



ALLENHOSE STARTUP AND INCUBATION FOUNDATION (ASIF)

**POLICY MANUAL
2024**

Table of Contents

DEFINITION-	2
DEFINITION OF START-UP:.....	2
PREAMBLE-	2
ABOUT ASIF-	3
VISION:.....	4
MISSION:	4
GOVERNING COUNCIL-.....	4
ADVISORY COMMITTEE-.....	4
MENTOR POOL-.....	5
SCOPE-	5
a) THRUST AREAS-	6
b) ELIGIBILITY-.....	6
For Pre-incubation-.....	6
For Incubation and Virtual incubation-	6
c) SELECTION CRITERIA-	7
d) ADMISSION PROCEDURE-	7
e) SERVICES OFFERED BY ASIF -.....	9
f) PERIOD OF INCUBATION-.....	11
g) PERIODIC EVALUATION -	12
h)INTELLECTUAL PROPERTY -	13
i) SEED FUNDING -	13
J)CONSIDERATION.....	14
AGREEMENTS-.....	14
CONFLICTS OF INTEREST -	14
DISCLAMAIR.....	15
ANNEXURE.....	16

DEFINITION-

- ‘Technology Business Incubation’ includes but not limited to developing technology developed at the Institute into products and services for commercial activities.
- ‘Intellectual Property’ includes but not limited to know-how, patents, design, process specifications, trade-secret, etc.
- ‘Incubatee’ or ‘Company’ bears the same meaning for the purpose of this policy. Any company permitted to be incubated by the Institute and operate from the incubator shall be called ‘Incubatee’ or ‘Company’.
- Executive position: means that person is authorized by the company to sign the documents on behalf of the company, enter into legal and binding agreement.
- Non-commercial activity: The companies shall neither be allowed to give campus address in legal registrations nor can they use Institute’s address in sales.

DEFINITION OF START-UP:

As per the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Gazette Notification No. G.S.R. 364(E) dated April 11, 2018 as modified vide Gazette Notification No. G.S.R. 34 (E) dated January 16, 2019.

An entity shall be considered as a Startup:

- i. Upto a period of ten years from the date of incorporation/ registration, if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India.
- ii. Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.
- iii. Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Provided that an entity formed by splitting up or reconstruction of an existing business shall not be considered a ‘Startup’.

PREAMBLE-

"At the pinnacle lies solitude," resonates a frequently uttered sentiment among business leaders, a stark reality for emerging entrepreneurs. These visionaries not only embrace the mantle of sole risk-takers and shareholders in their startup ventures but also juggle the multifaceted roles of CEO, manager, custodian, and beyond. While the journey can be exhilarating, it often unfolds as an intimidating and lonely odyssey.

A comprehensive report by the IBM Institute for Business Value and Oxford Economics sheds light on the sobering fact that a staggering 90 percent of Indian startups meet their demise within the initial five years. Recognizing the criticality of this early growth phase, both the

public and private sectors have increasingly acknowledged the vital need to bolster support for nascent businesses.

The journey began with the National Science and Technology Entrepreneurship Development Board (NSTEDB), which pioneered the launch of Science and Technology Entrepreneurs Parks in the late 1990s and Technology Business Incubators in the early 2000s. Presently, numerous universities and autonomous organizations are establishing incubators, either on or off campus. These incubation facilities are not exclusive; they are open to collaboration with other institutes and entrepreneurs. The Government of India, through entities such as the Department of Science and Technology (DST), Department of Biotechnology (DBT), Technology Information and Forecasting Assessment Council (TIFAC), and financial institutions like the Small Industries Development Bank of India (SIDBI), has actively contributed substantial risk funding. These initiatives aim to cultivate an entrepreneurial spirit among both faculty members and students, complemented by the formulation of an effective policy framework. The Ministry of Finance has also committed substantial funds to Venture Capital through the establishment of the India Aspiration Fund.

As the startup ecosystem burgeons, there is a growing trend of collaboration among faculty members and students from various universities and institutions in India. This collaboration often transcends traditional academic boundaries, leading to joint ventures born out of research endeavors.

