



**The Apollo Knowledge City Campus, Saketa, Murukambattu,
Chittoor, Andhra Pradesh, India- 517127.**

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I. TAU – Innovation & Startup Policy

1) Preamble

In November 2016, All India Council of Technical Education (AICTE) released a Start-up Policy document for AICTE approved institutions, to address the need of inculcating innovation and entrepreneurial culture in higher education institutions (HEIs). The policy primarily focused on guiding the AICTE approved institutions in implementing „Start-up Action Plan“ of Government of India. During 2014, the Government of Andhra Pradesh released the Andhra Pradesh Innovation & Start-up Policy 2014-2020 with an aim to nurture innovation and entrepreneurship ecosystem in the State. In February 2019, Ministry of Human Resource Development (MHRD) along with AICTE and MHRD’s Innovation Cell (MIC), released the “National Innovation and Start-up Policy (NISP) 2019” for students and faculty of HEIs.

Based on the above policies, The Apollo University (TAU) has framed the TAU Innovation and Startup Policy (TAU 2025-26) and will update every year to cater to innovation and entrepreneurial needs of its students, faculty and staff.

2) Vision

“To cater the needs of young student entrepreneurs with innovative ideas of social relevance and there by introducing a culture of entrepreneurship inside campus which will strengthen our education system and there by promoting the national economic and social growth”

3) Mission

“To develop an ecosystem with required infrastructure that can enable students and faculty to innovate and prototype their potential ideas with industrial standards and support from Government, industry and reputed academic institutions around the world and help them to realize their potentials”

4) Policy Statement

To provide guidelines for creating an ecosystem for fostering innovation and entrepreneurial spirit among Students, Faculty and Staff, that promotes the establishment of Science & Technology Driven Startups which benefits the society, nation and beyond.

5) Policy Objectives

Short term Objectives

- 0.5.1 To help student groups to prototype their ideas.
- 0.5.2 To improve innovation, creative and design thinking among student community.

- 0.5.3 Incubation facility for faculty driven start-up and student/Alumni start-up.
- 0.5.4 Organize FDP, seminars and workshops, distinguish talks for students, Faculty and Alumni and promote entrepreneurial culture.
- 0.5.5 Strengthen institute industry interaction cell activity and effectively use the outcomes for achieving the mission.

Long Term Objectives

- 0.5.6 Associate with DST, CII, MSME and other academic institutions for transferring world class facility for TAU activities.
- 0.5.7 Improve quality of research work among students and to attain patent which can be commercially used in production.
- 0.5.8 Provide a platform for students to develop innovative products with global recognition and generate business opportunities.
- 0.5.9 Generate revenues through consultancy work and student Startups.
- 0.5.10 Spread awareness to students and faculty regarding IPR related activities.

1. Strategies and Governance

- 1.1 Entrepreneurship promotion and development is one of the major dimensions of the Institute strategy. To facilitate development of an entrepreneurial ecosystem in the organization, specific objectives and associated performance indicators are defined for assessment.
- 1.2 Implementation of entrepreneurial vision at the institute was achieved through mission statements rather than stringent control system.
- 1.3 The institute is supporting pre-incubation, incubation infrastructure and facilities by resource mobilization plan. In order to reduce the organizational constraints, a sustainable financial strategy also defined as follows.
 - 1.3.1. Investment in the entrepreneurial activities was a part of the institutional financial strategy. Minimum 1% fund of the total annual budget of the institution will be allocated for funding and supporting innovation and startups related activities through creation of separate "Innovation fund".
 - 1.3.2. The institute is raising the funds from diverse sources to reduce dependency on the public funding by the strategy of bringing in external funding through government (state and central) such as DST, DBT, MoE, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources
 - 1.3.3. The institute also moves towards private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
 - 1.3.4. Institute also raise funding through sponsorships and donations by actively engaging alumni network for promoting Innovation & Entrepreneurship (I&E).

- 1.4 For accelerating the decision making, hierarchical barriers were minimized and individual autonomy and ownership of initiatives was promoted.
- 1.5 The Importance of innovation and entrepreneurial agenda was promoting and highlighting at institutional programs such as conferences, convocations, workshops, etc.
- 1.6 TAU student and faculty startup Policy and action plan formulated at institute level, which is in line with the NISP-2019 along with well-defined short-term and long-term goals. Micro action plan also developed to accomplish the policy objectives.
- 1.7 Institute developed and implementing I & E strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the institutes, thus breaking the silos.
- 1.8 Product to market strategy for startups was developed by the institute on case to case basis.
- 1.9 Development of entrepreneurship was not limited within the boundaries of the institution.
 - 1.9.1. The institute is also giving an opportunity for regional startups, provision to extend facilities for outsiders and active involvement of the institute in defining strategic direction for local development which helps in developing entrepreneurship culture in its vicinity.
 - 1.9.2. Strategic international partnerships developed using bilateral and multilateral channels with international innovation clusters and other relevant organizations. Moreover, international exchange programs, internships, engaging the international faculties in teaching and research also promoted.

