- d. To provide technical and business advisory through a cache of Experts and Mentors.
- e. To facilitate industry, connect, fundraising through VCs/Angels and promote the globalization of Indian Tech start-ups.
- f. To provide the entire range of value-added IPR support services like sensitization, protection and compliance of generated IPs.
- g. To boost the growth stage startups and help them scale up.
- h. To provide a positive effect on the performance of the startups.
- i. Assist in raising venture capital, support exit by acquisition, and help in gaining customer traction.
- j. Providing mentorship support, market linkages etc.,

#### **6.2 Scope of Work**

- a. Imbibing entrepreneurial spirit and creating an environment of working along with fellow entrepreneurs, meeting investors etc.
- b. Identifying the real pain points of the entrepreneurs and addressing their needs effectively.
- c. Connecting the entrepreneurs, investors, mentors, trainers, students, and faculty (One-on-One Mentoring physically as well as virtually).
- d. Identifying a set of advisors – preferably a mix of industry veterans, faculty and investors, who can guide on strategic issues.
- e. Organizing activities, which keeps the accelerator always charged such as conducting training programs, mentor meets, talks from experts, job fairs, workshops, Startup /product showcases, Investor connect, technology demonstrations, Hackathons etc. from time to time to help the community, to grow and brings in a great network effect.

- f. Attract, select, retain and manage startups.
- g. Developing milestones and review mechanisms.
- h. Regularly come up with continuously evolving approach & methodology to improve upon the existing.

### **6.3 Expected Roles**

#### **Role of Bengaluru based Accelerator:**

- a. The Bengaluru based accelerators shall play the role of mentor for the Beyond Bengaluru accelerator/incubator/organization.
- b. Leverage, guide and mentor the Beyond Bengaluru based organization in terms of planning and execution of cohorts.
- c. The Mentor-Mentee accelerator shall support at least 17 Startups per cohort together expecting 7 in Bengaluru and 10 in cluster.
- d. To provide infrastructure in the form of Plug and play space, power backup, 24x7 security, high speed internet connectivity, conference space, event space etc to the selected Startups for their cohort.
- e. Handholding the program detail to the selected startup for their cohort to be run by the cluster accelerators.
- f. Manpower for running and executing the program at their accelerator.
- g. Program execution for each cohort.
- h. Participate in the overall Governance and monitoring of the Centre.
- i. Linkages with skill centres, Academia, universities, colleges, State Govt. Departments etc to spread awareness about virtual & physical incubation and to support the growth of the centre into a noteworthy entity.
- j. Overall Governance and monitoring of the centre.
- k. Bringing 25% of the program cost in cash or in kind for each cohort.
- l. Accelerator/ organizations at Beyond Bengaluru cluster level are free to take up commercial models with the startups as per their organizations.

#### **Role of Beyond Bengaluru Mentee Accelerator/ Incubator/ organization:**

- a. To provide infrastructure in the form of Plug and play space, power backup, 24x7 security, high speed internet connectivity, conference space, event space etc.
- b. Run the program as per the program detail of the mentor accelerators.
- c. To promote startups of the cluster to participate in the acceleration program.
- d. To leverage the experience and expertise of mentor accelerator for successful implementation of the program at the cluster level.
- e. Manpower for running and executing the program.
- f. Providing utility services like Internet, power, water etc.,
- g. Program execution for each cohort.
- h. Participate in the overall Governance and monitoring of the Centre.
- i. Linkages with skill centres, Academia, universities, colleges, State Govt. Departments etc to spread awareness about virtual & physical incubation and to support the growth of the centre into a noteworthy entity.
- j. Day to day support and management of the centre.
- k. Overall Governance and monitoring of the centre.
- l. Bringing 25% of the program cost in cash or in kind for each cohort.
- m. Accelerators/ organizations at Beyond Bengaluru cluster level are free to take up commercial models with the startups as per their organizations.

