

Innovation & Entrepreneurship

Before we incubate innovations, we innovate minds

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"Business opportunities are like buses, there's always another one coming."

RICHARD BRANSON,
FOUNDER OF VIRGIN ENTERPRISES

SCROLL BY TOPIC FOR YOUR DESIRED SECTION

SHOWCASE



- A. VINAY CHADDHA - GVC Systems
- B. SIDDHANT SATIJA - Project Agya

MENTOR TALKS



- A. ARTICLE ON INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP

SPOTLIGHT



- A. ENTREPRENEURSHIP AND GLOBALISATION INDUCED HUMAN VALUES

EVENT UPDATE



- B. EVENT ON SHOWCASING AMITY TECHNOLOGIES

VIRTUAL INCUBATION PROGRAMME



Amity Innovation Incubator's Range of Virtual Incubation Services

FROM RAGS TO RICHES

- VINAY CHADDHA

At the age of 50 entrepreneur Vinay Chaddha is as passionate about electronics as he was at the age of 12. The only difference is that now he spends 12 hours a day on doing what he enjoys most and also makes money. Vinay's story is a classic tale of rags to riches and a true showcase of the spirit of entrepreneurship.



THE ENTREPRENEUR WITH STRONG FAMILY VALUES

Vinay with his family

INNOVATING SUCCESS

Vinay stepped onto the road of success in 1989 when he reversed engineered a famous model of computer printer (EPSON LX800), decoded Gate Array and sold that design to a peripheral manufacturing company which made clones of popular dot Matrix printer by the name of IX-800.

BREAKING PAST THE MILLION DOLLAR MARK

Vinay earned his first million by designing both software and hardware for the set-top box and selling the design to over 20 manufacturers - almost all pieces produced between 1995 and 1998 were based on the propriety design manufactured by Motorola for Vinay. His second million came 3 years later with the design of the first landline caller ID for MTNL and BSNL. But just when the future seemed bright and prosperous, Vinay experienced a change in fortune that left him financially crippled and begging for loans to pay for his wife's surgical



Set-top boxes manufactured between 1995 and 1998 were based on propriety design manufactured by Motorola for Vinay's company - GVC (Geeta-Vinay-Chaddha).

STARTING FROM SCRATCH AGAIN

Dire factors such as these led this one time hot shot entrepreneur with a brilliant track record to approach the Amity Innovation Incubator for support and the chance to start his life all over again from zero. When Vinay got incubated in August 2008, the centre recognizing that he didn't have the money to even pay for the basic maintenance cost, conceded a special

“ Amity Incubator team supported me. I was informed 'unofficially' not to pay for first few months and just focus on work ”

arrangement in which Vinay would not have to pay the amount required for the first few months and just concentrate on what he did best. The extraordinary support of the Amity team, encouraging environment and Vinay's own confidence made it possible to break even on a month to month basis. In August 2010, Vinay received a seed fund of 20 Lacs that now nurtures his newly established enterprise.

As of last year Vinay has been actively involved in creating a range of products for people with disability in the Home Automation and Internet Devices genre - using Electronics, Embedded Software, Mobile Apps and GSP/GPRS networking. To make these products low cost he has involved the aid of over 1700 committed students and professionals.



MORE THAN AN ENTREPRENEUR

Inspite having designed over 100 commercially successful products, Vinay still considers himself less of an entrepreneur and more of a mentor. He spend his 50th birthday with the students of 'Sunnaya' and over a year teaching students at Begumpur about electronics & computers. Vinay also has plans to teach robotics at "Nithari Village" in Noida, soon.



Joy-n-Freedom
 LOW COST DIGITAL HOME AUTOMATION FOR DIFFERENTLY ABLED

How to contact him

Vinay is accessible via phone at 9811074026 email him at vinay@gvc.in and check more about him at visualcv.com/gvc3065 and <http://www.slideshare.net/openembedded/about-vinay-chaddha>. More info about his current project is available at <http://www.slideshare.net/openembedded/jn-f-100711>

MAKING INDIA A SUPERPOWER

- PROJECT AGYA

Initiated in May 2010, Project Agya is India's only network that guides & motivates the youth to join the defense forces. Initially started as a Blog the venture has grown to over 30,000 registered users with over 1 Million hits since its inception. It is a strong network of young, old and retired defense officers from the Indian Army and Navy who constantly motivate, guide & solve queries of aspirants across the nation. The website covers numerous topics including current job openings in the defense sector, detailed SSB interview preparation, how to crack UPSC exams etc. People from more than 100 cities of India have re-visited the website time and again.