Educational institutes serve as vanguards into the future, showcasing cutting-edge research and innovation within campus confines. Witnessing the inception of the "Next Big Thing" in an institute lab is an exhilarating experience for ambitious students or groups. Institutes offer more than just infrastructure and research facilities; they provide a robust alumni network. A well-established alumni network becomes the entrepreneur's gateway to industry leaders, offering assistance, connections, and even funding. The "paying it forward" ethos thrives within alumni networks, serving as a catalyst for disruptive leaps that entrepreneurs often need. Recognizing this, institutions are actively promoting alumni-student mentorship programs, acknowledging their pivotal role in fostering entrepreneurship.

Despite these commendable initiatives, a shadow looms over the startup ecosystem within institutes, stemming from societal norms, familial expectations, and peer pressure that lean towards secure job placements with predictable incomes. However, with an upward trajectory in the ease of doing business rankings, there is a unanimous consensus that India possesses the potential and expertise to evolve into a more innovation-driven economy. The entrepreneurial spirit within institutes appears more willing than ever to contribute to this transformative journey.

ABOUT ASIF-

The Allenhouse Startup and Incubation Foundation (ASIF), a non-profit organization under the Allenhouse Group of Institutions (AGOI), Kanpur, operates as a section 8 entity. AGOI comprises of 3 institute (i) Allenhouse Institute of Technology (AIT) (ii) Allenhouse Institute of Management (AIM) (iii) Allenhouse Business School (ABS)

Commencing activities in Jan 2023 as the institute's startup cell, it aimed to cultivate an innovative culture on campus, supporting student projects' transition into viable business products. Hosting events and offering a small support fund for innovations, it expanded its reach, gaining separate legal registration in Jan 2024. ASIF focuses on fostering technology-

based entrepreneurship, applying knowledge practically for public benefit. With a 10,000 sq. ft. infrastructure, the incubation center becomes a launchpad for aspiring entrepreneurs in technology-based business careers. Offering support in various aspects, from infrastructure and co-working spaces to consultation, mentorship, and financial aid, ASIF strives to propel startups towards success with a productive and flaw-reducing environment.

VISION:

To encourage innovation and entrepreneurship by transforming and translating technological ideas and advancements across diverse fields for commercial utilization and the betterment of society.

MISSION:

- To promote self-employment and generate job opportunities for young graduates.
- Providing training to nurture the initiatives of recent graduates.
- The existence of an incubator establishes an atmosphere favorable to entrepreneurial pursuits.
- It inspires students and faculty members to contemplate establishing ventures grounded in their own technologies and ideas.
- Encourage Research and Development.
- To provide essential guidance and support services to trainees in securing approval and executing their projects.
- To promote activities associated with Ideation, Pre-incubation, and Incubation to encourage startup support.

GOVERNING COUNCIL-

The Governing Council would comprise of following members:

1. **Chairperson.**
2. **Institutional Representatives**
3. **Industry Representatives**
4. **Financial Experts**
5. **Legal Experts**
6. **Alumni**
7. **Government and Regulatory Representatives**
8. **Students**
9. **Special Invitees**
10. **Secretary**

ADVISORY COMMITTEE-

1. **Academic Representatives**
2. **Industry Experts**
3. **Investors**
4. **Government and Regulatory Bodies**
5. **Legal and Financial Advisors**
6. **Alumni**
7. **Students and Recent Graduates**
8. **Other Stakeholders**

MENTOR POOL-

Establishing a wide mentorship network with a range of backgrounds and experiences is crucial to cultivate a comprehensive environment for startups. This network should primarily include alumni, specialists from relevant industries, and other professionals, including corporate experts, individuals with manufacturing and product knowledge, those with a technology background, individuals well-versed in legal and regulatory matters, members from the financial sector with funding expertise, and accomplished entrepreneurs who have a wealth of experience.

The true value of mentoring emerges when individuals delve into deeper aspects such as identity, beliefs, interests, motivation, and career paths. As mentors and mentees engage in various interactions that extend beyond subject expertise, it is essential that the mentorship pool is broad enough to facilitate suitable matches. Mentors should typically be motivated by social reasons, such as a desire to 'contribute' or aid in the development of the local community.

