NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

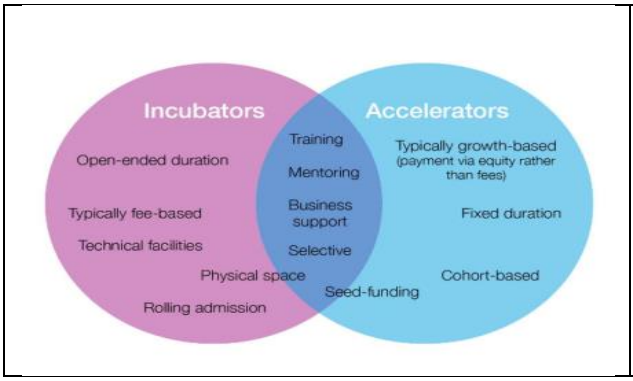
Date: 20-08-2022

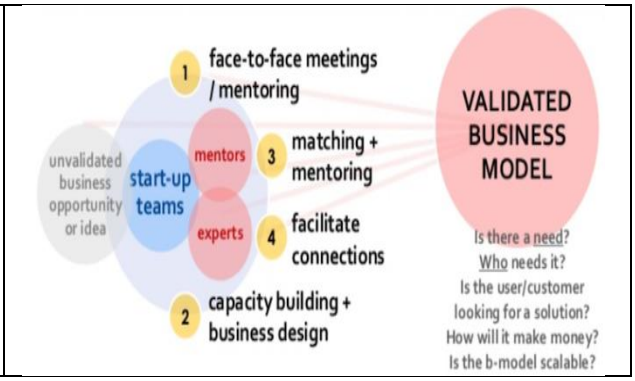
Report on "Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs" *by* Dr. Shiva Kiran, *CEO OF ATAL INCUBATION CENTER, Sri Krishnadevaraya University, Anantapur*

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on "**Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs" *by*** Dr. Shiva Kiran, was held on **20th August 2022** from 4:00 PM to 5:00 PM through Zoom platform.

Zoom Link: https://us06web.zoom.us/j/81575590099
Meeting ID: 815 7559 0099
Passcode: iic123

The Session started at 4:00 PM by the IIC convener Dr. Janardhana Raju Garu. The convener formally introduced the speaker, and all the IIC members to the session. The session Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs began with the following:





Often used interchangeably, accelerators and incubators actually serve different purposes, have different outcomes, and accept different kinds of startups. Knowing the difference helps you focus the search for funding in the right areas, and improves your chances of success. A startup accelerator is an organization that offers mentorship, capital, and connections to investors and business partners. It's designed for select startups with promising MVPs **(Minimum Viable Product)** and founders, as a way to rapidly scale growth. Accelerators are for startups that already have **an MVP that has been validated in some way** -- that might mean a product with a few paying customers, a group of free users, or early signs of strong product-market fit.

Accelerators are right for startups that are ready to scale, not startups engaged in customer development and trying to find product-market fit.

The Four Institutions That Support Startups

	INCUBATORS	ANGEL INVESTORS	ACCELERATORS	HYBRID
Duration	1 to 5 years	Ongoing	3 to 6 months	3 months to 2 years
Cohorts	No	No	Yes	No
Business model	Rent; nonprofit	Investment	Investment; can also be nonprofit	Investment; can also be nonprofit
Selection	Noncompetitive	Competitive, ongoing	Competitive, cyclical	Competitive, ongoing
Venture stage	Early or late	Early	Early	Early
Education	Ad hoc, human resources, legal	None	Seminars	Various incubator and accelerator practices
Mentorship	Minimal, tactical	As needed by investor	Intense, by self and others	Staff expert support, some mentoring
Venture location	On-site	Off-site	On-site	On-site

SOURCE "WHAT DO ACCELERATORS DO? INSIGHTS FROM INCUBATORS AND ANGELS" BY SUSAN COHEN, 2013; ADAPTATIONS BY IAN HATHAWAY

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Accelerator programs accept startups cyclically in cohorts --this means there's between 45 and 90 slots every year. At most accelerators, the application process is done in stages:

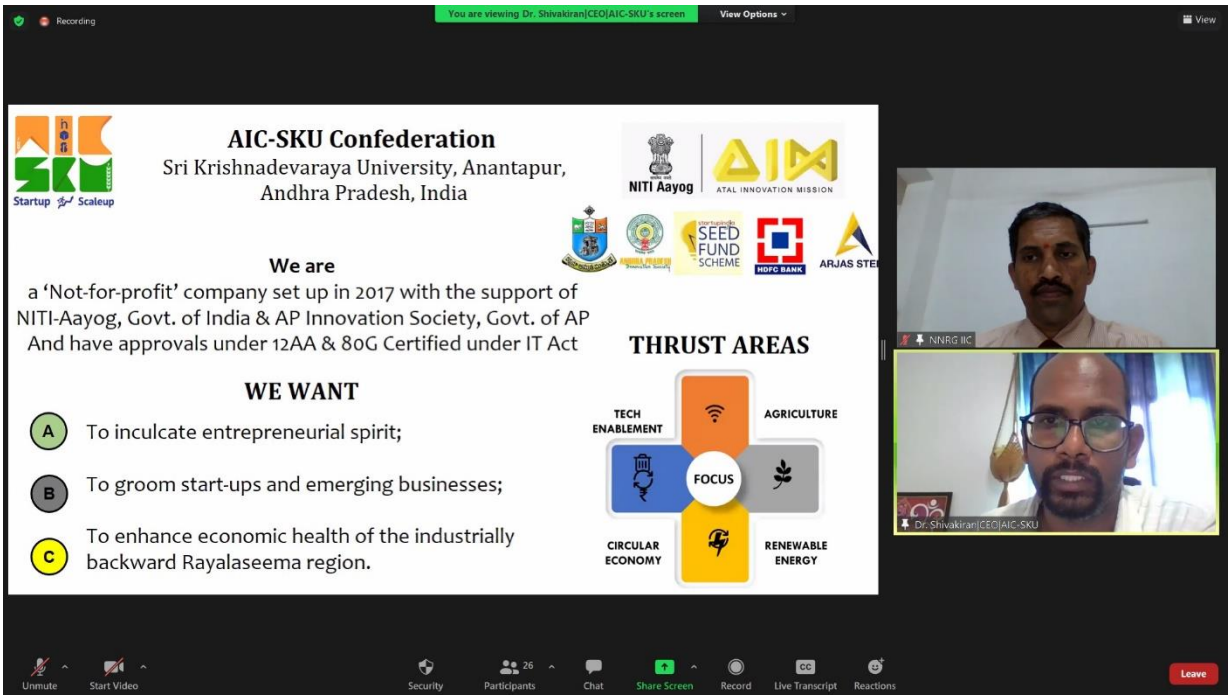
1. **Application**. An application will ask for specifics on a startup's idea, market, traction, team, and other aspects vital to success.
2. **Assessment**. Promising teams from the pre-screening phase move on to be assessed for invest ability, revenue potential, and overall strength of the product/service offering.
3. **Interview**. At this stage the accelerator is very interested, but wants to know about the team, product and evidence of traction. The interview process typically takes 20-30 minutes.
4. **Evaluation**. Interviewees provide documents to prove their statements about revenue, legal standing, or any claims made about the company.
5. **Acceptance**. Upon completion of the final evaluations, the investment committee will meet to finalize where the funding will go during the 12-16 week program. Roughly 30-60% of the teams that made it to Assessment phase will receive funding.

	Incubator	Accelerator
Founders	Early Stage founders, often focused on a sector, still recruiting their founding team	Technology focused (Apps, Bots, Cloud based software), often a team of 2-3
Assessment	Competitive application process from local community.	Extremely competitive. Rigorous selection between 1-3% successful, applications from global community
Duration	Lease terms – average 2 years	Cohort program length – average 3-6 months
Services	Office space, administration support, access to partners for general business services and funding.	Rapid validation of ideas with mentoring, support and education from industry experts plus seed funding.
Investment	No equity taken but utilises network to help startups get funding.	Typically invests around $20,000 for equity of between 4% and 15% but can be up to 40%
Funding	93% Not for profit. Funded by Academic, Government and local ecosystem development groups	For Profit businesses designed to increase the value of the startup and profit on exit.