Siddhant & Vineet Nayar CEO of HCL, at the time of receiving the award.

YOUTH CENTRIC. ARMY BASED.

The aim of the venture is: To encourage the youth to opt for careers which not only caters to individual needs but also contributes to the society. To look after the families of Martyrs in every possible manner. To generate the feeling of respect, love and care towards the personnel of the armed forces. To create a talent pool of skilled professionals for the service of the nation and thus impart the principle of 'Professionalism with Patriotism'.

STARTED BY A TRUE PATRIOT. RUN BY PROFESSIONAL ENTREPRENEUR

A non-profit initiative, Project Agya is a proprietary venture of Siddhant Satija, a Web 2.0 & Digital Research Entrepreneur and a proud patriot with a one time enthusiasm for joining the armed forces. Siddhant owns and heads RitSan Web Media, a Web 2.0 Research, Training & Consultancy firm. He and his team have personally invested time and money to making Project Agya a success. Currently the team aims to expand its online presence before diving into offline campaigning and hold a strong twitter presence via RitSan's new product named TwtUncle (www.slidesha.re/twtuncle) - a Twitter based social advertising platform and the first of its kind to let people earn money out of their status updates on social networking websites. Project Agya, secured second position nationally amongst India's top social ventures and is the recipient of a prestigious HCL award- Siddhant was interviewed on CNBC right after receiving the award from Vineet Nayar (CEO – HCL).



Project Agya, Siddhant Satija featured on CNBC TV

ARTICLE ON PROTECTING INTELLECTUAL PROPERTY & ENTREPRENEURSHIP

Every time I come across the question "What if someone steals my idea", I try to reason out with the concerned entrepreneur or innovator. However, over a period of time I have come to realize the whole issue has more to do with earning 'TRUST' and less with the 'LACK OF TRUST'. Arguably, this is one trait that will not change overnight so the thumb rule should be centred on one's comfort level in dealing with the concerned person on the other side of the table. Beyond agreements and paper work!

Among other things one must keep in mind the science of 'Protecting your Idea' and the art of disclosing the 'What and not How of your Idea'. This will take a lot of your worries away and help you explore possibilities. Because unless you go out and talk to mentors, experts, businessmen and importantly the end users your idea will not move an inch forward. Intellectual Property Laws are in the process of getting transformed in India and Indian offices as courts are now taking a more favourable view towards the rights of an Intellectual Property owner

However, the Copyright filing process in India is still very slow and inefficient since the office is under HRD Ministry with only one centre in New Delhi and it can take upto 3 months just to get confirmation of your application (called Diary Number). Since India is part of the Berne Convention (covering Literary & Artistic Work) with more than 160 member countries, one can make an online application (for e.g. on US Copyright website) and complete the process in 30 minutes flat at a fee of US\$ 35 for basic claim in an original work of authorship and get protection in India.

Another smart way which I have found can be used practically to prove ownership of an idea is to sign on paper and send it to yourself by post, which will come back to you with a postal department stamp and date - and which can be used as proof of ownership of idea.

Technology entrepreneurs & innovators can file a Provisional Patent in the Patent Office at the cost of Rs. 1000 with or without claims and within a day itself. In case a lot more time is required to get the documentation in place or to decide whether one wants to pursue his or her idea, one also has the option to take 12 months for filing a Complete Patent application.

Lastly, it is important to note, the message you send out to the outside world is crucial as it discloses your intentions and carries more weightage than anything else. So instead of worrying as to who might steal your innovative idea, it would be prudent to act smart and protect your idea. Have a format of Non Disclosure Agreement (NDA), read up on interesting Intellectual Property matters in India or globally and enlarge your understanding of the market you wish to sell to. This will release your worries and let you approach more people who can actually get your idea off the ground.

An original article created by Rajeev Surana.



