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the IC<sup>2</sup> Institute of the University of Texas



# Pre-incubation Program Guidelines



## Program in brief

The Nexus pre-incubation program enables innovators to build their startups by synergizing their business plan with global best practices, thereby helping them to successfully enter the market and scale up their business.

The pre-incubation program is a 10 week intensive business program. It starts with the online Innovation Readiness course by the University of Texas that prepares the entrepreneurs for the upcoming sessions. For the following nine weeks, the startups will be located at Nexus, American Center, New Delhi.

Upon graduation from the 10 week program startups will receive a certificate and 3-4 startups will be selected for long term incubation at the Nexus incubator for an additional 9 months.



**10 week**  
pre-incubation program

## Call launch

Each year Nexus will conduct three cohorts. Applications for the pre-incubation program are accepted on a rolling basis with specific deadlines every 4 months.

## Time lines

All the applications  
must be submitted on or before:

**May 12, 2019**

Online Innovation Readiness Program:

**June 1, 2019**

Physical pre-incubation  
program at Nexus:

**June 10, 2018**

Graduation:

**August 8, 2018**

**May 2019 Cohort**

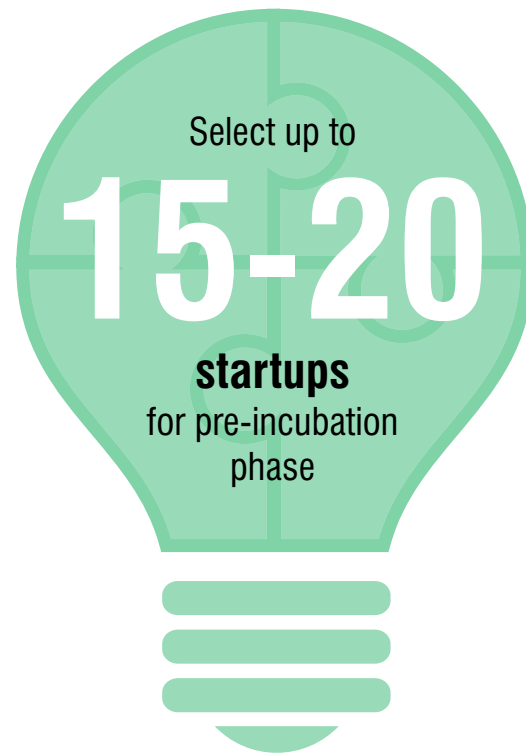
## Complete process

Nexus will initially select up to 15-20 startups for our 10 week “pre-incubation phase”. We will work together with you to sharpen your value proposition, define your target market, get market feedback on your product/technology and create and achieve milestones to bring your company to the market. A key part of our methodology is “getting out of the building” to collect real market data and understand the voice of the customer. Hands-on training programs will take place at Nexus by both U.S. and Indian experts.

Upon completion of the 10 week program, we will select 3-4 startups to incubate at Nexus for a longer, more in-depth incubation period. These companies will have full access to the incubator facilities and network for up to an additional 9 months.

During this time we will work with you to take your company to the next level on getting your product to market, growing your customer and revenue base and, if appropriate, work to get you funding for scaling up operations and market growth.

Companies selected for long term incubation will sign a MoU with Nexus.





Week 1:  
**University of Texas' Online Innovation Readiness Course**  
 10 modules. Interactive online overview of commercialization basics.



Week 6:  
**"Get Out of the Building" exercises for conducting primary research**



Week 2:  
**The Basics**  
 Introduction: Why Nexus, why UT, why Austin. Program logistics and expectations. Technology descriptions, conveying value proposition, features vs. benefits. Workshop: Company Formation, Equity, Legal Compliances, Financial Statements.



Week 7:  
**Primary market research review and funding**  
 Funding: Angels, Venture Capital funds, Private Equity, equity divisions, valuation, and term sheets. Workshop: What do investors look for? Workshop: Indian ecosystem resource information



Week 3:  
**Market Fit and Customer Feedback**  
 Evidence Based Entrepreneurship.



