

To,
The Hon'ble Vice Chancellor,
Dr. Babasaheb Ambedkar Technological University (DBATU),
Lonere, Maharashtra

Through: The President, DFIIE, DBATU

Subject: Proposal for Joint Organization of Startup Cohort Program by DBATU-DFIIE & WIFI Foundation – PSPIP

Respected Sir,

With due respect, we submit herewith a detailed proposal for organizing a Startup Cohort Program jointly by DBATU-DFIIE and WIFI Foundation – PSPIP at the DBATU campus. This initiative aims to nurture high-potential startups through structured incubation, deep business mentoring, IPR support, and assured funding.

A key highlight of this proposal is the commitment that each selected winner startup will receive funding towards three years of operational cost amounting to approximately INR 15,73,333, along with handholding by experienced business entrepreneurs as Partners and Directors. The total funding commitment under this Cohort program shall be INR 1.5 Crore.

Roles & Responsibilities

DBATU-DFIIE: Institutional support, infrastructure, governance, and branding.

WIFI Foundation–PSPIP: Program execution, mentoring, funding deployment, and incubation management.

Expected Outcomes

- Creation of funded, scalable startups
- Employment generation and IP creation
- Revenue-generating ventures with audited balance sheets
- Strengthened DBATU innovation ecosystem

Conclusion

This Cohort Program is a flagship initiative combining funding, governance, and long-term handholding, positioning DBATU as a leading startup university.

We respectfully request your kind consideration and approval for the same.

With Warm regards,
Ms. Pallavi Ahirrao, Director

WIFI Foundation – PSPIP



OUTLINE OF THE PROPOSAL: STARTUP COHORT PROGRAM

1. Background & Rationale

The proposed Startup Cohort Program aligns with DBATU's mandate to promote innovation, entrepreneurship, employability, and commercialization of research. WIFI Foundation-PSPIP will bring structured incubation, business mentoring, IPR, and funding support to ensure creation of sustainable startups.

2. Objectives of the Cohort Program

- Identify and nurture high-impact startups
- Provide end-to-end incubation support
- Enable revenue-generating and scalable ventures
- Strengthen DBATU's startup ecosystem

3. Exclusive Funding Commitment

Funding & Handholding Support for Winners

- **Each Selected Winner Startup will receive funding support for 3 years' operational cost amounting to approximately ₹15,73,333**
- This funding covers operational support, compliance, mentoring, incubation services, and ecosystem access
- **Business-experienced entrepreneurs from WIFI Foundation ecosystem will be onboarded as Partners / Directors**, ensuring hands-on guidance and governance
- The objective is to **assure successful, sustainable, and scalable startups**, not short-term projects

Total Funding Commitment for the Cohort: ₹1.5 Crore

This funding will be deployed across selected startups under the DBATU-DFIIE & WIFI Foundation-PSPIP incubation framework.

4. Structure of the Cohort Program

The Cohort will be executed in **two phases**:

Phase I – Cohort Program & Evaluation

- Orientation, training, mentoring, and startup readiness
- Pitch preparation and evaluation

Phase II – Post Cohort Launch & Advanced Incubation



- Funding deployment
- Long-term incubation, mentoring, and scale-up

5. Post Cohort Launch Declaration & Next-Phase Roadmap

A. Official Launch & Application Process

- Official Post-Cohort Launch Announcement
- Call for Applications for Next-Phase Incubation
- Application Guidelines & Eligibility Circulation
- Online & Offline Application Submission Window
- Startup Category-wise Application Segregation

B. Screening & Evaluation

- Screening of Applications by Incubation Team
- Documentation Verification & Compliance Check
- Shortlisting of Eligible Startups
- Constitution of Expert Jury Panel
(*Industry | IPR | Finance | Academia*)
- Jury Briefing & Evaluation Framework Finalization
- Startup Pitch Schedule Announcement

C. Pitching & Selection

- Pitch Day / Evaluation Day Execution
- One-to-One Startup–Jury Interaction Sessions
- Scoring, Ranking & Final Selection of Startups
- Declaration of Selected Startups for Next Phase
- Feedback & Improvement Notes to Non-Selected Applicants

D. Onboarding & Incubation

- Signing of Incubation Agreement / MoU
- Allocation of Mentors, Startup Buddies & Advisors
- Seed Funding Eligibility Assessment
- Milestone & KPI Finalization for Each Startup
- Onboarding into Advanced Incubation Phase

E. Growth & Scale-Up Support

- Access to IPR, Finance, Funding & Consultancy Support



- Grant / Subsidy / Loan Application Mapping
- Next-Phase Timeline & Review Calendar Announcement

Post Cohort Launch Declaration & Next-Phase Roadmap – Activities List

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DETAILED ACTION PLAN

Region-Wise Campaigning & Promotion through Webinars
Jointly by DBATU-DFIIE & WIFI Foundation – PSPIP

1. OBJECTIVE OF THE CAMPAIGN

- To **maximize participation** from students, faculty, alumni, MSMEs and external startup aspirants
- To ensure **deep penetration** across DBATU regions
- To create awareness about **Cohort benefits, ₹1.5 Crore funding opportunity, 3-year operational support and incubation model**
- To position DBATU as a **leading startup and incubation university**

2. OVERALL CAMPAIGN STRATEGY

- Region-wise **thematic webinar series**
- Hybrid approach: **DBATU academic credibility + WIFI Foundation business ecosystem**
- Strong call-to-action for **applications, registrations and referrals**
- Multi-stakeholder targeting:
 - Principals & Directors
 - Faculty & Incubation Managers
 - Students & Alumni
 - MSMEs & External Startup Aspirants



3. REGIONAL ACTION PLAN (WEBINAR-LED)

A. PUNE REGION (Western Maharashtra / Kokan Belt)

Target Audience

- Engineering, Pharma, Management institutions
- Startup-ready students & alumni
- MSMEs & service startups

Webinar Plan (4-5 Webinars)

1. *DBATU Startup Cohort Overview & ₹1.5 Cr Funding Opportunity*
2. *From Idea to Company: How Incubation Works at DBATU*
3. *IPR, Patents & Commercialization Opportunities*
4. *Women Entrepreneurship & SHEmpower Model*
5. *Live Q&A on Applications & Jury Expectations*

Promotion Channels

- DBATU circulars to affiliated institutions
- Principals/Directors WhatsApp & Email groups
- DBATU & WIFI Foundation websites
- LinkedIn & regional media promotion

B. MUMBAI REGION (Metro & Industrial Belt)

Target Audience

- Industry-linked startups
- Corporate professionals turned entrepreneurs
- Finance, fintech, media, service startups

Webinar Plan (4 Webinars)



1. *Industry-Linked Startups & Consultancy Revenue Models*
2. *Funding Landscape: Grants, Angels & Non-Collateral Loans*
3. *Investor Readiness & Pitch Expectations*
4. *Why DBATU Incubation is Different*

Promotion Channels

- Industry associations & MSME networks
- Alumni networks
- LinkedIn targeted campaigns
- Media partner mentions (Maharashtra Times / Business pages)

C. CHH. SAMBAJINAGAR REGION (Marathwada)

Target Audience

- Rural & semi-urban entrepreneurs
- Manufacturing, pharma, agritech startups
- First-generation founders

Webinar Plan (4 Webinars)

1. *Viksit Marathwada through Startups & MSMEs*
2. *How DBATU Incubation Reduces Startup Risk*
3. *Subsidies, Grants & Government Schemes for MSMEs*
4. *Application Walkthrough & Success Stories*

Promotion Channels

- District-wise college coordination
- Local language (Marathi) promotion
- Regional MSME bodies
- Local media & community outreach



D. NAGPUR REGION (Vidarbha)

Target Audience

- Agritech, social innovation, manufacturing startups
- Vidarbha-based institutions & entrepreneurs

Webinar Plan (4 Webinars)

1. *Viksit Vidarbha Startup Vision under DBATU*
2. *Agritech, Rural & Impact Startup Opportunities*
3. *Patent Portfolio & IP Monetization*
4. *Cohort Selection Criteria & Jury Insights*

Promotion Channels

- University-to-college nomination model
- Agriculture & rural startup forums
- Alumni & faculty ambassadors
- Regional press and digital groups

4. CENTRALIZED WEBINAR OPERATIONS

Joint Responsibilities

- **DBATU-DFIIE**
 - Official circulars & academic endorsement
 - Faculty, incubation manager and student mobilization
- **WIFI Foundation – PSPIP**
 - Webinar design, speakers, execution
 - Business mentors, IPR & funding experts
 - Registration management & follow-ups



5. LEAD MANAGEMENT & CONVERSION

- Centralized **registration dashboard**
- Region-wise participant database
- Automated follow-up emails & WhatsApp reminders
- Application assistance webinars & helpdesks
- Tracking of **registrations → applications → selections**

6. KEY METRICS & TARGETS

- Minimum **1,000+ webinar participants** across regions
- Minimum **300–400 startup applications**
- Participation from **100% DBATU affiliated institutions**
- Strong representation of **women-led startups**

7. OUTCOMES OF THE CAMPAIGN

- High-visibility statewide promotion of DBATU Startup Cohort
- Increased quality and quantity of applications
- Strong regional balance in startup participation
- Enhanced branding of DBATU as **innovation & incubation leader**
- Pipeline creation for **future cohorts and programs**



APPENDIX A: JURY EVALUATION SCORECARD

Evaluation Parameter	Description	Max Marks	Marks Awarded
Innovation & Problem Relevance	Uniqueness of idea, clarity of problem, relevance to market	20	
Market Potential & Scalability	Market size, growth potential, scalability	15	
Business Model & Revenue Potential	Clarity of revenue streams, profitability outlook	15	
Team Strength & Execution Capability	Founders' skills, commitment, role clarity	15	
Technology / Product Readiness	MVP, technical feasibility, differentiation	10	
IPR & Patent Potential	Patentability, IP strategy, defensibility	10	
Social / Economic Impact & SHEmpower	Women leadership, employability, societal impact	10	
Compliance & Long-Term Sustainability	Governance, regulatory readiness, 3-year vision	5	



APPENDIX B: STARTUP APPLICATION FORM

(Same will be prepared as a Google Form)

1. Startup Details

Startup Name:

Category / Sector:

Date of Incorporation (if any):

Legal Structure (Idea / LLP / Pvt Ltd / Section 8):

2. Founder & Team Information

Founder Name(s):

Gender (mention Woman Founder):

Educational Background:

Role in Startup:

Contact Details:

3. Problem Statement

Describe the problem you are solving and current gaps (max 300 words):

4. Solution & Innovation

Describe your product/service and innovation (max 300 words):

5. Market Opportunity

Target customers, market size and demand (max 250 words):

6. Business Model

Revenue streams, pricing, cost structure (max 250 words):

7. Technology / Product Status

Idea / Prototype / MVP / Market-ready:

8. IPR & Patent Potential

Any patent filed / planned? Brief details:

9. Funding & Support Required

Funding requirement:

Operational support needed:

Expected outcomes in 3 years:

10. Impact & Employability

Expected job creation (direct/indirect):

Women leadership role:

11. Declaration

I/We hereby declare that the information provided is true and correct.

Signature:

Date: