

# **CII Corporate – Start-up Business Partnership Platform and Startuppreneur Awards 2020**

## **Detailed Proposal**

### **Background**

Start-ups are the indicators of innovation capabilities of the citizens thus measuring the competitiveness of the nation as a whole. Majority of the start-ups devoted to developing novel product offering or service delivery design directly contribute to building the knowledge economy. While scripting the saga of a vibrant economic growth, they are the new avenues today for creating a great deal of wealth and simultaneously for generating a sizeable employment in the quickest possible manner. But the start-ups also suffer from high mortality rate in the first 3 to 5 years from their inception. It has been well established that majority of them fail due to their wrong or complete misunderstanding of the market needs and customer preferences.

On the other hand, industry in their continuous quest of disruptive innovations, new technology solutions, out of the box business models, has been putting their best efforts and investing in huge resources towards in-house research and development, collaboration with academic and R&D institutions, acquiring technologies through licensing in patents and many other means.

However, Indian industry has not yet realized and considered that the start-ups could be one of the sources of disruptive innovations those could add value to industry's business in a much faster pace, with very low risk and at highly affordable cost.

In order to bridge this gap of innovation needs of corporate and innovative solutions developed by start-ups; CII had launched the 'Corporate-Start-up Business Connect Platform' in 2018. The platform was conceptualized on the basis that when a large corporate house adopts one or a few start-ups working in the areas or allied areas of their business, the start-ups are nurtured with specific knowledge inputs and supported with adequate resources by the large corporates. In the process, the start-ups develop products or services catering to the needs of the large corporates thus soon becoming an integral part of their supply chain or devise newer technologies for better efficiency or productivity. In due course of time, the corporates may also plan for investing substantially in the start-ups helping them stand on their own feet. Hence, CII's Corporate-Start-up partnership is seen more from the business collaboration rather than philanthropic point of view.

Since its launch, the platform has been positioned as one of the most prestigious recognition from the corporate world to the most promising start-ups for their excellence in cutting edge technology and innovation, wealth creation, and employment generation.

A note containing the list of corporates who partnered with CII on this initiative along with some samples of challenges / focus areas they had provided to CII for finding right start-ups for them to partner with, in last two years, is enclosed in Annexure 1.

## 1 Process of CII Corporate – Start-up Business Partnership Platform 2020

- I. **Corporate Partner** to share with CII one or more of the following:
  - a) Specific niche technology-based product or services, **Corporate Partner** would like to collaborate with a start-up for its development
  - b) Broad technology problem area, wherein **Corporate Partner** are looking for a novel solution from the start-up
  - c) Services/Business delivery model, which **Corporate Partner** would like a start-up to design and develop for you for improved user experience and interaction, ease of usage, higher productivity and quality etc.
  - d) Any other specified by **Corporate Partner**
- II. Based on the options on products or services given by the **Corporate Partner**, CII will scout its vast network both from national and international partners and invite application from start-ups specific to industry needs.
- III. After receiving applications from the start-ups from India and other countries, CII's panel of high-level academic experts (including the **Corporate Partner** representatives) will shortlist the most promising set of start-ups through a robust process.
- IV. The CII evaluation will be based on Start-ups who are specifically tailored to cater to the **Corporate Partner** needs for novel technologies and/or services and for further collaboration and engagements with **Corporate Partner**.
- V. After CII evaluation, CII will share with **Corporate Partner** the shortlisted details of start-up solutions for their in-house evaluation process.
- VI. The **Corporate Partner** after their in-house evaluations, will select top start-ups solutions for exploring partnerships and ask CII to set-up physical/virtual meetings with these start-ups.
- VII. CII will conduct demo days for **Corporate Partner** with the shortlisted start-ups, based on which the **Corporate Partner** will finally select the start-ups
- VIII. CII will invite **Corporate Partner** to participate in a high-level CII national event (physical/Virtual) where **Corporate Partner** can announce their business partnership with their selected start-up(s) – as a **Corporate Partner** Business Partnership Award

## 2 Responsibilities of Corporate Partner

1. **Corporate Partner** shall share the technology area(s) as mentioned in the process above.

2. **Corporate Partner** shall nominate a POC as a single point contact for CII for all the matters related to this initiative.
3. **Corporate Partner** shall nominate an official (subject expert) from the organization, to be on the 'CII pre-evaluation committee' (a group of sectoral experts), who will do the initial screening / short-listing the start-ups in the desired sector.
4. **Corporate Partner** will provide its logo for CII to use in its promotional materials and advertisements in the print and social media.
5. **Corporate Partner** will share video byte, photograph, and quotes from Head / Senior leadership on how your organization would like to utilize this CII platform for supporting the start-ups for mutual gains – and the same would be promoted in various media.
6. **Corporate Partner** after selecting the start-up through their own evaluation process, will sign mutually agreed contract with the start-up for their future collaboration. However, the details of the contract will need not to be shared with CII.
7. **Corporate Partner** will provide content to CII for publicizing the partnership between **Corporate Partner** and the start-up.
8. **Corporate Partner** will pay to CII a fee for providing this service, as detailed in Financial Arrangement (Refer to Point 4).