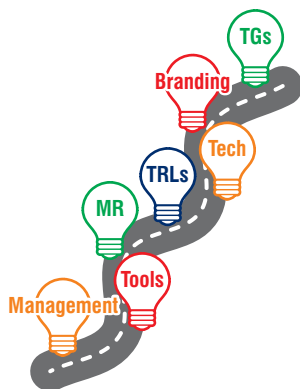
Week 8:  
**Finances and creating a world class pitch**  
 Financials: profit margins, break-even points, P+L statements, Income Statements. Pitching: Case studies, Dos and Dots, timing, formats, and audiences. Language, body language. Startups pitch.



Week 4:  
**IP and Competition**  
 Intellectual Property: Patents, trademarks, copyright, PCTs. Workshop: Intellectual Property in practice for startups. Competition: Functional and brand. Competitive matrices. Mentoring for IP strategy.



Week 9:  
**Finances and Pitching continued**  
 Discounted Cash flows, IRR, Calculating NPV



Week 5:  
**Marketing and Road mapping**  
 Marketing: Target markets, Customers, End Users, STP and Branding. Road mapping: Technical and financial milestones, TRLs. Market Research: Primary and secondary research; sources and tools. Interviews. Workshop: Brand building and management.



Week 10:  
**Graduation!**  
 International engagement.

## Scheduling

Nexus is sensitive to the fact that selected startups are in their growth phase and need time for their business; therefore the pre-incubation program is planned accordingly.

## Timing

Monday to Wednesday:

**10:00 am to 4:00 pm**

Thursday and Friday:

**One-on-one mentoring**

with experts based on pre-decided schedules for each startup.

## What do we look for?

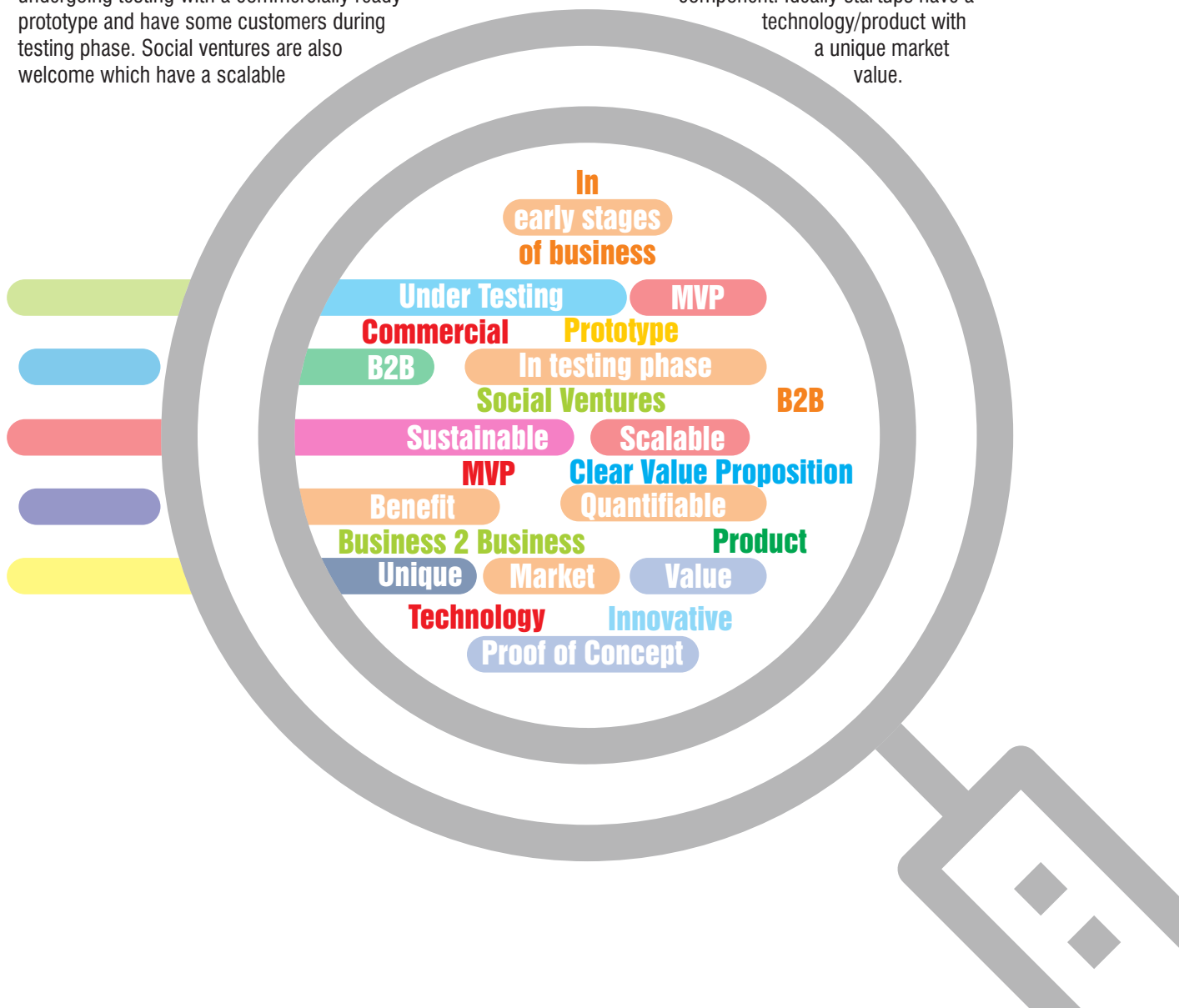
We are a sector agnostic business incubator. We look for startups where we can add the most value by bringing the global best practices of entrepreneurship.

We are looking for startups in their early stages of business with a proof of concept/MVP, which undergoing testing with a commercially ready prototype and have some customers during testing phase. Social ventures are also welcome which have a scalable

business and sustainable business model.

We look for startups that have a clear value proposition and quantifiable benefits. Usually, this will translate into companies with a business to business (B2B) model, but not always.

Lastly, applicants must have an innovative component. Ideally startups have a technology/product with a unique market value.





## Startups that are not a good fit:

Due to time-to-market issues, startups in the pharmaceutical/drug discovery space are not a good fit with Nexus.

If you have the latest e-commerce site, social media platform or are looking to start a franchise of an existing service, that's great! There are plenty of existing incubators in India that can help you on your journey. However, Nexus is probably not the best fit for you.



## Participation from startups

The Nexus selection process is highly competitive with only 10% of the applicants accepted in each call. Each startup will be allowed to bring 2 team members into Nexus for the pre-incubation training, day-to-day mentoring and events. Final decision for deciding the number of participants per startup will lie with Nexus.



## Awards and benefits

- Startups will be given an official certificate from Nexus and the University of Texas, on successful completion of the pre-incubation program.
- Selected startups will be offered free incubation space at Nexus for another 8-9 months.
- During pre-incubation Nexus offers unparalleled business support, networking and one-on-one mentoring from experts in the entrepreneurial ecosystem.
- Training from international experts from the University of Texas and from the Indian entrepreneurial ecosystem.
- Although Nexus does not charge any fees for its program, we take our mission extremely seriously and we expect the same from our startups. We like to say "Nexus is free but it's not cheap!"





**Nexus Innovation  
hub harnesses  
U.S.-India  
collaborations  
to help  
start-ups  
thrive.**

# About Nexus

Nexus is an innovation hub and a business incubator established in collaboration between the U.S. Embassy India and the IC<sup>2</sup> Institute of the University of Texas at Austin to showcase the best of American and Indian entrepreneurship, innovation and technology commercialization.

Located in downtown New Delhi on Kasturba Gandhi Marg, Nexus serves as a central hub for entrepreneurs, innovators, faculty, government agencies, industry players and funding organizations interested in gathering, interacting and collaborating to promote Indian startups and the local entrepreneurial ecosystem. If you are involved with startups in India, we want to hear from you!

The Nexus Incubator offers selected startups unparalleled access to networks of industry and government partners, training from the top commercialization experts around the world, an extensive mentor network as well as access to both private and public fund managers specializing in supporting startups.

## Points to be noted

- \* The program timelines are tentative and may vary with respect to Indian and American holidays as designated by the US Embassy.
- \* Content for the 10 week program may vary with respect to the availability of national and international experts.
- \* Selected startups are required to attend the full course of the pre-incubation program. Insufficient attendance may lead to termination.
- \* Selected startups from outside Delhi will have to make necessary arrangements to stay in Delhi for the duration of the program.
- \* Nexus does not provide any financial assistance during the course of the program.

Apply now:

**[www.startupnexus.net](http://www.startupnexus.net)**



**Nexus**

Startup Hub @ American Center

24 Kasturba Gandhi Marg, Near Barakhamba Metro Station, New Delhi 110001

Contact us: [info@startupnexus.net](mailto:info@startupnexus.net)