

CHUNAUTI – Advancing in Agriculture, Healthcare and Education with Digital Applications.

About

Next Generation Incubation Scheme (NGIS) is STPI's comprehensive incubation scheme which has a vision to drive the rise of India as a Software Product Nation so as to make India a global player in development, production and supply of *Innovative, Efficient and Secure Software Products* thus facilitating the growth across the entire spectrum of ICT sector as envisioned in the National Policy on Software Products (NPSP) – 2019.

NextGen Start-up Challenge Contest (*CHUNAUTI - Challenge Hunt Under NGIS for Advanced Uninhibited Technology Intervention*) is a series of online Challenges under NGIS.

STPI has been strengthening the start-up ecosystem, through policies, initiatives, and creation of 360-degree ecosystem. The current digital era where technology adoption has been high in the urban, educated and high to mid income group population, the rural, less formally educated and low-income group population is still in the digital inaccessibility group. The ecosystem trends also clearly highlight that the sectors contributing significantly towards \$1 Tn economy focus on the inaccessibility group. The inaccessibility group mostly resides in and around Tier II and III cities therefore the need is for hyper localized digital products/solution. Accordingly, to boost the localized innovations from Tier II & III cities, ***through CHUNAUTI STPI is looking to identify and support promising startup working towards digital transformation & accessible products/solutions enabling equitable & inclusive growth*** with focus on sectors like Agriculture, Education, Healthcare & Wellness, Banking & Finance, E-commerce, and Environment etc. As in the previous contests, selected startups would be given physical infrastructure, funding assistance, access to networks, connects, learning and resources that are needed to build a scalable, profitable and global business.

Who can apply?

The eligibility criteria for a start-up to apply in the CHUNAUTI program shall be as follows:

- The challenge invites the proposals/applications from Indian Start-ups[#] who are working in domain related to software product development.
- Start-ups registered with DPIIT under start-up India programme are encouraged to participate in this programme.
- Individual Academicians, Researchers, Educators, Entrepreneurs, partnership firms, LLPs may also participate, however, if they are selected then they will have to register as private limited company in a stipulated time (preferably within 3 months).

[#]At least 51% shareholding with Indian citizen or person of Indian origin. The applicant's entity should not be a subsidiary company of any foreign corporation.

Note: The Start-ups submitting the proposals/applications can be in any of the following stages.

- **Ideation Stage Start-up:** An individual or team of individuals has an innovative product idea and wish to focus on developing that idea into a business.
- **Validation Stage Start-up:** A validated proof-of-concept exists in a way that the prototype is anticipated to be ready in the foreseeable future. Alternatively, the prototype is ready and awaiting testing and validation.
- **Early Traction Start-up:** The product has been validated and the start-up needs support in establishing itself as a business.
- **Scaling Stage Start-up:** The start-up has initial revenue from customers and needs support in scaling its business & product portfolio.

Idea/Product / Solution Focus

- **Products/Solutions for Advancing in Agriculture, Healthcare and Education**

Digital Inclusion:

- Digital Products/Solutions to enable & enhance technology adoption by general populace beyond the constraints of language barriers, digital literacy, digital resources etc.
- Digital Products/Solutions to catalyse inclusion of larger populace under Govt. Schemes/Programs & Benefits (e.g., flagship pension, insurance schemes, etc.).
- Digital Products/Solutions for providing access to quality content using innovative techniques in education, healthcare etc. to larger populace
- Digital Products/Solutions for unique local level problems in particular sectors/domains like aquaculture, agriculture, skill etc for benefit of those sectors/domains.
- Other assistive technology solution addressing a pressing need not covered above.

Key Focus Sector

Startups having innovative Idea/Product/Solution focused including but not limited to the following:

- Agriculture
- Healthcare & Wellness
- Education & Skill Enhancement
- Financial Services
- E-Governance Solutions - last mile online delivery of services to citizenry.
- Tourism & Hospitality
- Cyber Security
- Supply Chain & Logistics

Offerings

- Ready to work Plug-n-Play incubation space along with high speed internet access within the constraint of lockdown & thereafter.
- Networking opportunities/Industry connect and Go-to market support for exhibiting/showcasing products/solutions through various National/International events/workshops/exhibitions.
- Full-fledged security & vulnerability testing of Software Products through the dedicated Software Product Security Testing (SPST) facility.
- Access to VCs for funding support.
- Advisory Services such as HR, Legal, Accounting, IPR/Patenting and other support services.
- Facilities and services including mentoring, networking/industry connects, marketing support, etc. of the pan-India domain specific CoEs of STPI may be leveraged.
- Mentor, experts, industry network of STPI and MSH.

Financial Incentives/Funding Support

- A seed funding of up to Rs. 25.00 Lakhs will be provided through Financial Institution to each beneficiary/supported Start-ups selected through *CHUNAUTI* under NGIS based on innovative idea, novel solutions, strong team & sound business proposal.
 - ✓ Disbursal of seed fund to Start-ups will be based on milestones achieved, periodic review and recommendations.
 - ✓ Seed funding to Start-ups will be against equity participation by STPI or its affiliate.
- Start-ups who are in ideation stage may be selected under pre-incubation programme & mentored for up to six months to evolve their business plan & solution around the proposed idea. Each intern (max 3 interns per start-up under pre-incubation) will be paid Rs. 10,000/- per month for a period of up to 6 months.
- Cloud Credits from leading third-party service providers.

Screening, Evaluation & Selection

- Designated Committee(s) shall be formed for Screening, Evaluation & Selection.
- All the applications received shall be subject to a rigorous multi-tier screening process with involvement of appropriate experts from respective domain and/or location as deemed fit.
- Decision of the designated Committee(s) shall be final & binding on all.

Evaluation Methodology (Tentative)

Applications shall be evaluated using the following high-level multi-tier approach:

- **Stage-1 (Pre-Screening):** All the applications received will be pre-screened by the designated committee(s) at local level (Pre-Screening Committee “PSC”) and the shortlisted applications will be called for next stage i.e., pitch at regional level.

- **Stage-2 (Pitch presentation at Regional Level):** Applications shortlisted in Stage-1 will be called for pitch at regional level before designated committee(s) (Regional Management Committee “RMC”) and shortlisted applications will be called for next stage i.e., pitch at central level.
- **Stage-3 (Selection at Centre Level):** Applications shortlisted in Stage-2 will be evaluated at central level by the designated committee and selected applicants will be extended the offer for association with NGIS/CHUNAUTI.

Evaluation Parameters (Tentative)

The applications (idea/prototype/product) will be evaluated & scored on the following parameters & Scoring (on a scale of 10) across the stages:

Sl. No.	Selection Parameters – “Beyond Ideation Stage”	Selection Parameters – “Ideation Stage”
1.	Need customer validation. Inputs from customer trials/proof of concept, if any	Idea – Innovativeness & Disruptiveness and Need/Customer validation
2.	Technology validation. Solution and it's differentiation vis-à-vis competition	Technological differentiation & edge over the current scenario: Ease of Usages & compatibility with existing system and process.
3.	Business plan/ Financial plan	Business planning: Competitive landscape and advantage created by startup vis-a-vis competition. Scalability of idea/concept. Size of addressable market.
4.	Team (Expertise)	Team (Expertise)

Miscellaneous:

- Along with filling necessary details in the application form, the applicants shall have to mandatorily choose between physical incubation or virtual incubation association model.
- In case of choosing physical incubation, the applicants shall be free to indicate its preferred location for physical incubation post selection. All efforts will be made to accommodate the applicant in the location of its choice.
- Preference shall be given to applicants choosing physical incubation over virtual incubation.

Organized by:

- **STPI-Thiruvananthapuram**

Stakeholders:

- MeitY
- STPI
- MSH
- STPINEXT INITIATIVES

Timelines & Duration (TENTATIVE):

Sl. No.	Activity	Timeline
1	Application Submission– Start Date	5 th July 2022
2	Application Submission– End Date	20 th August 2022
3	Evaluation, Shortlisting & Selection	12 th September 2022
4	Consolidation of information & announcement of result	20 th September 2022

Note: Changes in dates, if any, shall be made public on all relevant portals and social media channels well in advance.

For more information kindly visit: <https://ngis.stpi.in/> or applicants may directly apply through link: https://innovate.stpinext.in/about-us/chunauti_4.0_tvpm