### 3 Responsibilities of CII

1. CII will disseminate the technology areas shared by **Corporate Partner** (with **Corporate Partner's** logo and other collaterals of **Corporate Partner**) with CII's network of start-ups and incubators to invite applications from start-ups from India and other countries.
2. CII will receive applications from Start-ups from its national and international networks for the needs or challenges identified by **Corporate Partner**.
3. CII will conduct pre-evaluation of applications thus received, by a set of subject experts that will constituted in consultation with **Corporate Partner**.
4. CII will share with **Corporate Partner** the short-listed (through pre-evaluation process) start-up applications for subject/challenge area provided by CORPORATE PARTNER.
5. CII will arrange for physical / virtual meeting between **Corporate Partner** and the Start-ups those will be finally shortlisted by **Corporate Partner**.
6. CII will organise physical / virtual event to celebrate / publicise **Corporate Partner's** partnership with their selected start-up(s).

7. CII will publish eBook containing successful partnership between **Corporate Partner** and their selected start-up(s)

#### 4 Financial Arrangements

1. **Corporate Partner** will pay a fee to CII for this service as follows:
  - a) Rs. 3 lakhs + GST for maximum up to 3 areas / challenges provided by **Corporate Partner**
  - b) Rs. 5 lakhs + GST for maximum up to 6 areas / challenges provided by **Corporate Partner**
  - c) 50% advance once you confirm to be on board for this initiative.
  - d) Balance 50% before CII finalising the physical / virtual meeting between **Corporate Partner** and their selected start-ups.

#### 5 Other Terms and Conditions:

1. The entire exercise primarily aims at an appropriate match making between a large corporate and a start-up towards co-creation and co-development of the technologies and services as desired by the corporate and as offered by the start-up. The platform on identifying the right partners will catalyse the very process of co-creation. It is expected that **Corporate Partner** would be engaged with the start-up(s) on a regular basis for mentoring them, reviewing the project status and achievements, arranging resources at various stages of development and ultimately inducting the final product or services for their large-scale usage. Such a co-creation process with the involvement of both the partners will ensure completion of the project in a timely and meaningful manner with the simultaneous minimisation of risk.
2. CII and **Corporate Partner** agree to permit usage of their logos on marketing collaterals and related medium for non-commercial purposes only.
3. This document is not intended to create legal or binding obligations on either CII

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## Annexure 1

The following table provides a glimpse of the corporate sponsors and start-ups supported by them in specific technology areas:

| Details               | 2018  | 2019  |
|-----------------------|---|---|
| Chairman              | Mr. Kris Gopalakrishnan,<br>Cofounder, Infosys and Past<br>President, CII   | Mr. Kris Gopalakrishnan,<br>Cofounder, Infosys and Past<br>President, CII   |
| Corporate sponsors    | Bharti Enterprises, Cyient,<br>Godrej Consumer Products,<br>Godrej Industries, Infosys, JCB,<br>Jubilant Lifesciences, L&T, PI<br>Industries, Pratiksha Trust,<br>Tata Steel (Total=11) | Antrix Corporation, Dr Reddy's<br>Labs, ELICO, Forbes Marshall,<br>Godrej Boyce and Manufacturing,<br>Hero Future Energies, Infosys,<br>L&T, Renew Power, Tata<br>Chemical, TATA Steel, Tata<br>Power, Volvo (Total=13) |
| Start-up applications | 500   | 689   |
| Areas                 | Manufacturing, services, Agri/<br>food, pharma/ biotech and<br>women entrepreneurs  | Power, healthcare, energy, space,<br>IT/ electronics, cleantech, women,<br>commercial vehicle, Agri/ food   |

**Some of the specific areas of interests enlisted by Corporates in the past two years:**

1. Industrializing natural ingredients through technology - like Aeroponics and Hydroponics
2. Technologies supporting Aeroponics/ Hydroponics
3. Nano agriculture products
4. Agro chemicals
5. Advanced materials
6. Fermentation sciences
7. Testing technologies around soil and Product - Food Value Chain
8. Clean Technology (related to renewable energy and including software technology)
9. Battery storage technologies and related software for battery analytics etc
10. Energy management system software
11. Technologies for better O&M of wind and solar energy plants (IOT based tech, robotic cleaning, performance data analytics, predictive analytics etc etc)
12. Innovations in using solar tech for new applications such as desalination plants
13. Innovations for rooftop solar such as solar - storage integration
14. Block chain-based technologies in energy
15. Innovations in solar PV and wind turbines
16. Artificial Intelligence and Analytics
17. Steam energy, Thermal energy, Industrial process heat sensors for process control, Instrumentation, Control systems
18. Process simulation
19. Industrial IoT Data analytics
20. Machine learning and AI as applied to Industrial process behaviour, simulation and prediction

21. Neural networks, Fuzzy logic system
22. Non-invasive sensor systems
23. Combustion systems
24. Steam boilers based on Novel features
25. Laser based sensors
26. Data acquisition software platforms and including Data analytics platform
27. Metal Rapid prototyping
28. Low-cost High-quality prototyping
29. Composite materials for high temp and pressure applications
30. Thermal modelling and simulation of industrial heating processes