## 6.4 Methodology

The proposed Accelerators model is as follows:

- a. KDEM, through EOI, will identify at least 3 not for profit accelerators in Bangalore and one organisation in each of the 3 clusters i.e Mysore, Hubli-Dharwad-Belagavi and Mangalore.
- b. The not-for-profit accelerators at Bangalore will be identified based on their previous work in this field, the cohort they have supported, MEITY partnership if any, and success stories through their cohort.
- c. Not for profit organisation for setting up accelerator within clusters like Mysore, Hubli and Mangalore will be identified based on existing incubation centre, their cohort and their success stories. Incubators who aspire to become accelerators are encouraged under this project.
- d. KDEM will set up 'Accelerator network' by selecting three not for profit accelerators from Bangalore as mentors for Beyond Bengaluru Accelerator/Incubator/Organisation. Shall leverage the learnings of experienced accelerators in running the accelerator network.
- e. These mentor accelerators will not only have the cohort but also share the program delivery model, train the cluster accelerators, and help deliver the program to the start-ups.
- f. The Shortlisting of start-ups from Bangalore and Beyond Bengaluru clusters, Centre of Excellences etc., identifying start-ups who have potential to create disruptive products will be done by way of comprehensive screening including Hackathons, Ideathons, BICs etc through accelerators.
- g. Two cohorts per annum shall be conducted by each accelerator.
- h. Each Beyond Bengaluru accelerator (Mentee accelerator) shall have a mentor accelerator from Bangalore. The Mentor - Mentee accelerator shall support at least 17 Startups per cohort together expecting 10 in Bengaluru and 7 in cluster.
- i. The Mentor & Mentee pair shall happen once the organizations are onboarded as per the criteria set in this document. The choice and preference shall be given for the organization to pair-up upon final selections.
- j. Each cohort to have a tenure of ~24 weeks from start to finish for Acceleration and additional ~8 weeks for Immersion Program.
- k. Accelerate the start-ups and get them ready for the next stage of growth.
- l. Expose these start-ups to in-house and external investors.
- m. Ensure exposure to networking events.
- n. Select start-ups based on the set criteria and enter into agreements.
- o. Offer CoE Services, which includes access to infrastructure & labs, mentoring, seed funding, technical support by the subject matter experts and market assistance.
- p. Facilitate raising funds from external sources like VC.
- q. Help potential start-ups in marketing & deployment of the solutions/products on the equity share or royalty fee or revenue sharing model.
- r. Review Key Success factors.
- s. Enable smooth exit.

### a. Eligibility Criteria for Startups:

- Startup should be based out of Karnataka and registered under the Karnataka Startup Cell or Department for Promotion of Industry and Internal Trade (DPIIT), Govt of India.
- Startups should be in revenue/growth stage.
- The start-up must be working towards innovation, development, deployment or commercialization of a new product, process or service driven by technology or intellectual property.
- Elevate winners shall be given priority.

## 6.5 Minimum eligibility criteria:

Bengaluru Based	Beyond Bengaluru Clusters
<ul style="list-style-type: none"> <li>• Accelerators should be not for profit organizations</li> <li>• should have an experience of running minimum 2 cohorts of acceleration program or at least have minimum 20+ graduated startups</li> </ul>	<ul style="list-style-type: none"> <li>• Incubators/ Institutions operating at cluster level should be not for profit organization</li> <li>• Incubators /Institutes under Beyond Bengaluru should have incubated at least 20 startups with 10+ startups graduated</li> </ul>

## 6.6 Governance Model

### Governing Committee

Governing Committee shall be chaired by Additional Chief Secretary/ Principal Secretary/Secretary to Government, Department of Electronics, IT BT S&T Govt. of Karnataka, with Managing Director, Karnataka Innovation & Technology Society [KITS], CEO - KDEM and 2 industry leaders as members.