RAJEEV SURANA

A Sales and Marketing graduate of Xavier Institute of Management with a college degree in B.E., Chemical Plant Engineering from Thadomal Shahani Engineering College, Rajeev Surana is the Founder & Director of Scinnovation Consultants Pvt. Ltd., a firm involved in providing end to end solutions from idea protection to commercialization with focus on individual inventors/innovators, research, academic institutes and students. He is a board member at the Licensing Executive Society, India Chapter, a role that he simultaneously juggles with that of Head Technology Transfer and Project Scale at Villgro Innovations Foundation – a social incubator service provider that works towards enhancing rural lives. In an exemplary journey spanning diverse professions, Ranjeev has also contributed immensely in the capacity of professor at Met League of Colleges, as Associate Member and Trainer at the Executive Recruiters Association and Marketing Director at QMED Services Pvt. Ltd., as well as a patent agent working on Indian Patent Laws and Patent Drafting at the Indian Patent Office.



Rajeev is a specialist in Technology Transfer and Licensing, Innovation Partnerships and Innovator Capacity Building with extensive knowledge in Indian Patent Laws and Patent Drafting. 'Einstein in the Boardroom' sums up his quest to help inventors become market savvy and commercialize their Intellectual Property to benefit Society and create value for Govt., Entrepreneurs & Investors

You may reach the author at rajeev@scinnovation.in

SPOTLIGHT: SPANDAN

A SPECIAL ARTICLE ON ENTREPRENEURSHIP & GLOBALISATION - INCREASING PRODUCTIVITY, PROFITABILITY AND HAPPINESS THROUGH THE SPANDAN APPROACH

The basic issue which any organization has to contend with throughout its existence is raising and answering two questions: (1) How best to achieve the given objective(s) of the organization? (2) How best to derive the maximum from its people in achieving the said objective(s) as effectively as possible?

UNDERSTANDING THE PROBLEM

The first question is about setting targets, developing strategies and achieving results. The second question is about managing people. The answer lies in management and having faith in basic goodness of others as its credo. Innate divinity in human beings manifested by their basic goodness and intrinsic altruism have been the pivots of human existence and growth. However with reference to entrepreneurial organization, the issue becomes more complicated, challenging and therefore rewarding. Whereas the management's function is essentially to manage the resources available, entrepreneurship entails creation of resources, creation of an organization and most important accepting the risks involved in the process. Accordingly, the traits and values of the entrepreneur and the risk function assume importance. Some relevant human values in this context include:

- (1) Courage and Conviction
- (2) Self confidence and Pride
- (3) Adaptability and Flexibility
- (4) Team Spirit

The ongoing globalization has brought in more challenges and opportunities in its train for the business community especially the upcoming entrepreneurs. Propelled by technology, markets expanding beyond national boundaries and the resultant need for cross cultural management, globalization has induced its own human values to be contended with and incorporated in the work ethic and strategic management of the given organization. These values include:

- (1) Competitive spirit
- (2) Creativity and innovation
- (3) Cultural adaptiveness
- (4) Cross cultural management
- (5) Preparedness
- (6) Pro-activeness
- (7) Environment sensitivity



SPOTLIGHT: SPANDAN

SPANDAN APPROACH AND 3D PROCESSES – GETTING ACQUAINTED WITH THE SOLUTION

- Spandan, a non-profit initiative by a small group of professionals, academia and entrepreneurs, has developed over a period of time an approach and process for the management to inspire employees to give their best to the organization.
- Spandan (Heartbeat, vibration, pulsation and echo.), based upon the faith in innate divinity, basic goodness and intrinsic altruism in human beings, believes that having faith in the basic goodness of others is essential for achieving the best results from its employees.
- Spandan as a movement strives for facilitating management and organizations develop a sensitivity capable of understanding the needs of others even 'without being asked'.
- Propagation is primarily through teaching, research and training and inculcation through a 3D Process of Diagnosis, Discovery and Development wherein select human values are anchored to the Mission Statement of the organization and integrated to its HRD and Strategic Management.
- Spandan 3D Process of Diagnosis, Discovery and Development consists of:
 - (a) Evolving Vision and Mission Statement for the organization.
 - (b) Inculcating suitable human values in work ethic as integral to HRD initiatives like selection, training and development, performance appraisal.
 - (c) Linking them to Strategic Management in the form of an ongoing optimal balance between its results and relations.
- Results include a higher employee commitment and productivity, better team spirit and mutual understanding, greater sensitivity and appreciation of management problems and increased accommodative spirit during hard times

STUDYING THE BENEFITS

Establishing direct relationship between an essentially affective dimension of human personality like emotions, sentiments and human values with its conative dimension like human behaviour and conduct is understandably not possible. Inculcation of human values in an organization has however been associated with several benefits to the organization.

Some such benefits are as follows:

- Lessened misunderstandings.
- Improved understanding of the behaviour of others.
- Increased cooperative spirit and fraternity.
- Mutual reinforcement of orientation of values.
- Willingness to do one's best.
- Greater resilience and flexibility.
- Higher workgroup cohesiveness.
- Better performance and increased productivity.
- Higher employee pride, commitment and identification with the organization.
- Sensitive and sympathetic appreciation of the difficulties faced by the management during adversity like recession or a financial meltdown.

SPOTLIGHT: SPANDAN

THE PROPONENT OF SPANDAN

Meet Founder Chairman of Spandan: Dr. (Prof.) G.P Rao

Dr.(Prof.) G. P. Rao holds M.A. (Economics) from Osmania University, Hyderabad; PG Diploma in Management (PGDM) from Indian Institute of Management (IIM), Calcutta; and D.Phil from the University of Calcutta. Rao had been involved in teaching, research, training and consultancy in management since 1966. He has been at IIM, Calcutta; Panjab University, Chandigarh; and Madurai Kamaraj University, Madurai - where in 1997 he superannuated as Senior Professor and founding Head of Department of Management Studies. His interest and involvement in professional bodies like the All India Management Association (AIMA) and its local chapters at Calcutta, Chandigarh and Madurai Indian Society for Training and Development (ISTD), Chandigarh chapter; and, Association of Indian Management Schools (AIMS) enabled him to have better insights in the interface of academia and industry in matters of mutual interest in management education and profession. His participation in policy formulation debates on management education and visits abroad has widened his intellectual horizons and knowledge.



The primary areas of interest of Rao, who identifies himself as a student of human behaviour, have been Managerial Communication, Inter-personal Effectiveness and Human Values in Management. The two major assignments which helped Rao obtain deeper insights in the field of human values in management education and profession have been Sir Ratan Tata Visiting Fellowship, MCHV, IIM, Calcutta (1995-96) and AICTE Emeritus Fellowship (1999-2002). Rao's Fellowship Study on Self Control as a Managerial Value led to the formation of Spandan as a Society committed to propagation and inculcation of human values in management education and profession.

Base: G.P. Rao, Humanising Management: Transformation through Human Values, New Delhi, Ane Books, 2010.

SHOWCASING OF AMITY TECHNOLOGIES

Amity's endeavour to benefit the world through scientific research and patented technologies found centre stage once more in this exclusive event organized to showcase the potential of Amity technologies to countries and organizations in need of innovations and improvements. Initiated with the blessings of the Honourable Founder President Dr. Ashok K. Chauhan, the event was organized by the Amity Innovation Incubator and held on the 29th of July, 2011. It was chaired by Dr. (Mrs.) Shaleen Raizada and graced by a distinguished guest list of personalities including personnel from Embassies.

11 technologies from biotechnology, herbal & food products and nanotechnologies were presented by inventors which was followed by questions and answers. A round table discussion was held after each technology showcasing in which the strategic and commercial implications of technologies were explained by Dr. (Mrs.) Shaleen Raizada. The representatives of less developed countries expressed great interest in the technologies presented and gave positive indication of high commercialization possibilities in their countries.

The technology showcase was followed by an eye opening insightful presentation on "Amity Education" by Wing commander S. K. Goel which was much appreciate by the conglomerate of guests from diverse nations among others. On request Mr. Ojasvi Babbar also rose to the occasion of acquainting the present audience with a brief but highly informative introduction to the nature, role and function of the Amity Innovation Incubator along with its incubatee companies - which led to the present delegates expressing keen interest in the Incubatee companies and a lengthy discussion regarding possibilities of business opportunities in their respective countries. Beginning to end the event was filled with many exciting moments and a triumph not just for its organizers but for the beneficial technologies that change the world.

A GLIMPSE OF DISCUSSIONS HELD:

NOVEL COMPOSITION OF BIOPOLYMERS AND A PROCESS FOR THE PREPARATION THEREOF

PRESENTED BY DR. HARSHA

The invention provides a novel composition comprising biopolymers derived from Cassia and Sesbania species along with amino acids with promising synergistic effect and suitable additives. The invention provides a composition which can be useful for treating diarrhoea comprising an effective amount of an L-glutamine including, but not limited to, methionine and L-tyrosine and combinations thereof. In addition, omega-3- fatty acids along with other additives such as antioxidants, thickening agents, electrolytes all together form a novel composition.

