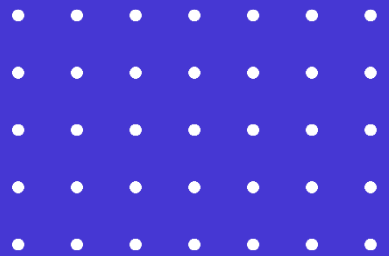


# Atria Business Incubation Center





# About ABiC



## Vision

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Our vision is to be the launchpad for India's most successful entrepreneurs and innovators.



## Mission

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Enable deserving startups to transform useful innovations into profitable ventures with an ecosystem of industry mentors, investor networks, academic research and constructive services and infrastructure.



## Objectives

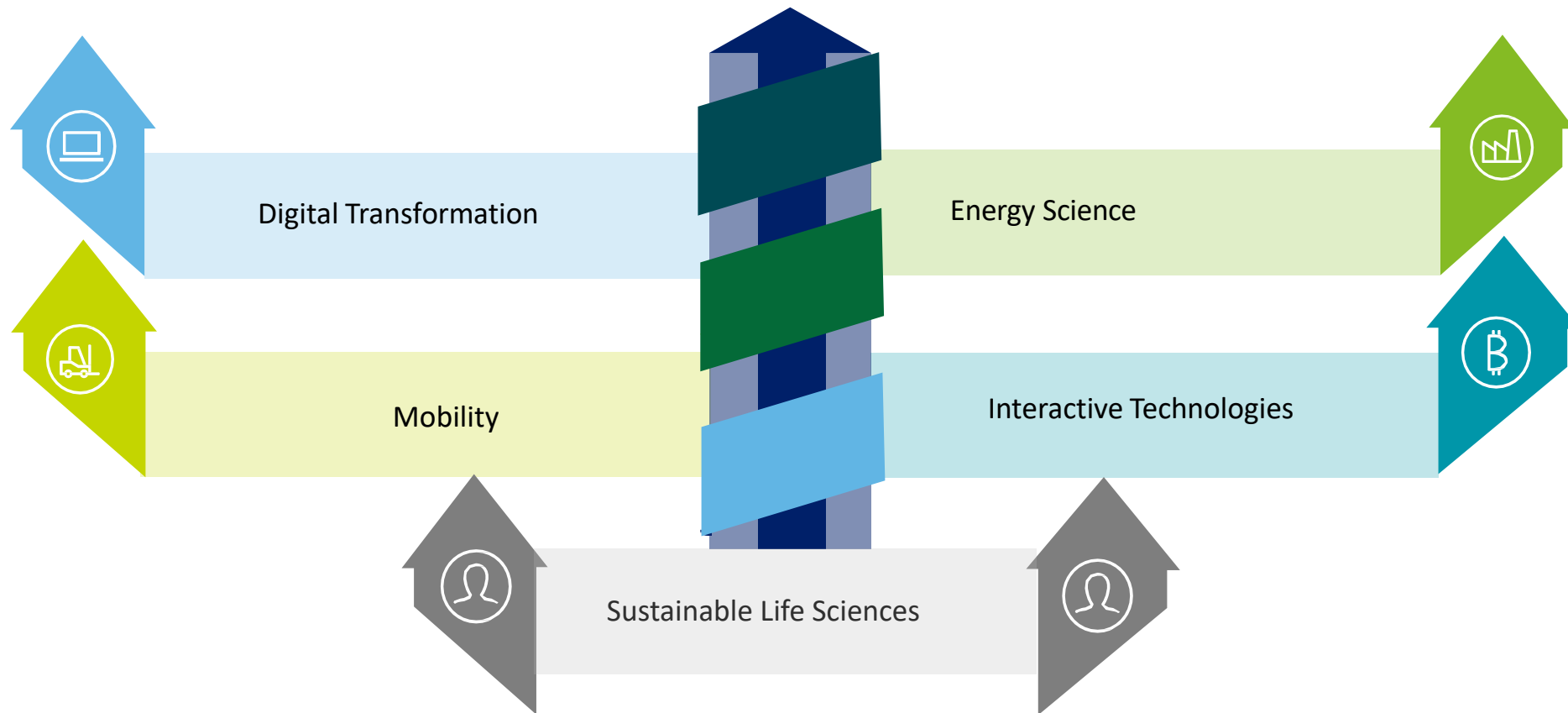
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- Build a network of industry experts to mentor young startups
- Partner with technology services to provide useful tech infrastructure for the development of products and services
- Leverage our academic background to channel research and expertise
- Create promotional interventions to attract investors so they may guide startups on their journey to profitability
- Become self sustainable



# Areas of Focus for Innovation

Atria University Incubation Center aims to create a world class innovation hub with focus on the following areas