#### Scope & Responsibilities

- To review the progress made by the accelerators, approve for funding, approve for additional grants, reappropriation of budget.
- To review and monitor the progress made by the accelerator pair.
- The governing council shall meet as frequently as required, at least once quarterly, to conduct periodic reviews of the centre. KDEM shall provide quarterly reports to Governing committee.
- To approve the final list of Bengaluru Accelerators and Beyond Bengaluru Accelerators.
- Approve the next tranche payment.

### Selection Committee

Selection Committee shall be chaired by Chairman, KDEM with Managing Director, Karnataka Innovation & Technology Society [KITS], and 2 industry leaders as members.

#### Scope & Responsibilities

- To select the organizations for the acceleration network program. The selection will be made by the committee based on the proposal submitted by the applicants and the technical presentation made. The decision of the committee shall be final.
- To identify the accelerators at Bangalore and organization at clusters as a part of accelerator network

The Selected organization shall be the applicant having the highest score. At least 3 accelerators from Bengaluru and 3 organizations from Beyond Bengaluru, i.e., one each from the three clusters will be identified.

## 6.7 Costing

- a. It is estimated that the cost for each cohort will be approx. Rs 60 lakhs. Out of Rs 60 lakh for each cohort, KDEM will release Rs 45 Lakhs, and Rs 15 Lakhs will be part of the commitment from the accelerator (in cash or in kind)
- b. The Mentor - Mentee accelerator shall support at least 17 Startups per cohort together expecting 10 in Bengaluru and 7 in cluster.
- c. Each Accelerator pair shall have 2 cohorts per year.
- d. KDEM fund is committed for 2 cohort per year per accelerator pair for three years.

## 6.8 Performance Metrics

The performance metrics to measure the success of the acceleration program factors in the following outcomes

SI. No.	Metric Name	Outcome
1	Fund Raised in Years' Time	Coaching on pitching, connects with VCs/early-stage funds Access to at least 3 investors per startup
2	Revenue Traction	Business Domain expert to guide on customer acquisition ( <b>1-on-1 sessions</b> ) 1 mentor for Local Compliances (2 sessions) 1 mentor for Go to Market Strategy (3 sessions) 1 mentor for International Market access(3 sessions of 2 hours each)
3	Increase in Headcount	Workshop to build team in conjunction with growth plans to help Startups increase the headcount as per their business plan
4	Valuation Achieved	Valuation to be done at time of entry and exit by CA appointed by KDEM.  Valuation of the startups in the end to show significant increase(2x) by the end of program
5	Brand Capital	Guidance on positioning, website, and marketing collaterals. 1 workshop on Digital presence & 1 workshop on Brand positioning with experienced mentors & industry experts
6	End Customer Capital	Business domain expert to evaluate company's business model Accelerator to give access to at least 10 customers through their alumni or tie-ups.
7	Leadership or Talent Capital	Workshop on finding additional co-founders and support in setting up team (1-on-1 sessions) Conduct at least 3 networking events to help startups build the team
8	IP Capital	1 Design Workshop by Expert with 1-on-1 sessions Domain expert to evaluate technology of startup (1-on-1 sessions by legal team empanelled/associated by KDEM)

9	Execution Capital	1-on-1 Workshop on delivery process and analyse individual flowchart
10	Finance Capital	Business plan with projections for 2 years Atleast 40% of the startups to raise external capital Atleast 3 Mock pitch sessions with angel investors for fine-tuning your elevator pitches
11	Program Duration	Selected Startups to undergo a program of 24 weeks. at least 6 hours per week 4-6 Masterclasses by Industry Experts (2 International, 4 Local)

## 6.8 Payment Terms

Sl No	Milestone –	% Payment Expected
1	Commencement of Module 1	40
2	Completion of Module 1,2 & 3 & Commencement of Module 4	40
3	Upon successful completion of cohort	20

The selected applicants shall submit detailed report and utilization certificate authorized by a qualified CA to KDEM. Release of further tranche shall be subjected to successful completion of the deliverables under each milestone.

