Industry–academia partnership and incubation in India

Start-up India Hub, India
http://startupindia.gov.in

Showcasing innovation and providing a collaboration platform

A pivotal component for growth of start-ups is regular communication and collaboration within the start-up community, both national and international. An effective start-up ecosystem cannot be created by the start-ups alone. It is dependent on active participation of academia, investors, industry and other stakeholders.

To bolster the start-up ecosystem in India, the Government is proposing to introduce start-ups fests at national and international stages. These fests would provide a platform to start-ups in India to showcase their ideas and work with a larger audience comprising of potential investors, mentors and fellow start-ups.

As part of 'Make in India' initiative, the Government proposes to:

● Hold one fest at the national level annually to enable all the stakeholders of start-ups ecosystem to come together on one platform.

● Hold one fest at the international level annually in an international city known for its start-up ecosystem. The fests shall have activities such as sessions to connect with investors, mentors, incubators and start-ups, showcasing innovations, exhibitions and product launches, pitches by start-ups, mentoring sessions, curated start-ups walks, talks by disruptive innovators, competitions such as Hackathon, Makerspace, and so on, announcements of rewards and recognitions, panels and conferences with industry leaders, and so on.

Self-Employment and Talent Utilization (SETU) Programme

The Government of India has launched Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Programme to serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, start-ups businesses and other self-employment activities, particularly in technology driven areas.

The Atal Innovation Mission (AIM) shall have two core functions:

● Entrepreneurship promotion through Self-Employment and Talent Utilization (SETU), wherein innovators would be supported and mentored to become successful entrepreneurs.

● Innovation promotion to provide a platform where innovative ideas are generated.

The main components proposed to be undertaken as part of the mission include the following:

Entrepreneurship promotion:

● Establishment of sector specific Incubators including in PPP mode (refer #14 of this action plan).

● Establishment of 500 Tinkering Labs.

● Pre-incubation training to potential entrepreneurs in various technology areas in collaboration with various academic institutions having expertise in the field.

● Strengthening of incubation facilities in existing incubators and mentoring of start-ups.

● Seed funding to potentially successful and high growth start-ups.

Innovation promotion:

● Institution of Innovation Awards (three per state/UT) and three National level awards.

● Providing support to State Innovation Councils for awareness creation and organising state level workshops/conferences.

● Launch of Grand Innovation Challenge Awards for finding ultra-low cost solutions to India's pressing and intractable problems.

Harnessing private sector expertise for incubator setup

To ensure professional management of Government sponsored/funded incubators, Government will create a policy and framework for setting-up of incubators across the country in public private partnership.

Currently, India lacks availability of incubation facilities across various parts of the country. Incubation facilities typically include physical infrastructure, provision of mentorship support, access to networks, access to market, and so on. Of all these features, physical infrastructure entails large capital investments which can generally be facilitated by the Government. However, requisite skills for operating an incubator are pivotal as well, for which expertise of the private sector needs to be leveraged. Considering this, Government shall encourage setting up of:

● 35 new incubators in existing institutions. Funding support of 40% (subject to a maximum of INR 10 crore) shall be provided by Central Government for establishment of new incubators for which 40% funding by the respective State Government and

Start-up Venture Creation

20% funding by the private sector has been committed. The incubator shall be managed and operated by the private sector.

- 35 new private sector incubators. A grant of 50% (subject to a maximum of INR 10 crore) shall be provided by Central Government for incubators established by private sector in existing institutions. The incubator shall be managed and operated by the private sector.

The funding for setting up of the incubators shall be provided by NITI Aayog as part of Atal Innovation Mission (refer #13 of this action plan). Participating departments and agencies for setting-up of new incubators shall be Department of Science and Technology, Department of Biotechnology, Department of Electronics and Information Technology, Ministry of Micro, Small and Medium Enterprises, Department of Higher Education, Department of Industrial Policy and Promotion and NITI Aayog. Each of the above-mentioned departments/agencies would enter into a standard MoU with identified private sector players for creation of academia–industry tie-ups for nurturing innovations in academic institutions.

Building innovation centres at national institutes

To augment the incubation and R&D efforts in the country, the Government will set-up/scale-up 31 centres (to provide facilities for over 1,200 new start-ups) of innovation and entrepreneurship at national institutes, including:

- Setting-up 13 start-up centres: Annual funding support of INR 50 lakhs (shared 50:50 by DST and MHRD) shall be provided for 3 years for encouraging student driven start-ups from the host institute.

- Setting-up/Scaling-up 18 Technology Business Incubators (TBIs) at NITs/IITs/IIMs and so on as per funding model of DST with MHRD providing smooth approvals for TBI to have separate society and built-up space.