SCOPE-

The Incubation and Innovation Policy is the policy document that is applicable to all incubation activities in the centre, the policy has three major components:

1. Pre-Incubation
2. Incubation
3. Virtual Incubation (for companies located outside AGOI Campus).

It covers the following points:

1. Thrust Areas
2. Eligibility
3. Selection criteria
4. Admission procedure
5. Services provided by ASIF
6. Period of Incubation
7. Periodic assessment
8. Intellectual Property
9. Seed funding
10. Consideration
11. Agreements
12. Conflicts of interest
13. Disclaimer

The policy is subject to periodical review and amendments. It will be the responsibility of the companies admitted to ASIF to update themselves from time to time on amendments in Incubation policy and procedures. Allenhouse Group of Institutions, Kanpur reserves the rights to make an exception of all or any of the terms of policy for a particular company or a promoter on a case-to-case basis

1. THRUST AREAS-

Different Sectors where incubation can be provided are among, but not limited to:

- Cryptography & Network Security
- Computer Graphics, Pattern Recognition and Image Processing
- Applications of AI & Neural Network in Biomedical Research
- Data & Soft Computing
- Ad-Hoc Wireless Area Network
- Embedded Vision
- Internet of Things
- Wireless Communication
- Antenna & RF Communication
- Optical Communication & Networks
- A Renewable Energy Technology
- Smart & Advanced Manufacturing Technologies
- Leather Industry
- Water and Environment Technologies
- Advanced Robotics and Industrial Automation
- Other emerging areas or of Social / National Importance

2. ELIGIBILITY-

For Pre-incubation-

Individuals eligible to benefit from pre-incubation facilities are limited to students, staff, alumni, or those affiliated through extension services of the college. Interested individuals must submit their applications in the specified format (see Annexure-1) along with the necessary documents. Such individuals will be referred to as Pre-incubates.

For Incubation and Virtual incubation-

Anyone desirous to access incubation facilities must register as a company under the Indian Companies Act and submit an application in the prescribed format (Annexure-I) along with the necessary documents. Applications for incubation will only be considered if the applicant has incorporated a private/public limited company under the Companies Act.

For the ASIF Incubation Program, applicants can be startups formed by individual entrepreneurs or groups of entrepreneurs that have not yet incorporated under either legal entity. In such cases, an application may be submitted in the names of all promoters/founders of the startup. However, if selected for the Incubation Program, the promoters/founders must ensure that their startup is incorporated under either legal entity within two months from the date of signing the incubation agreement with the ASIF.

Also, the following eligibility criteria will be applicable to the Applicant:

- a. Start-ups working as a Proprietorship Company or Public Limited Company is not eligible.
- b. The incorporated start-up must not be older than 10 years from the date of registration/ company incorporation.
- c. The incorporated start-up's annual turnover (as defined in the Companies Act, 2013) in any preceding financial year must not exceed ₹ 5 crore.

- d. The incorporated start-up must not be formed by splitting up, or reconstruction, of a business already in existence.
- e. The incorporated start-up must be working towards development of innovative products/ processes/services and must have a scalable business model with a high potential of employment generation or wealth creation.