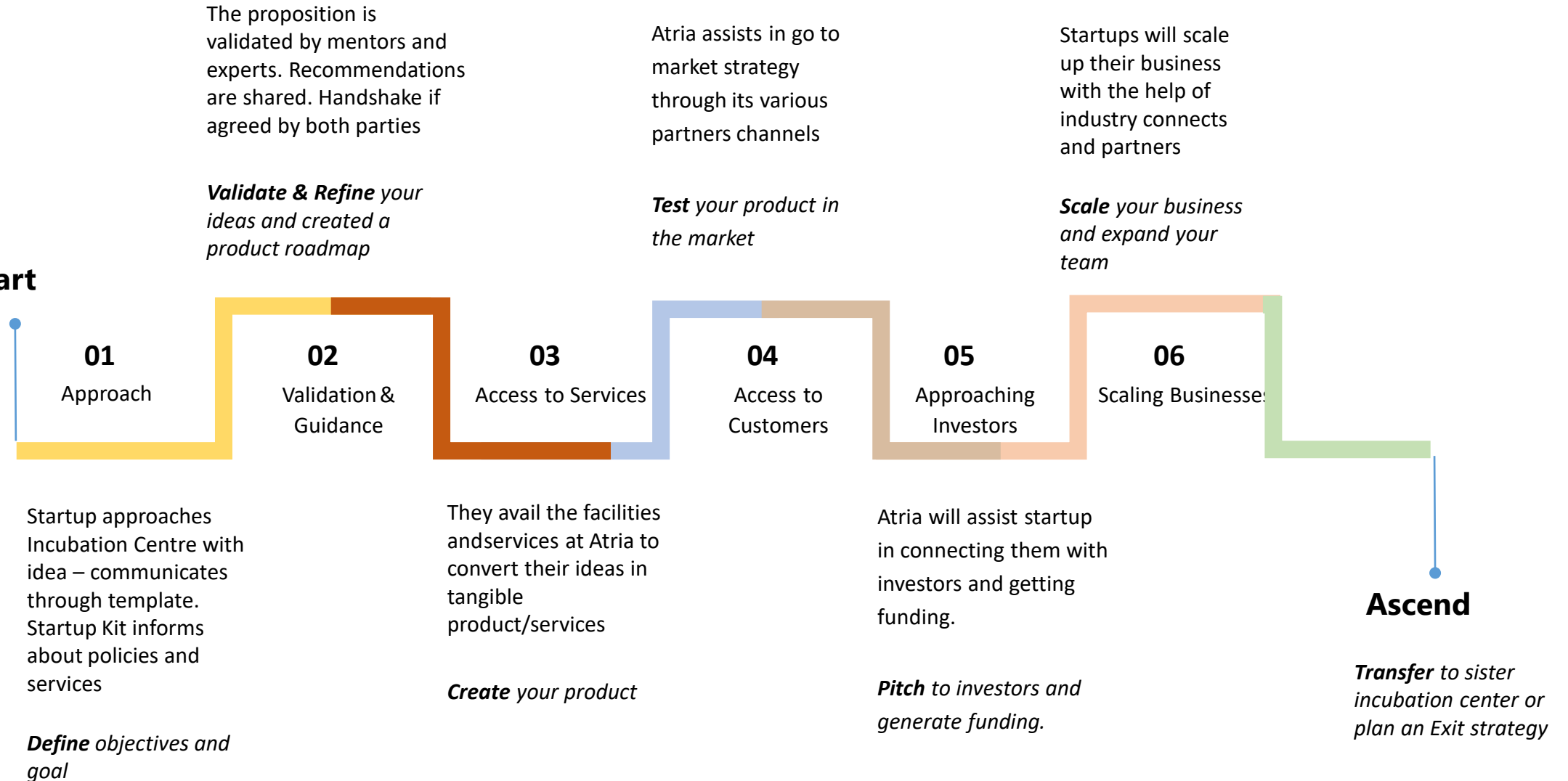




# Process – The Journey of Entrepreneur



**Start**





# On-Boarding Start Ups – Main Focus



## Ideation

### Seed and Development + Launch

Validation of the idea. Market analysis; competitor analysis. After canvassing the business idea, it's time to make it official and launch the start up.

#### **Atria's Contribution in this phase:**

- Mentoring facilities – mentoring facilities for helping the incubates to foster the idea effectively
- Industry connects – to help gain a better understanding of the market opportunities and trends
- Access to technical infrastructure which includes basic requirements related like access to computing devices and hardware and software
- Workshops and seminars - to help startups prepare marketing campaigns and investor pitches
- Financial and legal services for registering the company, if not registered, patent filing, registration in start-up India and IPR related assistance