## 6.9 Confidentiality

Information relating to the examination, clarification, evaluation and recommendation for the applicants shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising KDEM in relation to this empanelment process. KDEM will treat all the information in confidence and will require all those who have access to such information to treat the same in confidence.

# Annexures

## Annexure 1 Accelerator Network Delivery Flow: (Illustrative)

### Module 1: Cohort Readiness Support (4 – 6 Weeks)

Entry Criteria for startups :

Startups falling in any of the categories below will be eligible to apply for this power packed Acceleration Program:

- 1) Not a OPC company
- 2) Stage of the startup
  - a) MVP (Minimum Viable Product) ready stage
  - b) PoC, Validation and Feedback
  - c) Startups having achieved PMF (Product Market Fit)
  - d) Early revenue or Early traction stage
  - e) Seedfunded stage and above
- 3) Entrepreneurs who are open to learn through our offering of assignment-based workshops and 1-on-1 mentoring sessions

Call for applications and Screening:

- Call for applications based on the sectors to be focused,
- Create Partner and corporate network to support startups,
- Create 3 level screening process,
- Create a screening panel for levels of screening,
- Select startups for the program

### Module 2 : Know the status – Phase I (8 Weeks)

What to expect from the program ?

1. Advisory Clinic to understand the journey so far and the needs
2. Revisit the Business Strategy with relevant SMEs
3. TAM Validation through research and explore new use cases
4. Assignment based workshops with 1-on-1 session with SMEs
5. Specific 1-on-1 Mentoring with specific needs
6. Open Houses with Industry Leaders

### Module 3 : MVP & First Customer – Phase II (8 Weeks)

What to expect from the program ?

- 1-on-1 Meeting to understand the journey so far w.r.t sales and marketing strategies.
- Get the customer Wishlist and validating it
- Relevant customers, Partners and Corporate connects
- Follow up even after the program (2Months) to get them some deal closures

### Module 4 : Investment Readiness & FundRaising – Phase III (8 Weeks)

What to expect from the program ?

- ✓ Investor Readiness - Investor Jargons & what investors look for ?
- ✓ Value Proposition - How does an Investor Evaluate a Potential Investee Company ?
- ✓ The Science of Pitching - Structure, Content, Flow, No.s
- ✓ The Art of a Perfect Pitch - Connect, FOMO, ROI .....
- ✓ Mock Pitching session - Critical feedback, finetune for Demo Day
- ✓ Investor Connects & Demo Day

## **Annexure 2**

### **Parameters**

**The proposal to contain details on below metrics and not limited to these. The applicants are free to add any other relevant information.**

#### **A. Profile in relevance to the work to be executed**

1. Past Experience (of organization / leadership team) in work of similar nature. Should have incubated at least 20 startups in the last three years pan India
2. Manpower, Skill Set, Team Composition & Deployment
3. Network of Mentors / Experts and partners (Minimum 10 reputed individual/Institution)
4. Network of Angel/VC Investors and partners. Should have at least 10 successful cases of Angel/VC funding in Startups in the last three years
5. Capacity within the organization to host events
6. Capability to deliver the program in Beyond Bengaluru clusters (Tier-II, Tier-III cities). Demonstrate capability in experience in handholding/supporting startups outside Bengaluru and within Karnataka

#### **B. Understanding of the Scope of Work and the proposed Methodology**

1. Prowess & Methodology to create an ecosystem for the center's optimum utilization by academia, industry, students and citizens of the state
2. Delivery flow. Details of each module under each cohort to be provided along with timelines

### Annexure 3

The organizations are expected to fill the below format in detail. The document will be considered for evaluation

SI No	Module Name	Details	Outcome (Tangible)	Timeline (in Weeks)
1	Module 1			
2	Module 2			
3	Module 3			
4	Module 4			