Setting up of new research parks

The Government shall set-up seven new Research Parks in institutes indicated below with an initial investment of INR 100 crore each. The Research Parks shall be modelled based on the Research Park set-up at IIT Madras.

The IIT Madras Research Park endeavours to enable companies with a research focus to set up a base in the Park and leverage the expertise of IIT Madras. The Research Park breaks down the traditional, artificial barriers of innovation through its connectivity and collaborative interaction. This helps industry to create, integrate and apply advancements in knowledge. It leverages best practices from successful Research Parks such as those at Stanford, MIT and Cambridge.

The guiding principles behind the park include:

- Creating a collaborative environment between industry and academia through joint research projects and consulting assignments.

- Creating a self-sustaining and technologically fertile environment.
- Encouraging and enabling R&D activities and start-ups that are aligned to potential needs of the industry.
- Providing world class infrastructure for R&D activities and incubation.
- Enabling development of high-quality personnel and motivating professional growth for researchers in companies through part-time Masters and PhD Programmes

Promoting start-ups in the biotechnology sector

The Biotechnology sector in India is on a strong, growth trajectory. Department of Biotechnology endeavours to scale-up the number of start-ups in the sector by nurturing ~300–500 new start-ups each year to have around 2,000 start-ups by 2020. To promote Start-ups in the sector, The Department of Biotechnology shall be implementing the following measures along with its Public Sector Undertaking Biotechnology Research Assistance Council (BIRAC).

Bio-incubators, Seed Fund and Equity Funding:

- 5 new Bio-clusters, 50 new Bio-Incubators, 150 technology transfer offices and 20 Bio-Connect offices will be set up in research institutes and universities across India.
- Biotech Equity Fund – BIRAC AcE Fund in partnership with National and Global Equity Funds (Bharat Fund, India Aspiration Fund among others) will provide financial assistance to young Biotech start-ups.

Launching of innovation focussed programmes for students

To promote research and innovation among young students, the Government shall implement the following measures:

- Innovation core: Innovation core programme shall be initiated to target school kids with an outreach to 10 lakh innovations from 5 lakh schools. One lakh innovations would be targeted and the top 10,000 innovations would be provided prototyping support. Of these 10,000 innovations, the best 100 would be shortlisted and showcased at the Annual Festival of Innovations in the Rashtrapati Bhavan.
- NIDHI: A Grand Challenge programme (National Initiative for Developing and Harnessing Innovations) shall be instituted through Innovation and Entrepreneurship Development Centres (IEDCs) to support and award INR 10 lakhs to 20 student innovations from IEDCs.
- Uchhattar Avishkar Yojana: A joint MHRD–DST scheme which has earmarked INR 250 crore per annum towards fostering 'very high quality' research among IIT students. The funding towards this research will be 50% contribution from MHRD, 25% from DST and 25% from industry. This format has been devised to ensure that the research and funding get utilised bearing in mind their relevance to the industry. Each project may amount to INR 5 crore only. This scheme will initially apply to IITs only.

Marketing Strategy

Agency for Enterprise Development Business Portal, Vietnam
http://en.business.gov.vn

E-commerce overview

A major change in the global business environment is the increased importance of the internet. The internet is now a part of most modern businesses. The low cost of access has caused many businesses to view the internet as the modern marketplace.

There are several ways to approach e-commerce and the model you choose depends on your strategy. In the following module, we will explain some of the most popular models.

Direct sales

The internet can be used to directly sell to your customers. For companies that sell software or music they actually use the internet for distribution. However, for most businesses, products need to be delivered to the consumer. A key component for a direct sales model is an online payment system, such as PayPal or credit cards. Currently, these payment methods are either not available or not widely used in Vietnam, however, they will be available in the immediate future.

Pre-sales

A pre-sales model is when a business conducts all marketing through their website but directly conducts the actual sale. The businesses' website serves as the business catalogue and showroom and directs customers to the available products. It is important in this model to promote your business by directing visitors or 'traffic' to your site. This is accomplished through online promotion via search engines or advertisements on other websites.

Post-sales support

Many businesses use the internet for post-sales follow-up to address the needs of product owners. Often this is from providing answers to Frequently Asked Questions (FAQs) or providing an online form for customers to submit questions.

It is important to identify the objectives of your business to determine which model fits your business.

This guide will explain how to market your business online instead of the technical aspects of e-commerce. From this guide, small businesses should have the basic tools for studying online consumer behaviour, how to develop an e-marketing plan, selection of an Internet Service Provider (ISP) to host your website and how to build and get customers to visit your website.

Traditional versus online marketing

If you decide to use an online marketing strategy, then there are differences with traditional style advertising. You should decide first how to mix your online and traditional marketing strategies, whether you will use an entirely online advertising strategy or to use both traditional and online marketing. Many components are the same; for example, product brochures carry much of the same information about your products as a website. Online advertising banners can also be used as an alternative to outdoor advertising. Many activities traditionally requiring a physical location can now be accomplished online. For example, a FAQ page or comments/suggestion forms can replace parts of a customer call centre.

A major difference between online and traditional advertising is how a website directs attention. Traditional advertising often relies on bringing individuals into your store. With the internet, websites include hyperlinks or 'links' and advertising banners to attract consumer attention and allow them to directly access your e-business. FAQs can be a major time saver for your staff by providing the answers to the same questions often asked by a large number of customers. This service is available 24 h/day, 7 days/week. Websites can provide 24-h customer service without requiring you to pay 24-h customer service personnel wages. Customers can also browse at their leisure through a wider range of products that would take up too much showroom space.

It is important to decide how to position your business online and how suitable an e-business model is for your enterprise. Having an online presence often provides businesses with increased flexibility, improved customer service and can decrease some costs.

Study behaviours of online customers

Once you have decided to develop your business online, you should then learn how consumers behave on the internet.

Similar to traditional customer studies, you will need to identify your target online customers, their needs and how they browse websites. Typically, younger people tend to shop online and also people with internet access at their homes; however, some consumers do use public internet access points and web cafes. Online shoppers are typically higher educated, have higher incomes, and generally are familiar with English. You should consider these general trends when developing your business website.

If, for example, your target consumer is University students, you should understand how they locate and browse websites. How

customers find a website is very important? Some people use other websites and will find you from hyperlinks and web-banners and others will use search engines and internet directories. It is also important to make sure that your webpage is not too big if your target consumers tend to use slower, dial-up internet connections. These traits of your target consumers should be considered when designing and marketing your e-business.

Researching online customer behaviour can be done through monitoring traffic to your website and by interviewing target customers. In addition, you can conduct e-mail or online surveys.

Develop an e-marketing plan

An e-marketing plan is very similar to a traditional marketing plan and requires many of the same elements. The following provides some advice on developing an e-marketing plan:

External and internal analyses: You should apply the same PEST and SWOT models to evaluate your e-marketing plan. In addition, it is important to assess the digital infrastructure. Are digital signatures official under the law? Can the banking system handle online payment systems? You should also be aware of the technical aspects of maintaining a website and on-going marketing efforts. Are there qualified people to handle your website design and maintenance? In addition, it is important to decide if full-time staff are needed to maintain your website.

Online marketing objectives: E-marketing objectives should be clear and specific. Typical objectives are to obtain a certain number of visitors, for example, 3,000 new visitors per month. Some firms also set online sales goals.

Online marketing strategy: Your online marketing strategy is based on your target consumer. For example, if you want to sell delivered meals online, then you should target office workers that have limited time for dining in a restaurant. You should also make your business different from other firms. For example, if a competitor provides online set lunches, you could provide an online menu for more variety. Your positioning statement could then be 'different dishes for different lunches'. Always make sure that your e-market strategy is consistent with other marketing strategies. The presentation of your business should be uniform.

Online marketing tactics: Consumers have a much easier time to look at different providers to check differences in prices and styles. Some websites have ways to conduct online auctioning, so that the price is negotiated. It is important that your online product information is clear and detailed. There are a number of interactive methods in creating a browse friendly environment. You should match your method to your marketing plan and target consumers.

As online businesses lack a physical presence, it is important to establish credibility and trust with the consumer. Make transparent methods for providing feedback and allow customers to rate your product and services.

Implementation: Your action plan for e-marketing should follow the same scheduled deadline format for your overall marketing plan. If you must hire outside website designers make sure that you are clear and follow-up with the web developer to ensure that the website matches your objectives.

Multilingual Terminology Database

The World Intellectual Property Organization (WIPO) launched a new database providing free access to a wealth of multilingual scientific and technical terminology. Through its web-based interface, WIPO Pearl promotes accurate and consistent use of terms across different languages, and makes it easier to search and share scientific and technical knowledge. The database initially includes terms found in applications filed via WIPO's Patent Cooperation Treaty (PCT) and will eventually include collections from other areas of WIPO, such as trademarks, industrial designs, and terminology found in other treaties administered by WIPO. The 90,000+ terms and 15,000 concepts in 10 languages have all been entered and validated by WIPO-PCT language experts and terminologists, who have experience working with technical documents in multiple languages. Regular additions to the data are planned.

WIPO Pearl offers powerful search features, including the ability to select source and target languages, search by subject field as well as with abbreviations, and "fuzzy," "exact" and Boolean search functions. Users can obtain a quick list of results, which can be expanded, while browsing via "concept maps" that show linkages among related concepts by language and subject field - for example, showing concepts that are broader or narrower in scope than other concepts.

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