3. SELECTION CRITERIA-

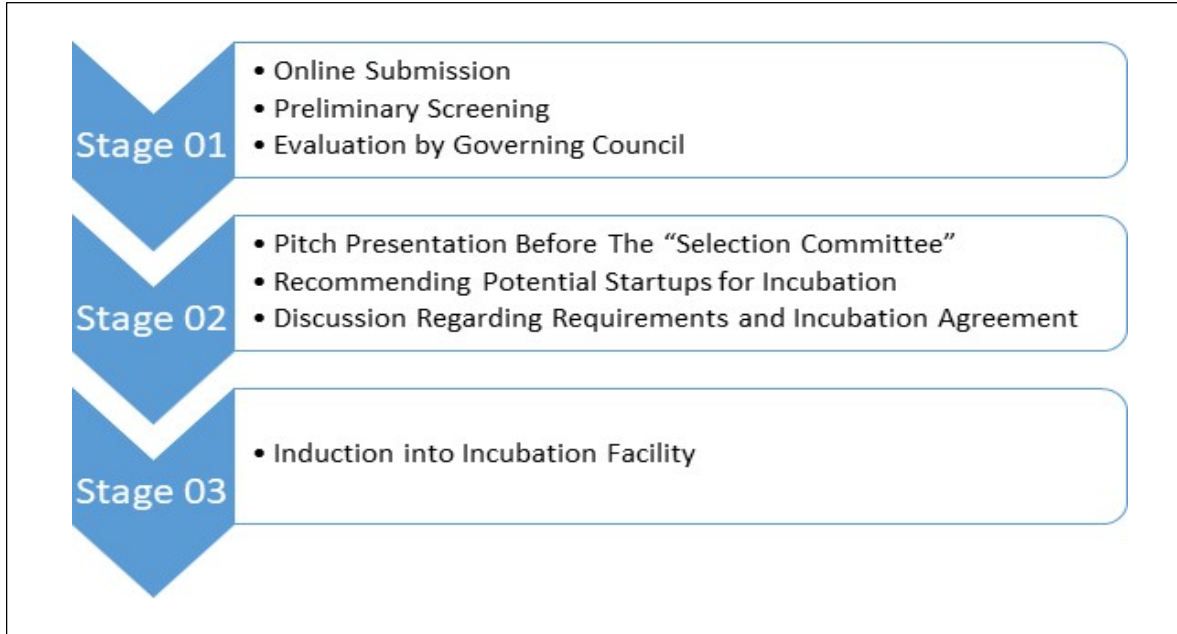
A start-up applying to the Incubation Program at ASIF will be selected based on following criteria:

1. A start-up must be working on an innovative idea/technology/product/service in one of the thrust areas.
2. A start-up that is willing to pursue the Incubation Program full time with no other concurrent commitments during incubation period.
3. A start-up that will preferably have a market ready prototype or Proof-of-Concept (PoC), or willing to commit to convert their idea into prototype during the tenure of the Pre-incubation Program.
4. A start-up that will preferably have a clear IP strategy and a technology commercialization plan that will create jobs.
5. A start-up that has a strong business proposal, can confidently pitch to investors and raise funds, can be scaled up and become self-sustainable in 18 – 24 months' time.
6. A start-up that offers technology enabled solutions with a social and strategic impact.
7. A start-up that has a potential for large resource generation and can create an impact value and visibility for ASIF.
8. A start-up that is incorporated under either of the legal entities and under Eligibility, will have to meet the following additional criteria:
 - a. At least 51% of the start-up company should be owned by Indian nationals (directly or indirectly).
 - b. The start-up company has to ensure they have all required IP rights (if applicable), including any technology license or patent assignment, to take the technology ahead. The start-up company may also be required to ensure that they will have Freedom to Operate.
9. A start-up applying to the Incubation Program at ASIF Incubatee will not be considered for incubation if the proposed idea/ innovation/ technology or business plan falls under following conditions:
 - a. Start-ups proposing products, services or processes which lack novelty with no or limited incremental value.
 - b. Start-ups have been formed by splitting up or reconstruction of a business already in existence.
 - c. Start-ups with proposals that do not have potential for commercialization, or Start-ups proposing products, services or processes with no differentiation factor

d. Start-ups with proposals those are not scalable and sustainable.

4. ADMISSION PROCEDURE-

Note- The applications shall be processed once the applicant(s) has taken due recommendation from respective HoD forwarded by approval from Director, full time students and research scholars must read & agreed to the “terms and conditions” of ASIF. The Selection Committee (SC) constituted by the Director, Governing Council would be setup to evaluate and carry out the selection procedure. The SC will consist of experienced and qualified professionals from specific industry, seasoned venture capitalists, academicians and successful alumni entrepreneurs.



STAGE 01- ONLINE SUBMISSION AND PRELIMINARY SCREENING

1) Online Form Submission

As the initial phase in the admissions process for both incubation and virtual incubation, the potential Promoter/candidate should submit an Online Application through our website, accompanied by the business plan, Certificate of Incorporation and Memorandum & Articles of Association, Infrastructure requirements, and a Justification for selecting ASIF for incubation support. ASIF will then present the executive summary to the Selection Committee (SC) for feedback on the technical and business feasibility of the idea.

