

# Incubatee's Diary

## Activities by iTIC Incubator at IIT Hyderabad

Venu Rathore, Consultant (R)  
Keyur Punjani, Manager - Programs (L)  
i-TIC Incubator)

KID: 20210320



iTIC Incubator has been upgrading itself in the various verticals: rebranding, structured mentoring support, prototyping facilities, etc. For any startups to get support from the incubator, iTIC has defined entry points as:

### Pre-incubation

For idea-stage entrepreneurs, iTIC has a structured pre-incubation program of 12 months. This program aims to support entrepreneurs convert their ideas into working prototypes.

### Incubation

For the startups that have a prototype or an MVP, iTIC has a structured incubation program of 24 months. This program aims to support startups, convert their prototypes into sellable products and gain traction.

A glimpse of some of the activities conducted and programs managed can be given a quick read below.

### Events organized BHUMI Roadshows

iTIC Incubator along with MeitY and BSF organized virtual roadshows across India to sensitize the entrepreneurs and startups for the BHUMI Grand Challenge (BSF HIGH-TECH UNDERTAKING FOR MAXIMIZING INNOVATION). The Grand challenge focused on solving issues pertaining to BSF and defense organizations across the country. The Challenge offered total financial aid of INR 1.65 crores.

### About BHUMI Challenge

The proposed Grand Challenge had four pre-identified problem statements that try to tackle challenges relating to:

- 1) Detecting presence of electronic devices
- 2) Tunnel or underground activities
- 3) Lack of alternative communication systems directly affecting the efficacy of the operations in shadow areas and
- 4) Anti-drone technology to stop the menace of Drones for Narco-Terrorism and attack on Vital installations.

**Roadshow for BHUMI GRAND CHALLENGE**

iTIC Incubator at IIT Hyderabad along with MeitY and BSF invites you for a roadshow on **BHUMI** (BSF High-tech Undertaking for Maximizing Innovation) Grand Challenge to identify impactful solutions from startups to address the problem statements identified by **BSF**.

Join us to know more about the problem statements and support offered by MeitY and BSF in the form of a panel discussion.

Date: Tuesday, July 20, 2021  
Time: 04:00 pm - 05:00 pm  
Venue: Zoom webinar  
RSVP: [bit.ly/BHUMI-RS1](https://bit.ly/BHUMI-RS1)

Partners

**Roadshow for BHUMI GRAND CHALLENGE**

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Join us to know more about the problem statements and support offered by MeitY and BSF in the form of a panel discussion.

Date: Friday, July 23, 2021  
Time: 04:00 pm - 05:00 pm  
Venue: Zoom webinar  
RSVP: [bit.ly/BHUMI-RS2](https://bit.ly/BHUMI-RS2)

Partners

Fig. 36: Bhumi Grand Challenge Announcement

### Structured Mentor sessions

#### Session 1: Entrepreneurship Mindset

Date: 16th August 2021

Program: Expert Session

Speaker: Parminder Singh, Chief Information Officer - India, Guardian Life

**About the program:** The main aim of this interactive session was to enable the early-stage startup founders with the mindset required to start and run a company. This session was attended by 15 of our startups

**About the Speaker:** Parminder Singh is a seasoned IT professional and has over 30 years of experience delivering business outcomes through technology projects with strategic & leadership qualities. He has worked with marquee companies in America, India & Australia. He is currently the CIO for India at Guardian Life Insurance company of America. Parminder has rich experience in Manufacturing, Outsourcing & Offshoring industries. He has worked in the Retail, Real Estate, Hospitality, Pharmaceutical, and Financial services industries. Parminder has been a visiting faculty to educational institutions like IIT Delhi, Symbiosis School of Management Pune, Jaypee Business School, and Amity University in Noida.

### **Session 2: Setting KPIs, OKRs, goals and tracking progress**

Date: 23rd August 2021

Program: Interactive session

Speaker: Prashant Pansare, Head of India, Airmeeet

**About the program:** The main aim of this interactive session was to enable the early-stage startup founders to help them in planning their KPIs, OKRs, and setting goals. This session was attended by 19 of our startups.

**About the Speaker:** Prashant is a 4x Entrepreneur, Problem Solver, and Go-getter. He has built multiple startups from the ground—expert on bootstrapping, growth hacking, business growth, and Angel Investing. Usually, the go-to man when things do not move or needs an innovative approach, be it engineering, product, customer service, business, marketing, or anything required to meet business growth.

He has built Eagle10 Ventures, Medissist, OnlinePrasad, Playerify, and Startup Leadership Program India. Earlier, he had a corporate life & was a strong hands-on technical leader working for various global products in the Digital TV Space in India, China, and Europe.

### **Session 3: Design Thinking Workshop**

Date: 30th August 2021

Program: Workshop

Speaker: Anay Mashruwala

**About the Program:** The main aim of this workshop was to enable the early-stage startup founders to help understand the Design Thinking process - which aims to radically change how to solve a problem by diversifying the design team and fully understanding a specific user. Design Thinking provides a structured process that helps innovators break free of counterproductive tendencies that thwart innovation. This session was attended by 15 of our startups.

**About the Speaker:** Anay Mashruwala has taken over the mantle of a 4 generation old organization serving the needs of the decades-old cloth client's every changing need by continuously upgrading the know-how and skill set. He has been in the founding team of PDPU IIC where Startups groomed by them have filed for more than 150 IPRs; created employment for more than 3500 people, and won more than 200+ national international awards since 2016.

He has also taught Entrepreneurship and Innovation to the fraternity of NID, IIT Mandi, IIT Hyderabad, IIM Ahmedabad, IIT Delhi, KEIO University Japan, Yokohama University Japan, and trained Entrepreneurship Educators from across the globe.

## Program updates

### TiHAN startup support

iTIC Incubator invited startups for TiHAN Pre-incubation (PRAYAS/EIR) and TiHAN Incubation programs. TiHAN startup program supports entrepreneurs and innovative startups working in the field of Autonomous Navigation and Data Acquisition Systems (UAVs, ROVs, etc). The financial aid under the PRAYAS/EIR program is up to INR 10 Lakhs and up to INR 25 Lakhs under the incubation program. iTIC shortlisted

**TiHAN-IIT Hyderabad**  
NextGen Autonomous Navigation

**iTIC Incubator**  
IIT Hyderabad

**inviting application for  
TiHAN Incubation  
program**

The objective of this program is to support prototype stage startups in the field of **Autonomous Navigation and UAVs.**

Registration link:  
<http://bit.ly/incubation-at-itic>

Deadline to apply:  
June 15, 2021 at 6:00 pm

For any queries, please contact us on: [office.itic@iith.ac.in](mailto:office.itic@iith.ac.in) or +91 93983 23668

**TiHAN-IIT Hyderabad**  
NextGen Autonomous Navigation

**iTIC Incubator**  
IIT Hyderabad

**inviting application for  
TiHAN PRAYAS/EIR  
program**

The objective of this program is to support idea stage entrepreneurs convert their ideas into working prototypes in the field of **Autonomous Navigation and UAVs.**

Registration link:  
<http://bit.ly/preincubation-at-itic>

Deadline to apply:  
June 15, 2021 at 6:00 pm

For any queries, please contact us on: [office.itic@iith.ac.in](mailto:office.itic@iith.ac.in) or +91 93983 23668

S. No.	Startup Name	About the startup
1.	UAVIO Labs	UAVIO Labs aims to create sentient drones capable of making smart decisions while performing tasks in the real world autonomously.
2.	Rovonize	Rovonize systems focuses on building state of the art surveillance aircrafts and copters with a wide range of civilian & military applications. Their products range from multirotors to full sale fixed wing aircrafts.
3.	Qoptars	Qoptar is a drone manufacturing startup building the finest drones for videography and photography
4.	Alog	Alog is a deep tech startup developing autonomous systems to improve productivity in logistics, retail and manufacturing.
5.	Adiabatic	Adiabatic aims to develop an innovative passive thermal cooling solution for li-ion battery packs to increase its life, performance & safety.

### MeitY TIDE 2.0

MeitY TIDE 2.0 is a scheme launched by the Ministry of Electronics and Information Technology to support startups working in the ICT domain. Under the TIDE 2.0 program, entrepreneurs are supported by providing financial aid of up to INR 7 Lakhs. iTIC Incubator invited applications under this program and has shortlisted 3 promising startups for this year.

S. No.	Startup name	About the Startup
1.	Urban Brain	UrbanBrain is building AI-powered smart traffic light systems to tackle congestion in Indian Cities.
2.	Medsamaan	The aim of the idea is to measure the height and weight of a child below 2 years of age to track growth by photographs.
3.	Puzzoku	The idea is to monitor the health of a child below 2 years of age from photographs.

Fig. 37: TiHAN Program Announcement