



**BHARATHIDASAN UNIVERSITY ENTREPRENEURSHIP,  
INNOVATION & CAREER HUB (BECH),  
TIRUCHIRAPPALLI - 620 024**

**Call for Proposals for Seed Money for Start-ups through Incubation  
for Students Research Scholars and PDFs of  
Bharathidasan University Departments**

**1. Purpose**

The Bharathidasan University Entrepreneurship, Innovation and Career Hub (BECH) established in July 2019 under RUSA 2.0, has set out a mission of instilling the elements of inventive and innovative abilities in the scholastic educational plan and examination at the advanced education level. As a development to the students sharpening program, BECH-RUSA 2.0 welcomes applications for Seed Money for Start-ups through Incubation, from Students, Researcher Scholars and Post-Doctoral Fellows of Bharathidasan University Departments. This will be a plan of arrangement of Seed Money as beginning capital help to empower possible new ideas prompting new products and services.

**2. Eligibility / Who can apply?**

- Students, Research Scholars and PDFs of Bharathidasan University Departments with inventive thoughts prompting new innovative ideas, processes and expertise.
- The Hub would admit ideas across the Faculties of 'Arts', 'Languages', 'Management' and 'Science, Engineering & Technology'. Acceptable business would involve thematic projects, innovative, technology-based products, ideas or services.
- The Applicant would need to give a Realistic Plan and Financial Projections with Profitability.
- The Applicants may identify and obtain a consent letter from a Mentor, who must be a regular faculty member of Bharathidasan University.

(Note: 1. In case candidates are not able to identify Mentors, BECH – RUSA 2.0 will assign Mentors as per its Policy. 2. BECH – RUSA 2.0 has the Right Assign Mentors as per its Policy over and above the Mentors identified by the candidates.)

- Applicants would have to provide a list of referees (minimum of three) who know about the proposed project.

### 3. Seed Money and Budget

Items	Amount / Remarks
Seed Money for Start-ups through Incubation (through subsidized loan/ Equity Share options)	<ul style="list-style-type: none"> <li>• The proposal from Individual Student / Research Scholar/ PDF will be the maximum of Rs. 5,00,000/-</li> <li>• A joint proposal from a group of Students/ Research Scholars/ PDFs will be maximum of Rs. 7,50,000/-</li> <li>• Interest-Free Loan for first 2 years</li> <li>• Interest @ 6% per annum from 3<sup>rd</sup> year onwards</li> <li>• Encouraged to promote startup company</li> <li>• Equity Share options</li> <li>• Overhead charges to BECH-RUSA 2.0 - 10 % of the sanctioned grant</li> </ul>

- The Hub may provide funding subject to the availability of funds / grants/ schemes meant for this purpose. Seed Money in the form of a subsidized loan will be sanctioned to the applicants with the objective of commercializing a novel technological idea, scaling up a laboratory-proven concept, and setting up a technology business enterprise and shall be based on case to case merits.
- The BECH-RUSA 2.0 will have sole discretion to sanction or reject any application for funding and the decision of the BECH-RUSA 2.0 in this regard shall be final. BECH-RUSA 2.0 is not bound to give any reason in case an application is rejected.
- Seed Money will be provided through a subsidized loan for 3 (three) years initially to prospective proposals through the Advisory Committee of BECH-RUSA 2.0. After that, a maximum of 4 (four) extensions may be granted for 1 (one) year each at a time at the sole discretion of the Advisory Committee of BECH-RUSA 2.0. The Seed Money will be disbursed in installments as per the recommendations of the Advisory Committee of BECH-RUSA 2.0. The decision of the BECH-RUSA 2.0 Advisory Committee will be final.
- The Seed Money (through a subsidized loan) will be provided interest-free for the first 2 (two) years. From the 3<sup>rd</sup> (third) year onwards, interest @ 6% per annum will be charged for the disbursed / outstanding amount till the entire Seed Money is repaid.

- The funds can be used by the eligible Students, Research Scholars and PDFs as per the directions of the Governing Body of BECH-RUSA 2.0.
- The candidates can avail other fellowships/grants from any Governmental or Non-Governmental sources for the same Programme / Project subject to prior approval from BECH-RUSA 2.0.
- The candidates must seek the consent of BECH-RUSA 2.0 if he/she intends to be away from the Bharathidasan University continuously for more than eight weeks.

#### 4. Selection and Mode of Application for Seed Money for Start-ups through Incubation

The BECH-RUSA 2.0 will follow the seven-step selection process before a startup is selected and incubated. The steps are listed below:

1. The call for Applications regarding the Seed Money for Start-ups through Incubation will be notified through Circulars and websites <http://bechrusa.in>.
2. The Application form for the Seed Money for Start-ups through Incubation, highlighting the initial idea/research plan/technology road map/business model should be submitted online through the website <http://bechrusa.in> or the links given below. If the initial review is cleared, the applicant will be requested to submit a Detailed Project Report with Financial Projections for the first 3 (three) years.

Seed Money for Start-ups	<a href="http://bechrusa.in/phd/application_details.php">http://bechrusa.in/phd/application_details.php</a>
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3. Next, the BECH-RUSA 2.0 will conduct a Technical Review (ROUND 1) and a detailed project plan analysis (ROUND 2) and will assess the proposal on several key qualitative and quantitative factors.
4. If the Detailed Project Report/ Innovative Thematic Technical Proposal, and Business Plan with Financial Projections are found satisfactory, the BECH-RUSA 2.0 will work with the applicant to build a successful strategy.
5. The BECH-RUSA 2.0 will perform a valuation analysis to determine the approximate value of the firm and the amount of funding to be provided.
6. The Applicant will present his/her budget and funding requirement to the BECH-RUSA 2.0 Review Committee.
7. Funding will be approved based on BECH-RUSA 2.0's Valuation Analysis and the funding requirements of the Proposal.

## **5. Tenure**

Eligible candidates will be permitted to stay in the incubation period for 3 (three) years. After that, a maximum of 4 (four) extensions may be granted for 1 (one) year each at a time at the sole discretion of the Advisory Committee of BECH – RUSA 2.0.

## **6. Documents Required**

- a) Resume (Download Template)
- b) Qualification Certificates
- c) Age proof certificate
- d) Category Certificate (in case of Age Relaxation)
- e) Undertaking certificate by the applicant (Download Template)
- f) Consent letter from Mentor (Download Template), if applicable
- g) Brief CV of the Mentor (Download Template), if applicable

## **7. Mentoring Policy**

Mentorship will be given in numerous areas for example, strategy, planning, finance, marketing, intellectual property, product management, micro-insurance, micro-finance, internet technologies. Mentor Coaching will factor-in for the people who search for direction in arranging, strategy making, procuring clients, recruiting partners, funding and so forth. The BECH-RUSA 2.0 has a rich gathering of coaches from various fields that will help in different parts of setting up a fruitful startup.

## **8. Exit Policy**

The Eligible Applicant / Incubatee will leave the BECH-RUSA 2.0 under the following circumstances:

- Completion of three years of stay (if no extension granted).
- Revenue of more than Rs.50 Lakhs in a financial year or if the number of employees exceed the count of 20.
- When the Eligible Applicant / Incubatee enters in an acquisition, merger or amalgamation deal or reorganization deal resulting in a substantial change in the profile of the company, its promoters, directors, shareholders, products or business plan.
- Change in promoter's/ founder's team without the concurrence of BECH-RUSA 2.0.
- Unsatisfactory performance (The decision of the Review Committee/ Advisory Committee will be final.).