

# APPLICATION FORM FOR ADMISSION TO MGMIHS INCUBATION AND INNOVATION CENTRE

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1.	<b>COMPANY INFORMATION</b>		
a.	Name of Organization	:	
b.	Address	:	
c.	Nature of Organization	:	Company LLP Partnership/Proprietorship
d.	CIN/ LLPIn/ Registration No.	:	
e.	Name of Promoters/ Directors	:	
f.	Nature of Business/ Domain	:	Manufacturing Service Other
	(If other then Please Specify)		
2. a.	APPLICANT INFORMATION Applicant Name		
b.	Address		
D.	Address	•	
c.	Educational Qualification	:	
d.	Email	:	
e.	Contact No.	:	
f.	Current Professional or Emp. Status	:	
2	CENEDAL INEODMATION OF D	TICTNIE	ee.
3.	GENERAL INFORMATION OF B		<u>25</u>
De	scription of products/ services for incubati	on:	

Specify the innovation/ technology in your products/services:

Does your company require any Governmental or regulatory approvals?

What market demands your product/ services fulfil (end Usages)?
Details of your prospective customers:
Details of market research activities for the product/ service made by you:
Details of your major competitors:
What are your competitive advantages?
What are your products/ services promotion strategies?
How will distribute your products?
Highlight the expertise that will be utilize during incubation?
What is the source of your major raw materials (If needed)?
4. FINANCIAL PLAN OF BUSINESS  What is your business plan including budgeting details, brake event point etc preferably in tabular form for the next three years? (Please attach business plan in your own format if you have)
What sales volume and time is required for breakeven?
Indicate your investment requirements and source of finance?

Employment opportunities (mention number of manpox period.	wer / levels with remuneration etc.) during incubation
5. REQUIREMENTS OF FACILITIES IN TEC	CHNOLOGY INCUBATION CENTRE
Infrastructure requirement for space, workstation or PC	S.
Indicate special requirements from Incubation Centre; fa	acility, etc. if required.
Specify requirement of Mentoring and other professions	al services/ support:
Indicate how your business might benefit from access to	o Incubation Centre's human & physical resources.
If accepted as an incubate, when would you want to star	rt occupancy in the TIC?
<ul><li>P.S. While filling this questionnaire, extra pages may be</li><li>*Please enclose CV/CVs of all the promoter.</li></ul>	used wherever necessary.
***	**
CLARATION:, here by certify that polication form from Item 1-5 is true, complete an	t the information furnished in the d best to my knowledge.
ate and Place:	Signature of the applicant
ecommendations of the forwarding organizations the application been screened and evaluated	
ate and Place	Sign with Seal



## **MGMIHS Incubation and Innovation Center**

	APPLICATION DOCUMENTS T	O BE FILLED FOR A	<u>DMISSION</u>		
A	APPLICATION FORM FOR ADMIS	APPLICATION FORM FOR ADMISSION TO INCUBATION CENTRE			
В	FINANCIAL/ BUSINESS PLAN				
C	PRESENTATION OF IDEA				
D	DECLARATION				
E	LIST OF SUPPORT REQUIRED				
	UMENTS FOR ADMISSION TO INCU E: ALL THE DOCUMENTS SHOULD BE S				
	TOTAL NO. OF APPLICANTS				
	TOTAL NO. OF PARTNERS				
Sr.	Particulars	Applicant	Partner		
1	ID Proof (PAN Card)	**			
2	<ul> <li>Address Proof</li> <li>Passport</li> <li>Voters Id</li> <li>Aadhar Card</li> <li>Driving Licence</li> <li>Telephone Bill</li> <li>Electricity Bill</li> <li>Bank Statement</li> </ul>				
3	4 Photo				
4	Email ID				
5	Landline				
6	Mobile No.				
7	Occupation Type				
8	Educational Qualification				
9	Company Incorporation/ Registration Certificate*				
10	ITR with Six Month Bank Statement*				

<sup>\*</sup>Document needs to submit if you register the company. For Any question, please contact. Please use additional sheet if no. of promoters/ partners are more.