2. Startups Enabling Institutional Infrastructure

- 2.1. Creation of pre-incubation (IICs as per the guidelines by MHRD"s Innovation Cell, EDC. Start-up Cell, Student Clubs, etc.) and incubation centre and facilities in the institute by using internal / external resources.
- 2.2. Pre-Incubation/Incubation facility will be accessible 24x7 to students, staff and faculty members of all the disciplines and departments across the institution to bridge the gap between the innovators and incubators.
- 2.3. Facilities
 - 2.3.1. **Infrastructural support** in terms of an air-conditioned co-working space, with round the clock operations, institutional security and availability of facility management team for any instant need.
 - 2.3.1.1. **Co-working Space:** Well designed and furnished air-conditioned official dedicated workspace Incubation Units are available for the Incubate. The Incubation units are designed with plug and play facility with high speed wireless and wired connectivity. Meeting and conference rooms are available for brainstorming and

discussions.

- 2.3.1.2. Conferencing Facility: Meeting rooms with audio and video conference facilities are available and can be booked online. Large conference halls facility of TAU can be utilized by Start-up based on availability and as per rules of TAU.
- 2.3.1.3. Innovation Cell: Access to the Innovation Laboratory (COIN) which have specialized IoT hardware and software etc. The facilities for developing the prototyping are available and can be utilized by Incubate with prior permission.
- 2.3.1.4. Library: Well-established library services are accessible with access to research papers and international journals database.
- 2.3.1.5. Eatery: A shared pantry is available with refrigerator, heating flask and water cooler for startups. Mess providing food and snacks, 24X7 cafeteria, juice corners, north and south-Indian foods and coffee shops are available at TAU campus.
- 2.3.1.6. Miscellaneous: Hostel facilities are available on request depending on availability. Incubate can participate and attend various expert sessions and talks and other course works. Startup can participate in workshop and expert sessions conducted by TAU.

2.3.2. Industry compatible IT infrastructure comprising of high-speed internet connectivity with high dedicated bandwidth. All the necessary IT devices are always made available on request.

- 2.3.2.1. Meeting room and video conferencing facilities are also available.
- 2.3.2.2. Specialized hardware and computing devices made available as per request.
- 2.3.2.3. Server space and Application testing infrastructure would also be provided depending on the requirement.
- 2.3.2.4. Photocopier, office phones and desktop computers (as per need & availability) are provided.
- 2.3.2.5. Software licenses would be made available as per requirement.

3. Nurturing Innovations and Startups

➤ Offerings & Services

- 3.1. TAU-IIC provides Pre-Incubation and Incubation support in various kinds and services as per the requirement needed.
- 3.2. It provides a common working platform in terms of motivation, guidance, mentoring, value- based collaboration, physical co-working spaces and facilities for virtual incubate.
- 3.3. The overall services are essentially categorized in two subsets viz. facilities and services which extends to infrastructural, technological, mentorship, knowledge-based support and services.
- 3.4. Provide training programs for both Startups as well as other needy persons on the entrepreneurship skills to bridge the gap between industry requirement and current curriculum.
- 3.5. Networking events must be organized to create a platform for the budding entrepreneurs to meet the Investors and pitch their ideas.

➤ Services

Institute will facilitate the start-up activities/ technology development by allowing students/ faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:

- 3.6. Short-term part-time entrepreneurship training.
- 3.7. Mentorship support on regular basis.
- 3.8. Facilitation in a variety of areas including technology guidance, ideation, creativity, design thinking, development, R & D Support, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social
- 3.9. Entrepreneurship, product costing, marketing and Outreach, Legal support, brand-development, human resource management as well as law and regulations impacting a business.
- 3.10. The Center will provide technical mentorship, business mentorship and financial advisory services. It will further also work towards knowledge management and outreach, exposure to incubate.
- 3.11. Institute may also link the Startups to other seed-fund providers/ angel funds/ venture funds itself may set up seed-fund once the incubation activities mature.
- 3.12. License institute IPR as discussed in section 5 below.
- 3.13. Intern Assistance well-trained students will be made available as interns; for technologies, core team etc., can be employed as per need & requirement in domains of technology, creativity, business etc. as per the rules and regulations of TAU.
- 3.14. Grants & Fellowships and, need based financial services are provided upon thorough examination of the application and decision taken by the advisory committee. Assistance in getting loans would be another support.
- 3.15. Seed Funding Support will be provided to Startups after analyzing the potential and scalability factors with the approval of the special committee constituted whenever needed.
- 3.16. Deferred Payment Provisions for deferring the Incubation charges are also available to minimize the financial burden on start-up on very soft terms on prior approach and approval by the members of TAU-IIC.

4. Norms for the Faculty and Students Startups

This policy permits faculty, staff and students to transform the ideas based on IPR owned / co- owned by them for running Startup Company. Faculty startup may a faculty member alone or with students or with faculty of other institutes or alumni or with other entrepreneurs. The following mechanisms are evolved for running such a company with in the Institute.

4.1. For Faculty

- 4.1.1. The Institute may provide space, infrastructure, mentorship support, seed funds, support for accounts, legal, IPRs etc. for the Startup company owned by Faculty and staff. In return for the services, the Institute may take 2.0 – 9.5 % equity / stake in the company (As per the policy guidelines of the state government and affiliated university).
- 4.1.2. If a faculty member is an Owner or Co-owner of such companies with the permission of the Institute and be a Director on the Board, he / she may also play an operational role (Technical Adviser, CEO, Manager etc.,) with the approval of the Institute with

the conditions given below:

- 4.1.3. No restriction on the shares that faculty / staff can hold, as long as they do not spend more than 20 % of office time on the startup company in the role mentioned and do not compromise in their academic and administrative work / responsibilities.
- 4.1.4. Faculty must clearly separate and distinguish on-going research work at the Institute from the work conducted at the startup / company.
- 4.1.5. Faculty must not involve research staff or other staff of institute in the activities of the startup and vice versa.
- 4.1.6. Faculty must not accept honorariums or gifts from the startup.
- 4.1.7. In case the faculty / staff holds the executive or managerial position for more than six months in a startup company, they should be on sabbatical /leave without pay/ or utilize existing leave.
- 4.1.8. Other Faculty members may undertake projects from the company owned by a faculty member
- 4.1.9. / staffs following the Institute norms of consultancy projects that prevails. Similarly, for the utilization of any testing / characterization of product developed by the company it should be as per the norms of the Institute testing charges.
- 4.1.10. The IP Rights for the technology developed by the company and faculty as per the section 5 shall be held jointly by the company and the faculty concerned as per the IPR Policy of the Institute.
- 4.1.11. A Company owned or co-owned by a faculty/ staff will normally be required to incubate at the Institute incubator. However, in exceptional cases, where the faculty / staff /wants to incubate outside the institute, a sufficient justification has to be provided for the approval of the Institute. Decision of the Institute is final and binding in this case.
- 4.1.12. For the incubation of the Company owned or co-owned by a faculty / staff evaluation should be as per the incubation policy of the existing incubator in the Institute.

4.2. For Students

Institutes are requested to encourage as many startups by the students with inter departmental and inter-institutional participation, taking note of the fact that startup planning and management requires inter-disciplinary skills. Students should be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), by inviting first generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition should be routinely organized. The Institute shall prepare the students for creating startup through the above activities.

- 4.2.1. Institute may allow students to establish Startup or working part time for the startup already present with the Institute Incubator while studying / working as intern.
- 4.2.2. Students may be allowed to earn credits for working on innovative prototypes/Business Models as per the Regulations of study and approved by the Concerned students Department Committee.
- 4.2.3. Students may be allowed to opt for start-up in place of their mini project/ major

- project, seminars, summer trainings with the approval of Concerned students Department Committee.
- 4.2.4. Students may be permitted to use the startup idea / prototype development as their major project work for the Institute academic requirements with the approval from the affiliated incubator.
 - 4.2.5. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying may be allowed to use their address in the institute to register their company with due permission from the institution.
 - 4.2.6. Students entrepreneurs may be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage as per the Regulations of the Institute along with due permission from the institute.
 - 4.2.7. Institute may allow their students to take a semester/year break (or even more depending upon the decision of review committee constituted by the institute) to work on their Startups and re-join
 - 4.2.8. academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise.
 - 4.2.9. Institute may set-up a review committee (Senior faculty in charge of EDC, HOD of the Student Department, CEO of Incubator and Principal of the Institute) for review of student startup by students, and based on the progress made, it may consider giving appropriate credits for academics.
 - 4.2.10. The institute shall provide accommodation for the student entrepreneur within the campus depending on the requirement.

5. Intellectual Property Rights Protection and licensing

Intellectual Property Rights (IPR) denotes the specific legal rights of the inventors to hold and exercise Patents, Trademarks, Copyrights, Industrial Designs, etc. IPR aims to exclude third parties from exploiting the protected subject matter for a certain period of time (normally 20 years), without explicit authorization from the right holders. The IPR developed by the Institute / startup has to be protected and licensed as per the Institute norms

- 5.1. **Licensing of IPR from institute to start up:** Ideally students and faculty members intending to initiate a start-up based on the technology developed or co-developed by them or the technology owned by the institute, will be allowed to take a license on the said technology on easy term, either in terms of equity in the venture and/ or license fees and/ or royalty to obviate the early stage financial burden. When institute facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and the institute.
 - 5.1.1. Inventors and institute could together license the product / IPR to any commercial organization, with inventors having the primary say. License fees could be either / or a mix of
 - Upfront fees or one-time technology transfer fees
 - Royalty as a percentage of sale-price
 - Shares in the company licensing the product
 - 5.1.2. An institute may not be allowed to hold the equity as per the current statute, so SPV may be requested to hold equity on their behalf.
 - 5.1.3. If one or more of the inventors wish to incubate a company and license the product to

this company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between the institute and the incubated company.

- 5.1.4. If product/ IPR is developed by innovators not using any institute facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.
- 5.1.5. If there is a dispute in ownership, a minimum five member committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of the institute's alumni/ industry experts (having experience in technology commercialization) and one
- 5.1.6. legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction.
- 5.1.7. Institute IPR cell or incubation center will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If institute is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. The committee may consist of faculty who have experience and excelled in technology translation. If inventors are using their own funds or non-institute funds, then they alone should have a say in patenting.
- 5.1.8. All institute's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation. Other faculty in the department / institute will have no say, including heads of department, heads of institutes, deans or registrars.
- 5.1.9. Interdisciplinary research and publication on start-up and entrepreneurship should be promoted by the institutions.

6. Monitoring

The success of the TAU Faculty, Staff and Students startup policy will depend upon the Knowledge exchange through collaboration and partnership. The implementation of the policy is the responsibility of Principal and institute must provide support mechanisms and guidance for creating, managing and coordinating these relationships.

- 6.1. Impact assessment of Institute's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education should be performed regularly using well defined evaluation parameters such as Number of Workshops, conferences conducted / fab lab infrastructure / IPR policy / Review committee meeting both at Department and Institute level.
- 6.2. Number of startups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institutes should be recorded The success of the policy should be in terms of social / sustainable economics / technological impact in the market based on the commercial output.

Action plan for the next 3 years

Sl. No.	Activity	Frequency
1	One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”	1/Year
2	One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc	1/Year
3	Field/Exposure Visit to Village/Society /School/Industry/Market – Identity real Life Problem	1/Year
4	Special Talk on My Story - Entrepreneur’s Life & Crossroad – Motivational Speak - To be Shared by Entrepreneurs	2/Year
5	Product Development Phases - Story Telling - (Innovators in Campus)	2/Year
6	National Conference/workshop on Start-up/Social Innovation & Entrepreneurship	1/Year
7	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	2/Year
8	Internship at Innovation & Start-up Centre/Start-ups/Incubation Unit etc. during Semester Break	1/Year
9	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre	1/Year
10	Business Plan Contest	1/Year
11	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Startups	1/Year
12	Field/Exposure Visit to Design Centre/Makers’ Space/Fab Lab/Prototype Lab/Tinkering Lab etc	1/Year

7. Review & Implementation Committee Members:

This policy is subject to the review once in 3 years. This policy is as per the Ministry of Education (MHRD) National Innovation, Startup policy 2019 for students and faculty and Andhra Pradesh Government startup policy.

Committee Members		
1	Prof. D Jagadeesan Dean, SoT, TAU, Chittoor	Convener
2	Dr. K Sudheer Associate Professor, CSE, TAU, Chittoor	NISP coordinator
3	Dr. J. Jithendranath Senior Project Engineer, Hitachi Energy, Bangalore	External Member
4	S Naresh Associate (Assistant Vice President) – CIB JPMorgan Chase & Co., Bangalore	Industry Member
5	Dr. Ramaiah I Dean, SoM, TAU, Chittoor	Member
6	Prof. K Bhaskar Reddy Dean, AIPS, TAU, Chittoor	Member
7	Dr Kabilan Annadurai Assistant professor, TAU, Chittoor	Member
8	Dr T Vivekanandan Associate Professor, TAU, Chittoor	Member
9	Dr M Jeevan Kumar Assistant Director of Academic Affairs, TAU, Chittoor	Member
10	Dr Lokesh Ravi Assistant Professor, In-Charge Deputy Director, Center for Digital Health & Precision Medicine TAU, Chittoor	Member

II. References

1. National Innovation and Startup Policy 2019 for Students and Faculty MHRD, GOI www.mhrd.gov.in/ www.mic.gov.in
2. Andhra Pradesh Startup and Innovation Policy;
https://www.meity.gov.in/writereaddata/files/1_%20AP%20Innovation%20and%20Startup%20Policy%202014-2020_2.pdf
3. Startup Policy – 2016, AICTE – New Delhi www.aicte-india.org

III. Definitions

Accelerators	Start-up Accelerators design programs in batches and transform promising business ideas into reality under the guidance of mentors and several other available resources.
Angel Fund	An angel investor is a wealthy individual who invests his or her personal capital and shares experiences, contacts, and mentors (as possible and required by the startup in exchange for equity in that startup). Angels are usually accredited investors. Since their funds are involved, they are equally desirous in making the startup successful.
Cash flow management	Cash flow management is the process of tracking how much money is coming into and going out of your business.
Compulsory Equity	An equity share, commonly referred to as ordinary share also, represents the form of fractional or part ownership in which a shareholder, as a fractional owner, undertakes the maximum entrepreneurial risk associated with a business venture. The holders of such shares are members of the company and have voting rights.
Corporate Social	Corporate social responsibility (CSR) is a self-regulating business model Responsibility that helps a company be socially accountable – to itself, its stakeholders and the public.
Cross-disciplinary	Cross-disciplinary practices refer to teaching, learning, and scholarship activities that cut across disciplinary boundaries.
Entrepreneurial culture	A culture/ society that enhance the exhibition of the attributes, values, beliefs and behaviours that are related to entrepreneurs.
Entrepreneurial	An Individual who has an entrepreneurial mindset and wants to make Individuals his/her idea successful.
Entrepreneurship	Entrepreneurship education seeks to provide students with the education knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings.
Experiential learning	experiential learning is the process of learning through experience, and is more specifically defined as learning through reflection on doing.
Financial management	Financial Management is the application of general principles of

	management to the financial possessions of an enterprise.
Hackathon	A Hackathon is a design sprint-like event in which computer Programmers and others involved in software development, including graphic designers, interface designers, project managers, and others, often including domain experts, collaborate intensively on software projects.
Host Institution	Host institutions refer to well-known technology, management and R&D institutions working for developing startups and contributing towards developing a favourable entrepreneurial ecosystem.
Incubation	Incubation is a unique and highly flexible combination of business development processes, infrastructure and people, designed to nurture and grow new and small businesses by supporting them through the early stages of development.
Intellectual Property A	licensing is a partnership between an intellectual property rights owner (licensor) and another who is authorized to use such rights (licensee) in exchange Rights Licensing for an agreed payment (fee or royalty)
Pre-incubation	It typically represents the process which works with entrepreneurs who are in the very early stages of setting up their company. Usually, entrepreneurs come into such programs with just an idea of early prototype of their product or service. Such companies can graduate into full-fledged incubation programs.
Prototype	A prototype is an early sample, model, or release of a product built to test a concept or process.
Seed fund	Seed fund is a form of securities offering in which an investor invests capital in a startup company in exchange for an equity stake in the company.
Startup	An entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant and as defined in Gazette Notification No. G.S.R. 127(E) dated February 19, 2019.
TBI	Technology Business incubator (TBI) is an entity, which helps technology-based Incubator startup businesses with all the necessary resources/support that the startup needs to evolve and grow into a mature business.
Technology	Technology commercialization is the process of transitioning technologies from Commercialization the research lab to the marketplace.
Technology licensing Agreement	whereby an owner of a technological intellectual property (the licensor) allows another party (the licensee) to use, modify, and/or resell that property in exchange for compensation.
Technology management	Technology management is the integrated planning, design, optimization, operation and control of technological products, processes and services.
Venture Capital	It is the most well-known form of start-up funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the startup