## Early Traction

### Establishment + Future Planning

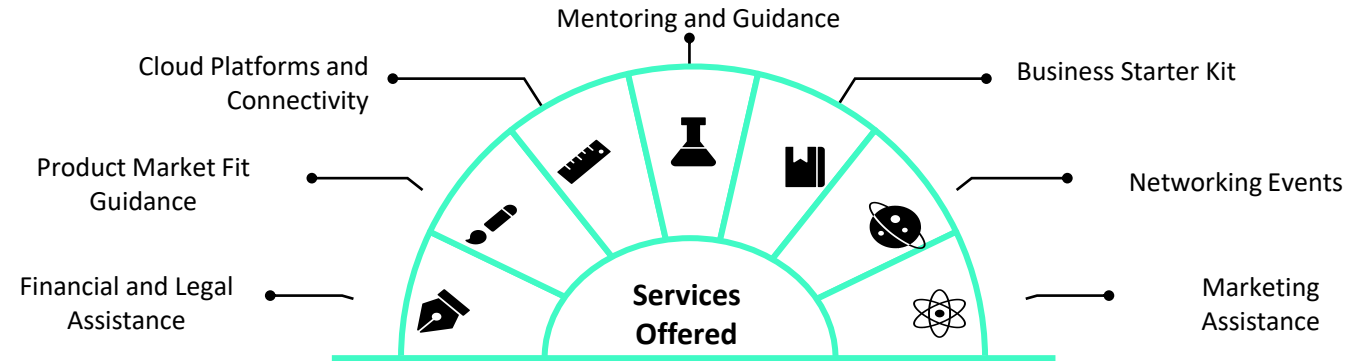
After the incubates have a steady product, it's time to look at the bigger picture i.e. entering the market dealing with competition, expanding the workforce.

#### **Atria's Contribution in this phase:**

- Mentoring facilities – dedicated mentoring facilities for helping the incubates to build on a strong go to market strategy
- Access to customer validation through partner ecosystem.
- Marketing and PR services – To help start-ups in expanding their market and reach a wider customer base
- HR Recruitment services – To help start-ups hire more people for growth and enhance their teams and service offerings
- Seed funding round and VC, Angel Investors meet



# Services



## Business Starter Kit

- First contact sheet
- Business plan template
- Template for risk analysis
- Project Progress Template
- Investor Presentation Templates
- Template for analyzing innovation weaknesses

## Mentoring and Guidance

- Idea refinement
- Feasibility assessment
- Business modelling assistance
- Go to market strategy

## Cloud Platforms & Connectivity

- 24\*7 internet connectivity
- Cloud platforms
- Server
- Hosting
- Cloud Support
- Data storage

## Financial and Legal Service

- Tax Filing, Business Return, TDS
- GST Registration, GST Tax and Accounting
- Startup India Reg
- Company registration
- IPR services

## Product-Market Fit Guidance

- Costing-Pricing Guidance
- Finance and Cashflow Guidance
- Liquidation and Term sheet Guidance
- Access to mature venture ready funding

## Marketing Services

- Content Strategy
- Keyword Planning & Development
- Online Content Distribution through social media channels
- Digital campaigns formulation

## Networking Events

- Hackathons
- Startup Conclaves
- Investor Summits
- Industry Workshops and boot camps



# Infrastructure

Infrastructure will be key to the growth for start-ups. Apart from affordable work spaces that are equipped to handle the connectivity and creative requirements of all types of start-ups will be essential to build a healthy ecosystem for innovation. The living lab should create an end to end ecosystem for entrepreneurs that will provide conducive environment for ideas to originate, scale-up and see business fruition.

## Physical Infrastructure

Leading organizations know that well-designed workspace improves performance, speeds innovation, and builds healthy cultures. They see it as crucial to achieving their goals. New research bears them out. The push for transformational space will make it standard practice to integrate strategy, collaborative design, engaged change management, and post-occupancy calibration.

### Physical Capabilities of an Incubation Centre

- Round the clock facility
- Meeting Rooms
- Collaboration rooms
- Breakout zone
- Thinking zones
- Prototyping and 3D printing facility

## Technology Infrastructure

Incubation centres will offer various technology tools for incubates to develop and demonstrate the prototypes. Cloud Infrastructure for storage and hosting of applications, high speed internet, work stations and other computing devices to manage the day to day operations is also an important constituent for incubates success.

### Tools in an Incubation Centre

- Tools for assessing the entrepreneurial capacities
- Cloud based tools for infrastructure management
- App development tools and platforms
- Training and Development platforms
- Databases of financial tools
- Databases of private consultants and other Subject matter experts (indicating their specializations)
- databases of research and technology centre



# Capabilities of ABiC

With an aim to vision India's most advanced innovation hub, Atria can ensure to provides its incubates the best of the services

- Large co-working hub (10,000-12,000 sq ft.) of area in the heart of Bangalore with state-of-the-art Infrastructure
  - Co-working space
  - Meeting Rooms
  - Collaboration rooms
  - Breakout zones
  - Thinking zones
  - Phone booths
- Legal, Financial and Marketing Services
- Events: Hackathons, Startup Conclaves
- Investor meets, bootcamps







# Atria University Start-up Ecosystem