For pre-incubation, applicants should submit a pre-incubation Application through our website, including all mandatory details. ASIF will present the proposal to an SC for feedback on the actual need for pre-incubation services for the idea.

The applicant must provide all necessary details as indicated in the online application form. Incomplete application forms will not be considered for screening.

2) Preliminary screening

The online application submitted by the applicant will undergo an initial screening procedure to evaluate eligibility based on the criteria listed above as per ASIF Policy. The initial screening

process will also include due diligence on the information provided by the startup concerning the authenticity of the information, ownership of IP/Know-how, legal status of the startup (if already incorporated), etc. The initial screening will be conducted by the internal screening committee of ASIF, assembled by the Director, ASIF.

1) Evaluation of Business Proposal

The "Selection Committee (SC) " at ASIF will scrutinize the business proposal for the nature of the business model, level of product/service innovation, market size, idea feasibility and scaling potential, pre-revenue assessment of the company, and financial structure and revenue model. The evaluation criteria would encompass the following:

- Product idea in terms of its technology content, innovation, timeliness, and market potential.
- Profile of the core team/promoters.
- Intellectual Property generated and the potential of the idea for IP creation.
- Financial/Commercial Viability and 5-year projections of P&L, Balance Sheet, and Cash Flows.
- Funds requirement and viability of raising finance.
- Time to market.
- Break-even period.
- Commercial potential, demand, and requirement in India.
- Scalability.

STAGE 03- INDUCTION INTO THE INCUBATION PROGRAM

Once start-up agrees to the terms of 'Incubation Agreement' and executes the agreement, they will be inducted into the Incubation Program of ASIF and can start using the facilities available at ASIF.

Research & Due Diligence:

Throughout the application process, on need basis, ASIF will perform research and due diligence of the company, management team, industry, and current and future competitive elements facing the business. ASIF may seek further information from the applicant and may ask the applicant to revise the executive summary and/or presentation.

Non-Disclosure:

ASIF will strictly adhere to confidentiality throughout the application process. However, ASIF will not sign any 'non-disclosure' agreements.

5. SERVICES OFFERED BY ASIF -

Office Infrastructure - (Not applicable for virtually incubated startups)

Upon admission to ASIF, the following facilities will be provided to the incubating companies on an individual basis:

1. Office space.
2. Computers – up to One on a rental basis. More than one can be availed at market rates.
3. Internet connection.
4. Standard Furniture as determined by ASIF.

Note - Pre-incubated innovations will receive co-working space instead of office space

Common infrastructure: ASIF provides a shared pool of hard and soft infrastructure for all incubators. The following resources are provided:

1. Multi-functional printer (Photocopying, printing, and scanning)
2. LCD Projector
3. Meeting/Conference room with projection equipment
4. Tele or Video conferencing facilities
5. Cafeteria
6. Lounge

Institute infrastructure:

ASIF will facilitate access to institute infrastructure/Library/Laboratories as per the norms of AGOI.

Mentorship Program:

The incubator will connect incubatees with sector and project-relevant Mentors who will be experts and business leaders in specific domains. An incubated company may be provided, based on demand, with a faculty advisor as a mentor on technology issues. However, a pre-incubated company must take a faculty advisor from AGOI as a mentor on technology issues.

Investor Connect:

Learn pitching and raise funds successfully. Networking opportunities and get a chance to pitch in front of Angel Investors and Venture Capital Firms.

Lab and Testing Infrastructure:

Access laboratory infrastructure at AGOI for developing and testing prototypes.

Entrepreneurship Training:

Training and Workshops focusing on various aspects of building sustainable and successful

startups, including business planning, marketing, diligence, funding, and scale-up. Incubated companies will receive special discounts on Minor Certification Courses in Entrepreneurship Development.

Internship and Recruitment Connect:

Explore possibilities of hiring interns and team members from a rich ecosystem of graduates from AGOI and associated academic institutions. Also, to provide support in management, incubates will be assigned an MBA student, if desired.

Legal and IP Support:

Access high-quality legal advisory from service partners and IP services to protect your technology and product. ASIF may collaborate with professionals for accounting, IP, legal, and management expertise on a part-time basis. Incubate promoters can avail of their services. Any direct services provided to incubatees would have to be paid by incubatees to the service provider.