PROCESS FOR THE PREPARATION OF ANTI-DANDRUFF HERBAL FORMULATION

PRESENTED BY DR. DHAN PRAKASH

The invention discloses a novel herbal formulation and the process for the preparation of the same which is effective in preventing and curing dandruff. The herbal formulation has fungicidal action towards dandruff causing fungus. The components of herbal formulation have synergistic effects towards preventing and curing dandruff. It may be in different form for application such as powder, shampoo, lotion, soap. The herbal formulation has no side effects.



Honorable members of the Embassy during the Tech.Commercialization Event

**HERBAL BALM FOR CHAPPED LIPS
 PRESENTED BY DR. DHAN PRAKASH**

The invention relates to a novel herbal formulation, effective in treatment of chapping, drying & cracking of the lips and a process for the preparation of the same. It is produced from the unique blend of herbal extracts and essential oils. It contains a natural UV filter and vitamin E which nourishes, tones and softens the lips. The formulation comprises of extracts and oils of herbs and medicinal plants.

**AN IMPROVED METHOD FOR
 MANUFACTURING EXTRACT WITH
 ATLEAST 40% STEVIOSIDE FROM STEVIA
 - PRESENTED BY DR. D. D. JOSHI**

The invention provides a process for manufacturing extract having atleast 40% stevioside from Stevia, as free flowing powder. Steviosides is reportedly suitable for diabetics as it does not impact blood sugar levels. Steviosides can replace sugar in the diet and can be used as a flavour enhancer. It can be used to bring out the true flavours in cereals, juices, berries, ice cream, candies, chewing gum, toothpaste and mouthwash in addition to it is normal sweetening activity. This extract can also be used topically as a mask ingredient. Interest was shown in this technology by almost all the people present - Dr. (Mrs.) Shaleen Raizada promised a tour of the Stevia Farms, situated near Delhi on their next visit.

**PLANT BIOMASS NANOMATERIAL
 COMPOSITE BASED ELECTRODE FOR
 THE REMOVAL OF INDUSTRIAL DYES
 FROM WASTE WATER
 PRESENTED BY DR. SUMAN**

The invention relates to a system, process and apparatus for the sorption of dye and hazardous pollutants from aqueous solution. An electrode composed of plant biomass-nanoparticle composite was used as the adsorbent for removal of dyes, chemical and biological hazardous contaminants from aqueous solution. The composite comprised of activated carbon nanotube and orange peel powder. The novel electrode provides an economical, user-friendly, efficient and re-usable adsorption treatment method for removing dyes from textile effluents. The nanomaterial in the electrode is responsible for its enhanced performance by dual action of providing large surface area and by preventing biodegradation of orange peel and increasing the shelf life of the electrode.

**NANO-CEMENT BASED COMPOSITE
 COATED CONCRETE PEBBLES FOR
 SURFACE WATER TREATMENT
 PRESENTED BY DR. SUMAN AND MR.
 ABHINAV CHAUHAN**

The invention provides nano-cement based composite coated concrete pebbles for surface water treatment. The composite produces a high surface area system for the active, high-throughput inactivation of bacteria in water. This not only decontaminates the biological and ionic contaminants but also provides a rigid cement base which doesn't allow the nanomaterial to come out into treated water.



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EVENT

ANTIMICROBIAL ACTIVITY OF AQUEOUS EXTRACT OF ASWAGANDHA (WITHANIA SOMNIFERA) TO INHIBIT THE GROWTH OF METHICILLIN RESISTANT STAPHYLOCOCCUS AUREUS

PRESENTED BY DR. SHOMA PAUL

The invention relates to the use of an aqueous extract of the plant, *Withania somnifera* to inhibit the growth of methicillin resistant *Staphylococcus aureus* as active agent used for the treatment of its infection caused in humans. The antimicrobial effect of the plant extract against methicillin-resistant *Staphylococcus aureus* is due to the bioactive compounds present in the aqueous extract by exhibiting big zone of inhibition against the bacterium.

PROCESS FOR PRODUCING VITAMIN SUPPLEMENT TABLET-FORM FROM BRASSICA VEGETABLE LEAF POWDER

PRESENTED BY DR. S. K. ROY

The invention discloses a process for preparing green leaf powder and tablets from the leafy portions of the Brassica vegetables for use as a vitamin supplement. This green leaf powder is mixed with an edible binder and then compressed into easy to use tablet form. The tablets are not for direct consumption. They are added to pre-cooked food to enrich it with vitamins.