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COMPETENCY RA	TING		
m			Ratings
Traits	Standard	Rating	Remark
Technology/Product/Service that one is willing to adapt	10		
Assessment of the technology/product/service	10		
Feasibility Study  Technical Feasibility  Marketing Feasibility  Operational Feasibility  Commercial Viability	10		
Proof of Concept/ Validation of Concept	10		
Analysis of business prospects of the products or services	10		
Identification of Customer and Revenue Segments	10		
Team members: Harmony, Knowledge, Profile and Experience	10		
Prototype for the project (either self or other sources)/Field Testing	10		
Innovation, Novelty and Utility	10		
Innovation and Field of Technology	10		
Intellectual Property generated and the potential of the idea for IP creation	10		
Financial/Proposed Business Plan	10		
Estimation and Identification of Break-even period	10		
Market Research, potential and Competition of the product	10		
Scalability to meet the Customer Needs	10		
Demonstration and Reasons for the success of his/her project	10		
Qualification and track record of the entrepreneurs	10		
Strength of the product idea in terms of its technology content, innovation, timeliness and market potential	10		
Financial Strength and Survival	10		
Plan B (If any in circumstances of misshapen)	10		
Total Ratings	200		

Recommendation					
Percentage of Success	(10-30) (30-60)	(60-80)	(<80)		
Counselling & Reappea	rance Hold	Call for Nex	at Round	☐ Selected	
Any Specific Note					
Assessor's Name and Signature					
Recommended Counselling Support					
	For	Office Use On	ly		
	Percentage of Succe	ss (10-30)	(30-60)	(60-80)	(<80)
	Counselling & Reap	pearance			
Status Noted	Hold				
	Call for Next Round	l			
	Selected				
	1. Information of Rej further events and Note:		sing Up for D	ata with Infor	mation Email of the
	2. Arrangement of Co	ounselling Session	)n		
D 144 16	Note: Arranged on:	Comi	nunicated On:		Via:
Process Initiated for	3. Call/ Reappearance for Next Round				
	Note: Arranged on:	Comi	nunicated On:		Via:
	4. Disclosure of Selec	tion or Letter of	Intent for A	dmission	



# MGM INCUBATION AND INNOVATION CENTER MGM INSTITUTE OF HEALTH SCIENCES

(Deemed University u/s 3 of UGC Act, 1956)

#### Grade 'A' Accredited by NAAC

Sector-01, Kamothe, Navi Mumbai - 410 209 Tel 022-27432471, 022-27432994, Fax 022 - 27431094

E-mail: registrar@mgmuhs.com | Website: www.mgmuhs.com

MGMIHS- IIC-LOI /

#### LETTER OF INTENT

To,

Name and Complete address of Applicant

Dear Applicant,

#### **Heartiest Congratulations!**

With reference to your application and subsequent to your presentation to our designated panel for admission of your start-up to our MGMIHS Incubation & Innovation center on \_\_\_\_\_\_title\_\_\_\_\_, we are pleased to inform you that your application has shortlisted for the admission to incubation Centre. Please refer the following guidelines for the further fulfilment of the documentation and process. You will get the necessary basic facility and other details once you complete the process on the following terms and conditions -

Incubate would be required to submit the following documents with receipt of acknowledgment of letter of Intent to MGMIHS Incubation and Innovation center before DD/MM/YYYY.

- ID Proof PAN Card of Applicant and all Partner
- Educational Qualification Certificate (SSC, HSC, Graduation and PG Certificate)
- Residential/ Office Address Proof (Any Two) Aadhar Card/ Voter ID/ Driving Licence/ Passport/ Bank Statement/ Telephone Bill/ Electricity Bill
- Email ID & Contact No.
- Passport size photo of Applicant and all partners (4 copies)
- Company Incorporation Certificate (If you registered as an organization)
- List of Requirement and Support Required\*

Yours truly,

**MGMIHS Incubation & Innovation Center** 

**AUTHORIZED SIGNATORY** 

**ACCEPTANCE** 

Date:

#### Registrar

#### Copy to -

- 1. Applicant
- 2. MGM Incubation & Innovation Center Incubation Manager



### MGMIHS Innovation and Incubation Center CHECKLIST OF REQUIREMENT AND SUPPORT

Sr.	Particular	Avail
A	INFRASTRUCTURE	1
1	Access to Data Bank/ technologies available for start-ups for commercialization	
2	Furnished incubation space (with Working table and Chairs)  • Work Tables/ Desk  • Chairs  • Storage Units	
3	Meeting Room	
4	Common Utilities  • Electricity for office use  • Conditioned hall space (For each cabinet)  • Water - Security  • Office cleaning  • High Speed Internet Facility/ Wi-Fi Network access (Service charges shall be applicable for common utilities)	
5	Seminar Hall	
6	<ul> <li>Video conferencing facility</li> <li>A/V System</li> <li>TV Screen</li> <li>LCD Projector</li> </ul>	
7	<ul> <li>Assets</li> <li>Printer (Colour and Black)</li> <li>Photocopy Machine</li> <li>Fax Machine</li> <li>Document Scanner</li> <li>Library: Management Books, Subscription to IT, Business, Management and Trade journals and newspapers</li> <li>Telephones for Intercom Services</li> </ul>	
В	Network and Linkages	
1	Connecting with Start-up India and other Government programs	
2	Linkage with academic/ research institutes, common facility testing centres	
3	Basic Testing Facility for Electronics System consisting of Basic Electronic System Implementation tools, including access to Design Software and Basic workshop facility*	
4	Access to testing/QC facilities available with network partners	
5	Facilitating linkages with funding/VC firms	
6	Seminar and Workshops for Start-ups and Business Development**	

C	Mentoring Services	
1	Handholding, Mentoring & Networking	
2	Access to patent and technology information databases	
3	Access to different government schemes including NRDC schemes, like Prototype Development Assistance*, Patent Filing Assistance*	
D	Professional Services	
1	Technical Support like idea validation, technology assessment	
2	Knowledge base and consultancy	
3	Instruments on a cost basis available in the coexisting STBI as well as other Centres/other Linked labs	
4	Business Facilitation	
5	Market Survey Reports	
6	Patent Prior Art Search Reports/ FTO Analysis/ Patent Landscaping/ IPR Services	
7	Techno-legal assistance for incorporation of a company/ start-up/ LLP/ OPC	

<sup>\*</sup> T&C applicable/on chargeable basis/subject to meeting eligibility criteria).

<sup>\*\*</sup> Special 20% discount will be offered to the incubates for the workshops and trainings.



# $\begin{array}{c} \textbf{MGMIHS Innovation and Incubation Center} \\ \underline{\textbf{FEASIBILITY REPORT}} \end{array}$

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### Contents

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2. STATEMENT OF PROJECT NEED	2
3. DESCRIPTION OF PRODUCTS AND SERVICES	2
3. TECHNOLOGY CONSIDERATIONS	2
4. PRODUCT/SERVICE MARKETPLACE	2
5.MARKETING STRATEGY	2
6. ORGANIZATION AND STAFFING	2
7.SCHEDULE	3
8.FINANCIAL PROJECTIONS	3
9 FINDINGS AND RECOMMENDATIONS	3

#### 1. EXECUTIVE SUMMARY

The executive summary provides an overview of the content contained in the feasibility study document. Many people write this section after the rest of the document is completed. This section is important in that it provides a higher level summary of the detail contained within the rest of the document.

#### 2. STATEMENT OF PROJECT NEED

This sections defines the need of product/services. Highlighting who are the customers/users and why shall they buy this product or service

#### 3. DESCRIPTION OF PRODUCTS AND SERVICES

This section provides a high level description of the products and/or services which are being considered. The purpose of this section is to provide detailed descriptions of exactly what the organization is considering so this information can be applied to the following sections of the document. It is important that this description captures the most important aspects of the products and/or services that the organization is considering as well as how it may benefit customers and the organization.

#### 3. TECHNOLOGY CONSIDERATIONS

This section should explain any considerations the organization must make with regards to technology. Many new initiatives rely on technology to manage or monitor various business functions. New technology may be developed internally or contracted through a service provider and always result in costs which must be weighed in determining the path forward.

#### 4. PRODUCT/SERVICE MARKETPLACE

This section describes the existing marketplace for the products and/or services the organization is considering. It may describe who the target market consists of for these products or services, who the competitors are, how products will be distributed, and why customers might choose to buy our products/services. Most marketplaces are dynamic environments in which things change constantly. To enter a new marketplace blindly will usually result in an organization not fully understanding its role and not maximizing its resulting benefits.

#### 5. MARKETING STRATEGY

This section provides a high level description of how the organization will market its product or service. Some topics which should be included are: how does an organization differentiate itself from its competitors; types of marketing the organization will utilize; and who the organization will target. Marketing efforts must be focused on the right target groups in order to yield the greatest return on investment.

#### 6. ORGANIZATION AND STAFFING

With many new products or services there may be a need for additional staffing or for an organization to restructure in order to accommodate the change. These are important considerations as they may result in increased costs or require an organization to change its practices and processes.

#### 7. SCHEDULE

This section is intended to provide a high level framework for implementation of the product or service being considered. This section is not intended to include a detailed schedule as this would be developed during project planning should this initiative be approved. This section may include some targeted milestones and timeframes for completion as a guideline only.

#### 8. FINANCIAL PROJECTIONS

This section provides a description of the financial projections the new initiative is expected to yield versus additional costs. Financial projections are one key aspect of new project selection criteria. There are many ways to present these projections. Net present value (NPV), cost-benefit calculations, and balance sheets are just some examples of how financial projections may be illustrated. This section should also provide the assumptions on which the illustrated financial projections are based

#### 9. FINDINGS AND RECOMMENDATIONS

This section should summarize the findings of the feasibility study and explain why this course of action is or is not recommended. This section may include a description of pros and cons for the initiative being considered. This section should be brief since most of the detail is included elsewhere in the document. Additionally, it should capture the likelihood of success for the business idea being studied.



## MGMIHS Innovation and Incubation Center

# SYSTEM REQUIREMENT & SPECIFICATIONS REPORT

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Outline for System Requirement & Specifications Report/Document

#### 1. Introduction

- 1.1 Purpose
- 1.2 Intended Audience
- 1.3 Intended Use
- 1.4 Scope
- 1.5 Definitions and Acronyms

#### 2. Overall Description

- 2.1 User Needs
- 2.2 Assumptions and Dependencies

#### 3. System Features and Requirements

#### 3.1 Functional Requirements

Functional requirements are essential to building your product.

#### 3.2 External Interface Requirements

There are several types of interfaces you may have requirements for, including:

User

Hardware

Software

Communications

System Features

#### 3.3 System Features

System features are types of functional requirements. These are features that are required for a system to function.

#### 3.4 Non-functional Requirements

Non-functional requirements can be just as important as functional ones.

These include:

Performance

Safety

Security

Quality

The importance of this type of requirement may vary depending on your industry. Safety requirements, for example, will be critical in the medical device industry.

#### 4. Get Approval for the SRS

Once you've completed the SRS, you'll need to get it approved by key stakeholders. And everyone should be reviewing the latest version of the document.



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#### What is a Proof of Concept?

A proof of concept (**POC**) is a demonstration, the purpose of which is to verify that certain concepts or theories have the potential for real-world application. **POC** is therefore a prototype that is designed to determine feasibility but does not represent deliverables.

#### Why do you need Proof of Concept?

Although nearly everyone who comes up with an idea is convinced it will work, creating a proof of concept to test your idea will ensure you arrive at the best version of it and will save you time and money in the process. Another reason to do a proof of concept that you'll likely need it to persuade other stakeholders that the idea is worth investing in. Whether you're adding new features onto an existing product/system/software or whether you're building something new completely from scratch, a proof of concept will ensure that you take the fastest, most direct route to success

#### **Step 1: Prove the Need**

It only makes sense to put time and money into building a product if people really need it. Maybe those people are the company's employees, who need to improve their productivity. Maybe they're a new market the company isn't currently serving but could easily reach. Whoever they are, you need to know that your software will meet their needs.

Before you begin building the system./product/ software, you'll want to be crystal clear on the pain points your target audience is experiencing. You don't want to guess what these issues are or assume you know without talking to a representative sample of people in the group.

You don't have to talk to hundreds of people at this point — just enough that you start hearing the same concerns repeated. As you interview potential users and stakeholders, be sure to ask about the implications of each pain point. You'll want to learn both the business impact and the personal impact of each one in order to create a prioritized list. Eventually, you'll see patterns and common threads emerging. You may be surprised at what you don't hear in these interviews as well. By the end of this step, you'll have a list of specific needs and goals that the software should solve.

#### Step 2: Map Pain Points to Solutions and Get Feedback

This step involves brainstorming ways to solve each of the pain points you identified in the first step. There will likely be several ways to solve each issue. After your brainstorm, you'll evaluate each possible solution to determine how it stacks up in reference to cost, competition, timeline, technology challenges, etc. When this process is completed, you should have a clearer idea of which solutions to include in the final product.

Once you have this list of solutions, go back to the users and stakeholders you initially interviewed and learn their reactions and responses to the recommended solutions. Describe how you envision the product working and ask for their feedback. This input will provide you with valuable insight as you move forward.

#### **Step 3: Prototype Your Solution and Test**

Your next step is to create a prototype that wraps your solutions into a rudimentary product that you can use to test with those you interviewed previously. This prototype should have the expected feature set and UI/UX.

Once the prototype is built, test it with your interviewers for additional feedback. Record their use of the product to track how intuitive the interface really is and find out if you overlooked any important functionality.

#### **Step 4: Create a Minimum Viable Product**

An MVP is different from a prototype in that it's a fully functional solution that you can put out into the world for use. While it will include only the most-important features that are essential for solving the primary pain points you identified, it should function on the user's side just like the final product.

The MVP gives you the ability to test the product beyond your small group of interviewees, to a wider group that's more representative of your market or audience. It offers an opportunity for more feedback that will tell you if the product in its current iteration resonates with users and stakeholders.

#### Step 5: Design a Roadmap

From all of the information you've gathered in each of the previous steps, create a roadmap that describes what you've learned and outlines a recommended step-by-step process for building the product. Think of this roadmap as a set of blueprints for constructing a building. With this roadmap as a guide, everyone will be kept on the same page through product development and will have a clear picture of what the end goal is.

Summarize how PoC is matching with SRS submitted:		



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COMPETENCY R	Ratings			
Traits	Standard	Rating	Remark	
Technology/Product/Service that one is willing to adapt	10			
Assessment of the technology/product/service	10			
Need of product/service/software is proved successfully	10			
Mapping pain points and envision the product working	10			
Successful testing of product/system/service prototype	10			
Step by step description of process for building MVP	10			
Team members: Harmony, Knowledge, Profile and Experience	10			
Prototype for the project (either self or other sources)/Field Testing	10			
Innovation, Novelty and Utility	10			
Innovation and Field of Technology	10			
Intellectual Property generated and the potential of the idea for IP creation	10			
Financial/Proposed Business Plan	10			
Estimation and Identification of Break-even period	10	 		
Market Research, potential and Competition of the product	10			
Scalability to meet the Customer Needs	10			
Demonstration and Reasons for the success of his/her project	10			
Qualification and track record of the entrepreneurs	10			
Strength of the product idea in terms of its technology content, innovation, timeliness and market potential	10			
Financial Strength and Survival	10			
Plan B (If any in circumstances of misshapen)	10			
Total Ratings	200			
Recommendation  ☐ Percentage of Success (10-30) (30-60) (60-80)  ☐ Counselling & Reappearance ☐ Hold ☐ Call for Ne	(<80) ext Round	☐ Selec	cted	

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☐ Percentage of Success ☐ Counselling & Reapper ☐ Hold ☐ Call for Next Round ☐ Selected	(10-30) arance	(30-60)	(60-80)	(<80)	
the further events and Note:  2. Arrangement of Count Note: Arranged on:  3. Call/ Reappearance for Note: Arranged on:	selling Session Communication Communication Communication Communication	unicated On:		wation Ema Via: Via:	il of
	☐ Percentage of Success ☐ Counselling & Reappe. ☐ Hold ☐ Call for Next Round ☐ Selected  1. Information of Reject the further events and Note:  2. Arrangement of Court Note: Arranged on:  3. Call/ Reappearance for Note: Arranged on:	<ul> <li>☐ Counselling &amp; Reappearance</li> <li>☐ Hold</li> <li>☐ Call for Next Round</li> <li>☐ Selected</li> <li>1. Information of Rejection and Backin the further events and other.</li> <li>Note:</li> <li>2. Arrangement of Counselling Session</li> <li>Note: Arranged on: Commun.</li> <li>3. Call/ Reappearance for Next Round</li> <li>Note: Arranged on: Commun.</li> </ul>	□ Percentage of Success (10-30) (30-60) □ Counselling & Reappearance □ Hold □ Call for Next Round □ Selected 1. Information of Rejection and Backing Up for Data the further events and other. Note: 2. Arrangement of Counselling Session Note: Arranged on: Communicated On: 3. Call/ Reappearance for Next Round Note: Arranged on: Communicated On:	<ul> <li>□ Percentage of Success (10-30) (30-60) (60-80)</li> <li>□ Counselling &amp; Reappearance</li> <li>□ Hold</li> <li>□ Call for Next Round</li> <li>□ Selected</li> <li>1. Information of Rejection and Backing Up for Data with Inforthe further events and other.</li> <li>Note:</li> <li>2. Arrangement of Counselling Session</li> <li>Note: Arranged on: Communicated On:</li> <li>3. Call/ Reappearance for Next Round</li> </ul>	☐ Percentage of Success (10-30) (30-60) (60-80) (<80)   ☐ Counselling & Reappearance   ☐ Hold ☐ Call for Next Round   ☐ Selected   1. Information of Rejection and Backing Up for Data with Information Emathe further events and other.   Note:   2. Arrangement of Counselling Session   Note: Arranged on: Communicated On: Via:   3. Call/ Reappearance for Next Round   Note: Arranged on: Communicated On: Via:

**Center Manager Signature** 

Seal



## MGMIHS Innovation and Incubation Center PROJECT EXCECUTION PLAN GUIDELINES

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#### **Project Execution Plan**

A project plan is comprised of several components, some of the most prominent being the following:

- The **project management processes** for the entire life cycle of the project.
- How each process will be implemented
- What tools and techniques will be used in the project management process?
- The way in which the work will be executed i.e. **How, when, where, by whom and with what resources** in order to reach the project's objectives.
- What will **change management** look like. How will the project be monitored and controlled?
- The way in which performance will be measured.
- Communication plan i.e. how the communication process will look, frequency and channels.
- Management review process
- Risk management plan

<sup>\*\*</sup>Based on the above parameters/deliverables prepare excel sheet with deadlines



#### MGMIHS Innovation and Incubation Center PROJECT SYNOPSIS

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• **Title page:** (Project Title)

#### • Introduction /Abstract

The introduction part will include the brief introduction about the project to be developed, technology used, field of project (if specialized one), any special technical terms about the project.

- **Objectives of Project.** (should not exceed 1 page).
- **Feasibility Study**: (should not exceed 1 page)
  Feasibility study of the project that include the feasibility, need and significance of the project
- **Methodology/ Planning of work** (should not exceed 1 page)

Methodology will include the steps to be followed to achieve the objective of the project during the project development

- Relevant Design or Block Diagram/s and description of proposed work (should not exceed 3 pages)
- Facilities required for proposed work

Instruments required for the development of the project.

#### Bibliography

Here specifies the description of the study material referred for the development of the project.