Business and Finance Advisory:

Create investible business plans and receive advice on financial planning from seasoned Entrepreneurs and Industry Leaders.

6. PERIOD OF INCUBATION-

Pre-incubated startup will be permitted to stay in the incubator for a period of maximum 6 months. Additional two months extension may be granted at the sole discretion of ASIF depending upon the performance of startup. Incubated startup (Physical or virtual) will be permitted to stay in the incubator for a period of maximum two years. Maximum two extensions may be granted for 6 months each at a time at the sole discretion of the ASIF.

Exit-

An incubated company may be asked to leave the incubator under the following circumstances:

- a) Completion of period of incubation as per agreement. (if not extended)
- b) Underperformance or non-viability of business proposition as decided by Internal Review Committee of ASIF on case to case basis.
- c) When the annual turnover of the company exceeds INR 5 cr., or as stated by the Government of India.
- d) Irresolvable promoter's disputes as decided by ASIF on a case to case basis.
- e) Violation of AGOI's policy.
- f) When the company enters in an acquisition, merger or amalgamation or reorganization deal resulting in a substantial change in the profile of the company, its promoters, directors, shareholders, products or business plan.
- g) Change in promoters'/ founders' team without concurrence of ASIF.
- h) Any other reason for which ASIF or AGOI may find it necessary for an incubated company to leave.

Notwithstanding anything written elsewhere, ASIF's decision in connection with the exit of an incubated company/startup shall be final and shall not be disputed by any company/startup.

7. PERIODIC EVALUATION –

Periodic evaluation will be conducted by the Internal Review Committee (IRC) and will vary depending on the incubation stage of the company. The incubating startup company must submit a yearly audited statement of the profit and loss account and an unaudited quarterly statement about the activities. Pre-incubated startups are required to submit quarterly performance review reports. However, incubatees may be asked to provide more frequent updates to ASIF.

Some representative criteria for assessment are as follows:

(a) Ideation/Innovation stage

- i. Background of entrepreneurs/team
- ii. Concept development/Opportunity spotting
- iii. Product Development
- iv. Market assessment/Competition analysis
- v. First-level Business Planning/Business Modeling
- vi. Intellectual Property Protection
- vii. Seed Funding.

(b) Pre-Market Stage

- i. Proof of Concept/Prototyping
- ii. Product Development and enhancement
- iii. Financial Health
- iv. Test marketing
- v. Full-scale business planning, including production, sales, and sourcing

(c) Implementation Stage

- i. Full-scale Business Planning
- ii. Pitching for Venture Funding
- iii. Scaling up operations
- iv. Large-scale commercialization
- v. Team Formation

(d) Exit stage

- i. Going National/Global
- ii. Exit options for ASIF

iii. Full-scale business Graduation

iv. Post-incubation Survival

Compliances as laid down by the Companies Act 2013 are binding on the Incubate promoters. Incubated companies will provide a quarterly report on the compliances adhered to as laid down in the Companies Act. Non-compliance will be liable to penalty/strict action by ASIF as follows:

- Non-adherence to the first warning of non-compliance by the said Incubated Company will attract a penalty of Rs. 1000, billed with the facilities due.
- Action against non-adherence to the second warning by the Incubated Company will make the Company ineligible to apply for any funding at ASIF.
- Action against non-adherence to the third warning in the form of a notice to vacate the premises allotted to them and may result in the end of incubation.

8. INTELLECTUAL PROPERTY -

Startup promoters are required to complete an IP declaration worksheet at the time of admission and declare the Intellectual Property developed and owned by the incubating promoter.

1. If the incubating company wishes to use the Intellectual Property of AGOI, such as patents, software code, copyright, design registration, developed products, etc., the company must submit a written request to ASIF. The terms and conditions for such IP licensing will be determined by the Institute.
2. The promoter should disclose if any students have contributed to the technology and whether their work will be incorporated into the product(s).
3. The promoter should inform if any IP has been generated as a result of collaborative work with faculty members (who are not promoters) and is being incorporated into the product(s).
4. The promoter should inform if any AGOI infrastructure (hardware, testing setup, instrumentation, computing resources, processes) has been utilized in developing the IP or technology that will be part of the product(s).
5. The promoter should disclose (if any) any agreement with AGOI stating that the IP has been assigned to the company for commercialization.

9. SEED FUNDING -

The incubatee will maintain a register with details of any IP (patents, licenses, copyrights, etc.) brought into the company prior to or during their incubation at ASIF. Additionally, any IP developed during their stay will be documented in the register.

Notwithstanding anything written above, Intellectual Property Rights will be governed by ASIF and AGOI.

ASIF may offer seed funding/loan based on the availability of funds/grants/schemes designated for this purpose. Seed funding/loan will only be granted to registered companies and will be determined on the merits of each company. Admission to ASIF does not automatically guarantee

access to seed funding/loan. A promoter interested in obtaining seed funding/loan can submit an application three months after the date of admission to ASIF. Approval of seed funding will be based on the eligibility criteria determined by ASIF. Information about available seed funding/loan will be provided exclusively to the incubated startups. ASIF retains sole discretion to approve or reject an application for seed funding, and the decision of ASIF in this regard will be final. ASIF is not obligated to provide a reason in case an application for seed funding is rejected. Although seed funding may be approved at the time of proposal approval, disbursement will be subject to the satisfaction of the Internal Review Committee (IRC) that sufficient progress has been achieved.

Despite anything to the contrary stated herein, the sanction and disbursement of seed funding shall be governed by the Governing Council of ASIF.

10. CONSIDERATION-

ASIF will impose charges for infrastructure and services on incubated startups, while pre-incubation facilities are offered free of cost. This payment will take the form of service charges and equity shares as per the following details.

- For physical incubation - A recommended fee of INR 1000.00/2 persons/month and 2 to 9.5 percent equity (subject to approval of the Governing Council of ASIF; the fee may be reduced or waived based on the status of the applicant).
- For Women entrepreneurs and Differently abled entrepreneurs - A recommended fee of INR 800.00/2 persons/month and 2 to 9.5 percent equity (subject to approval of the Governing Council of ASIF; the fee may be reduced or waived based on the status of the applicant).
- For virtual incubation - A recommended fee of INR 600.00/2 persons/month and 2 to 9.5 percent equity (subject to approval of the Governing Council of ASIF; the fee may be reduced or waived based on the status of the applicant).

However, ASIF may, at its discretion, adjust the rates periodically.

11. AGREEMENTS-

All incubate shall to enter into following agreements as per decided after discussion with Governing Council of ASIF:

- Incubation Agreement with ASIF:** Containing rules and other incubation norms, consideration, equity holding, etc. (Applicable to all except pre-incubated startups)
- Seed-Fund/loan Agreement with ASIF:** Containing rules of disbursement and repayment. (Applicable to incubated startup/company availing seed-fund/loan)
- Technology Commercialization Agreement with AGOI:** Applicable to incubate using technology or IP developed by ALLENHOUSE GROUP OF INSTITUTION (AGOI), KANPUR

12. CONFLICTS OF INTEREST -

Certain situations leading to conflicts of interests are explained herein below. However, the list is not exhaustive, and hence situations having actual or potential conflicts of interest, though not covered in this document, will nonetheless be subject to this policy.

- (a) An ASIF or AGOI member influencing a departmental decision for the acquisition of laboratory and other equipment that could benefit an incubated startup/company in which he/she is an interested person.
- (b) A AGOI member in a position to circumvent prevailing policies for making use of institute facilities for the benefit of an incubated startup/company in which he/she is an interested person.
- (c) A AGOI member in a position to make use of the suppliers and service providers of Institute for undue advantage of an incubated startup/company in which he/she is an interested person.
- (d) An Institute member procuring consultancy assignments or other business in the name of AGOI and outsourcing them to the incubated startup/company in which he/she is an interested person.
- (e) An ASIF or AGOI member in a position to influence policy decisions of ASIF with an intention to benefit an incubated startup/company in which he/she is an interested person.
- (f) Use of AGOI students or employees to perform work for an incubated startup/company without any compensation when the work is not related in any way to their academic pursuits.
- (g) A person who is interested in one incubated startup/company and involved in a decision-making process also affecting other incubated startup/companies leads to a situation of conflict of interest.
- (h) When an incubated startup/company, its promoters, employees, and staff, or any interested person acts in a manner to benefit the incubated startup/company at the disadvantage of ASIF.
- (i) An incubated startup/company, its employees, and its staff having access to ASIF resources are in a position to exploit them by bypassing ASIF's or AGOI policies.
- (j) AGOI employees and associates are in position to use any sensitive information related to incubation/start-up/companies.

13. DISCLAIMER –

The pre-incubated/incubated start-up/company must understand and acknowledge that AISF intends to provide supports and services to the company in good faith to pursue its objective to promote entrepreneurship by converting innovative technologies developed to commercialization by incubating and supporting new enterprises.

ASIF & AGOI doesn't undertake responsibility for:

- (a) Ensuring success of an incubated start-up/company, its product/process/services.
- (b) Ensuring quality of support and services provided by ASIF to the complete satisfaction of the pre-incubated/incubated start-up/company.
- (c) Ensuring quality of Services of the consultants engaged by pre-incubated/incubated start-up/company through ASIF network.
- (d) ASIF does not guarantee success and/ or feasibility of technology transfer from the Institute.

The above policy is subjected to periodical review and amendments at any time. Any /all disputed between the parties shall be refereed for arbitration to the Director ASIF or person nominated by him/her whose decision will be final and binded upon the parties. The place of arbitration shall be Kanpur Nagar only.

Allenhouse Startup and Incubation Foundation (ASIF), Kanpur

Application form for Applying for availing pre-incubation services at ASIF	
Entrepreneur Data	
Area of Activity (* If business entity has not been formed yet, please indicate the name of the lead entrepreneur)	
Name of Lead Entrepreneur (A separate resume may also be attached)	
Title (Tick the appropriate) Mr. [<input type="checkbox"/>] Ms. [<input type="checkbox"/>] Dr.[<input type="checkbox"/>] Prof. [<input type="checkbox"/>]	
Full Name:	Photograph
Father Name:	
Age:	
Phone: Residence:	
Office: Mobile:	
<i>(Residential / Identity Proof must be attached with application)</i>	
Email	
Postal address / Residential Address (*)	
City _____ State _____ Postal code _____ Country _____	
Affiliation with Allenhouse Group of Institution (AGOI), Kanpur Yes: _____ No: _____	
Educational Qualification	
Highest Qualification : (Please attach earlier copies of the certificate)	
Year of Passing :	
Grades Obtained :	
Area of Specialization :	
About Your business	
1. Do you have already established a working group or start-up?	
2. Briefly describe your business (including product/services) (Attach separate sheet, if required)	
3. Be sure to describe your products and services in a way to differentiate them from the competitors' products	
4. If you have website (demo / prototype associated with the company), please indicate the URL	

5. Briefly describe your immediate and long-term sales goal for your start-up

Legal entity (proposed)		
Proprietorship	Partnership	Corporation
<i>(Registration detail & Bank details / Proof)</i>		
Information about your current Start-up		
1. Briefly describe what opportunity for making money does your business offer?		
2. Have you had mentors ?		
3. Who are your potential customers		

Details of your Team - (Please give proper justifications for applicable head)	
<p>1. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p> <p>2. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p> <p>3. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p>	<p>4. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p> <p>5. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p> <p>6. Name: Educational Qualification: No of years of experience: Address: Phone: Title:</p>
Service expected from ASIF (Please give proper justifications for each head)	

- a. Shared laboratories access
- b. Business Consulting service
- c. Use of conference rooms
- d. Advisory services (Paid Basis)
- e. Legal (Paid Basis)
- f. Accountancy services (Paid Basis)

Please check whether you have filled in all the details and attached all the relevant information as described / required here.

Print and filled copy may be submitted to

The Co-Ordinator,
Allenhous Startup and Incubation Foundation,
Allenhous Group Of Institution,
Innovation Cell (E-Block, Ground Floor)
Plot No.- 176, Kulgaon Road,
Rooma, Kanpur – 208008, Uttar Pradesh