DEVELOPMENT OF A PLANT BIOMASS BASED METAL SORPTION COLUMN WITH MODIFIED SILICA GEL AND THE APPLICATION THEREOF

PRESENTED BY DR. RACHNA

The invention provides a process for developing a plant biomass based biosorption column for the removal of metal ions. The biomaterial comprising of leaves of *Jatropha* is immobilized on a modified silica gel. The silica gel is modified with cationic polymers for improving the binding of the biomaterial, porosity of the column and to maintain uniform flow rate. The biosorption column may have possible application in the removal of specific ions from contaminated sites or wastewater.

METHOD AND KIT TO CHECK THE OXIDATION OF EDIBLE OIL

PRESENTED BY DR. RAJNI

The invention provides a method and a kit for testing the oil quality by detecting the oxidative changes in the edible oil. The oxidation of the edible oil is assessed by the presence of free fatty acids in the oil samples. The method of detection involves a change in colour of the samples using an indicator dye solution.

CANCER CHEMOPREVENTION NUTRACEUTICAL(S) AND PROCESS FOR THE PREPARATION THEREOF

PRESENTED BY DR. GIRISH

The invention provides a process for preparing an herbal nutraceutical to treat drug resistant breast cancer cells. The nutraceutical comprises the anti-cancer effects of polyphenols enriched extracts from the fruits of Fabaceae family and phytoestrogen enriched grape seeds extract (GSE) either alone and in combination in estrogen receptor-positive MCF-7 human breast cancer cells.



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NURTURING TECHNOLOGIES. POWERING ENTREPRENEURS.

As drivers of innovation and progress, incubation service providers have a moral obligation to not only assist in the development of budding entrepreneurs and newer technologies with the best in available resources and services but to also ensure the robust health of the economy. However, in order to do so, an incubator service provider has to be closely associated with the factors that affect the growth of both entrepreneurs and technologies. More importantly, an incubator service provider has to be able to effectively identify and offer need based services that prove beneficial to an entrepreneur.

The Amity Innovation Incubator is a premier incubation service provider that offers a nurturing platform with focused need based solutions and services that addresses specific needs of budding entrepreneurs and facilitates their growth at every stage of the development process. Besides its benchmarked physical incubation services, the incubator offers a specialized range in virtual incubation services which are a reflection of Amity's endeavour towards supporting geographically dispersed innovative start-ups via a virtual incubation support system and a wide array of remote services comprising of :

- **Patent consulting and database access** including access to leading team of IPR professionals for legal and patent advisory services, support in strategically creating an IP and its due protection, access to crucial data bases like Indian patent database, US Patents database, European Patent database
- **Financial advisory services** including investment advisory services, private equity advisory services, M&A, structured financing, special situations & strategic advisory services, platform to facilitate PE/VC/Angels to identify fundable proposition & All support throughout the transaction- over \$ 40 m invested incubatee companies through Mergers & Acquisitions and Angel investments.



- **Access to All monitoring committee** of 100 mentors and comprising of renowned names from the industry and including eminent personalities from diverse fields.
- **Free invitation to knowledge sessions** and events happening on campus including discounted entries for entrepreneurial events organized by TiE, NITIEE, NASSCOM and others.
- **Virtual space for remote office access** and online real-estate over Amity incubator's in-house servers.
- **Access to global facilities** and utilizing Amity University's presence across the globe plus benefits of global concierge services, conference space, networking, market knowledge and research.
- **Access to Global Business Reviews**, Relevant Articles, Newsletters Along with Research & White Papers, Technology Journals & our library facilities.
- **Online showcasing of products and services** through our unique entrepreneur focused portal to the VC/PE industry.
- **Govt. run Entrepreneurial Development schemes**, regular updates & support on ongoing government schemes on entrepreneurship development.
- **Sharing products, services, resources** with fellow entrepreneurs and accessing their feedback.
- **Accessing Interns and hiring** interested management graduates as team members including students from Amity Business School.MBA (E&L), B. Tech, Bio Tech etc.
- **Power Networking** with who's who in the industry via All's Networking Platform with support from All mentors to get connected to the most relevant set of CXO's to help leverage offerings & for possible synergies.
- **Business Plan Assistance & Support** with business advisory services and including overall business planning, understanding the market space, strategy formulation and answer to other critical business/industry related questions.



For further info about virtual incubation programme or to apply for incubation, please email at info@aii.amity.edu