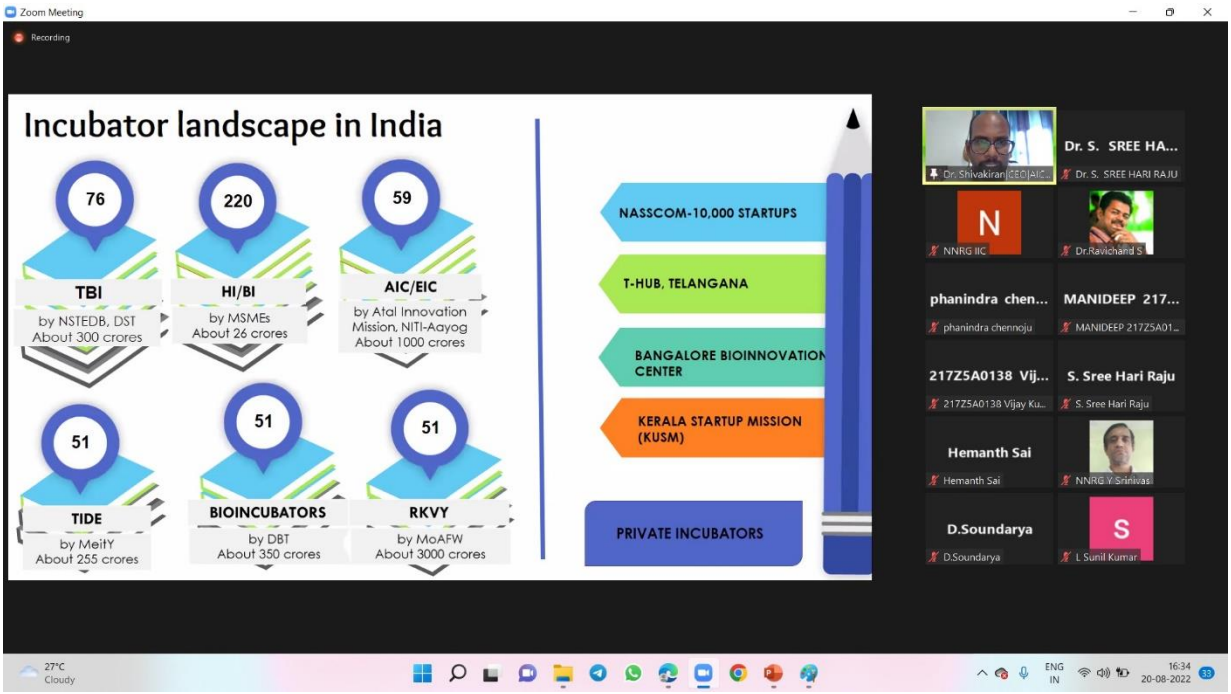
The session was attended by 99 students and 21 faculty members.

The Session was terminated by the IIC convener with the vote of thanks, and said that the speaker Dr. Shiva Kiran has clearly made the participants understand the topic **"Accelerators/Incubation-Opportunities for Students & Faculties-Early Stage Entrepreneurs".** The session was concluded at 5:00 PM.

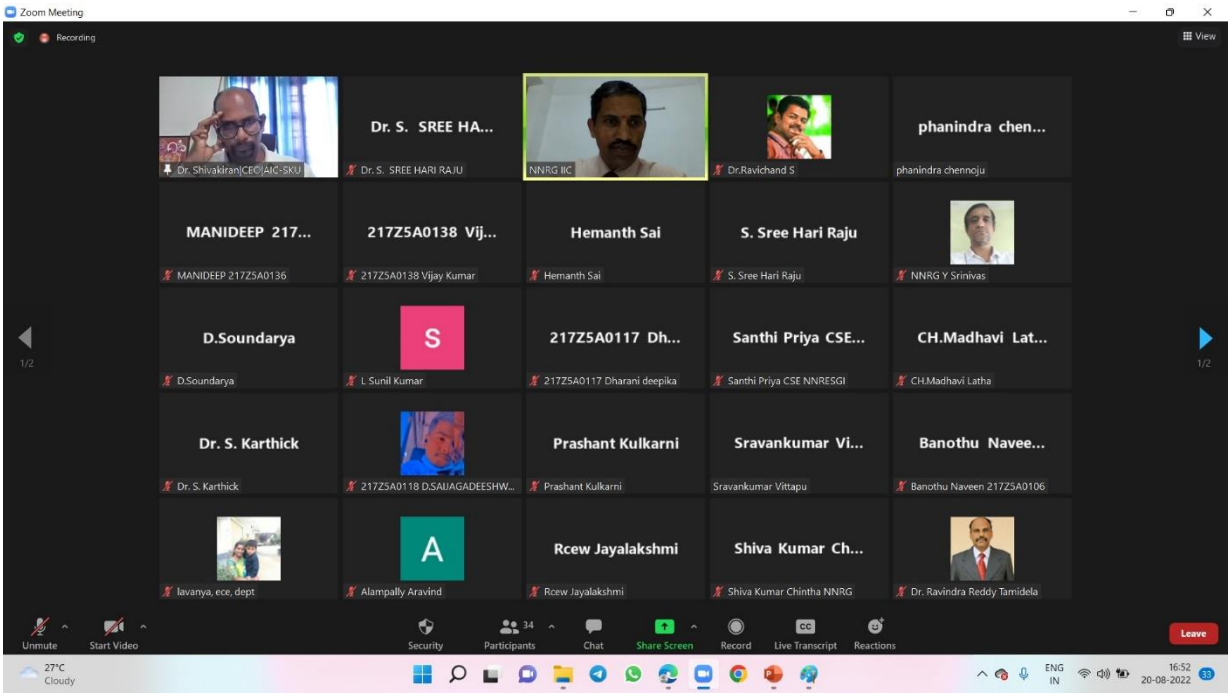
Dr. G. Janardhana Raju introduced the speaker Dr. Shiva Kiran



Dr. Shiva Kiran discussed about Thrust Areas



Dr. Shiva Kiran discussed the incubator landscape in India



Dr. Shiva Kiran clarified the doubts of the participants.

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE