



START UP COACH

**MEMORANDUM OF UNDERSTANDING
FOR (Startup Foundation Course)**

STARTUP COACH

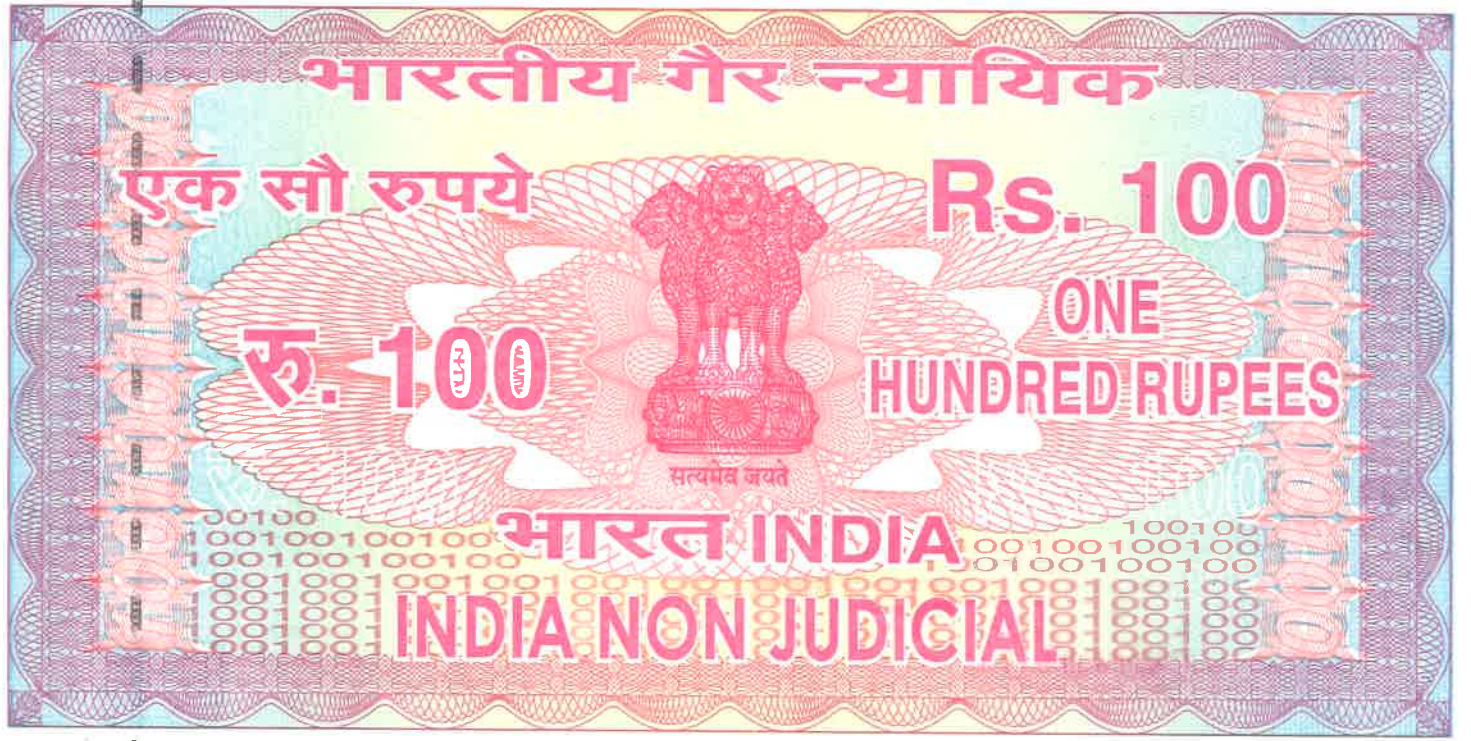
&



**KONGUNADU COLLEGE OF ARTS AND SCIENCE,
COIMBATORE**

This Agreement is executed on

[7.8.2021]



தமிழ்நாடு தமிழ்நாடு TAMILNADU

6.2.2024

Secretary

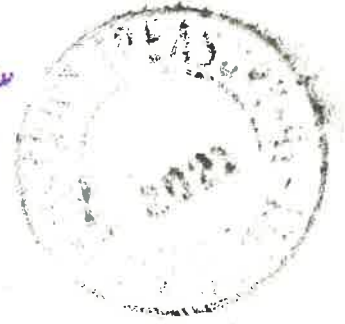
Kongunadu Arts & Science College

CAR

[Signature]

D. DINESHKUMAR
STAMP VENDOR
Thudiyalur, CBE-34, T.Nadu
PIN: 757404/06

CF 623351



Startup Coach, a Startup Pre Incubation Program, located at TechZone Campus, Pollachi Main Road, Eachanari, Coimbatore, TamilNadu, 641021, India, (hereinafter referred to as "STARTUP COACH" or "Pre Incubator" which term shall unless repugnant to the context include its successor, representatives, administrators and permitted assign) represented through its Authorised Signatory Ms. Siva Raghavi of the **ONE PART**.

And

Kongu Nadu Arts and Science college, located at GN Mills, Coimbatore- 641029. Tamil Nadu India (Herein after called as "Institution" or the "Organisation" which expression shall include unless it be repugnant to the context or meaning thereof mean and include their successors, representatives, assigns, promoters etc.) and represented through its authorized signatory Dr.C.A.Vasukiof the **OTHER PART**.

About Kongunadu Arts and Science College:

Kongunadu Arts and Science College started in the year 1973, is now offering 20 UG and 1 PG courses and 13 research centres offering M.Phil and Ph.D programmes with a total of

[Signature]

[Signature]

4697 students and 198 teaching faculty. The college has been Re-accredited with "A+" Grade by the National Assessment and Accreditation Council (NAAC) in the 4th Cycle. Recognizing the quality of Teaching imparted in the college, UGC awarded the status of "College of Excellence". Autonomy was granted to the college in the year 2004. Our College has been approved with a financial allocation of Rs. 30,00,000 (Rupees Thirty Lakhs) as Mentor Institution by UGC under the scheme of "Paramarsh". The **Department of Science and Technology (DST)**, has granted financial assistance to a tune of Rupees **80.00 lakhs** to the college under DST FIST programme. The college has been positioned at **70 in NIRF ranking 2020** and categorized under **Band "A" institution (6-25 category) in ARIIA 2020** ranking process. The Ministry of Education's Institution Innovation Council 2.0 has conferred FIVE STARS in recognition of the entrepreneurial activities of the institution.

About Startup Coach:

The Pre-Incubator (Startup Coach) administers a startup business Pre-incubator that provides support for startups of varied sectors including social impact, technology, education etc. which are falling under the United Nation's Sustainable Development Goals. The objective of the Pre-Incubator is primarily to promote partnership with new entrepreneurs and start-up companies and provide access to industry-specific mentors, investors, development resources, market and network access through its wider connections.

This Pre-Incubator is at the intersection of the start-up community, government, corporate, academic, and research sectors. We endeavor to build a booming start-up ecosystem thriving on the tightly knit, most vibrant entrepreneurial ecosystem in the country. Our goal is to build an ecosystem that not only caters to local entrepreneurs but also acts as a gateway for anyone who wants to start a social and impact startup in India. In order to build human capital for the forthcoming society, Entrepreneurship education is inevitable. Entrepreneurship flourishes in ecosystems in which various stakeholders, such as Governments, Regional, and Local level, Individuals and intermediaries such as NGOs and entrepreneurs, Entrepreneurial academic institutes and businesses, play key roles. Academic institutions play a vital role in shaping attitudes, skills and behavior of the youth.

About (Startup Foundation Course) Program for Institutions:

Program is a professionally driven structured program designed in a manner to bring maximum inclusion and opportunity for student entrepreneurs. Program aims to motivate, inspire and ideate in early days which later drive ideas into meaningful products which is validated by industry experts. Through this program student entrepreneur will be able to drive his / her entrepreneur journey with robust fundamentals and connects with customers, investors and Startup ecosystem stakeholders.

Intent & Objective of the MOU –

The intent of this Memorandum of Understanding (MOU) between Startup Coach & the Institution is to outline the way in which the two parties will collaborate to strengthen the start-up and innovation ecosystem in the region.

The MoU will furnish the following objective:

1. Startup Coach desires to provide boost to social and impact entrepreneurial activity among youth.
2. Startup Coach has identified the need for creating an enabling environment for fostering the Startup activities in the ecosystem via its partners.

The initial scope of this alliance will cover activities related to, but not limited to, the areas outlined below.

S. S. Raghavi

Tamki Red

Engagement Model

Startup Coach proposes to deliver the following services as per the tailored program proposal:

Ser. No	Four Pillars	Action Item	Delivery
1	Entrepreneurship	Entrepreneurship – A Burning Desire Within	Inspiring stories by successful entrepreneurs
		Entrepreneurship Development Program/White Paper Creation	Full day workshop on generating ideas and validating them on papers
		Idea-thon	Idea generation
		Startup Hands-on	Internship opportunities for students to work with startups
2	Idea to Business	MVP Development	Product ideation and alpha staging
		Mentorship	Handholding of student ideas
		Capacity Building	Capacity building and preparing founders acquainted with various functions of startups
3	Industry Connect	Mentor Connect	Specialized mentorship by industry experts from various sectors
		Investor Connect	Mentorship on financial aspects by Venture Capital Experts
		Pitch deck	Pitch deck creation and presentation
		Demo Day	Business presentation to Enterprise clients Business presentation to seed / angel /VC
4	Faculty Empowerment	Faculty training on Entrepreneurship	Participation in campus activities for startups along with online certification
5	Miscellaneous	Passes for Startup grind Global Startup Events	Startup Connect Program Startup Demo Days
		Startup Tool Kit	Credits of worth >20k USD from Startup coach Partners to each student startup
		Access to Startup culture Web series by Industry Experts	Webinars / AMA's / Mentoring by subject matter experts

Terms of Partnership

Startup Coach shall:

1. Participate in the events at the institution as knowledge sharing partner for support for Startups / Entrepreneurs / Pre-Incubators / Accelerators via its schemes & policies by the Pre-Incubator.
2. Help the institution in reaching out to the other start-ups via its network to our registered Start-ups / Pre-Incubators and collaborating other national and international agencies / organizations working for fostering start-up.
3. Leverage the institution with support of Mentoring and Investor network of startup Coach
4. Supporting the institution in formulating initiatives and programs which benefit the entrepreneurial ecosystem.
5. Startup coach provides its Pre incubation programs for the Institution referred student startups.
 - a. Virtual Incubation shall provide –
 - i. Funding Network
 - ii. Mentoring, professional & managerial assistance
 - iii. A pool of shared support services (business, legal, financial, etc.)

S. S. Daghni

Thanki

- iv. Startup Study Material: in-depth e-Hand books on: Startup Funding, Startup Ideas, Technology and Project Reports, Investor Directory, Government Schemes, Grants, etc.
- v. Online Startup Mentorship: Students and Startups can interact with online expert mentors.
- vi. Organize online workshops and pitching sessions.
- vii. Versatile portal for enabling e-learning by obtaining individual or institutional membership
- viii. Faculty Development Training
- ix. Sustainable startup SOP for the students and faculty startup
6. Supporting the Institution with various Innovation & Entrepreneurship centric activities that reflects on the academic performance of the institution including Accreditation & Rankings etc.
7. Display the icon, website link, name & details of the Institution on Startup Coach website.
8. Leverage its Logo with the Institution for events, workshops, boot camps, hackathons & pitching events etc. organized by the Pre-Incubator.

Institution shall:

1. Include the program in the academic curriculum so that students can work on ideas and build viable solutions under the mentorship of Startup mentors / Industry Experts
2. College will allocate dedicated space with necessary infrastructure including workstations, high band width internet (At least 40 mbps) and committed 2 faculty staff to work and support in the interest of student ideas.
3. The institution also commit to offer possible / available lab facilities in campus for student project / prototype testing
4. Support in providing information regarding the institution.
5. Support in providing information regarding the student entrepreneurs/ aspiring student entrepreneurs (ex. Start-ups, Funding, Events, Founder details etc.).
6. Shall Provide support for startup Culture initiatives in the region with prior notice.
7. Display the icon, website link, name & details of the Startup Coach on Institution website/events/ creatives as partner.
8. Provide a minimum capacity of 100 students for the program and activities

Financials

Package offered by Startup Coach,

- 1000 – 5000 Students - Rs.220/ Student (including GST)

Validity of the relationship

The framework of the agreement would be initially valid for a period of 3 years. This agreement can be extended by means of an addendum referring to this agreement as the base agreement to set the revised period and terms if any.

Termination clause

1. If the Pre-Incubator decides to terminate its operations before the mentioned 3-year validity from the date of signing of the MoU, the Institution shall be required to notify the Startup Coach within 2 weeks of its closure.
2. During any visits to the institution, if it is found to be not functional, the startup Coach shall have the right to terminate the MoU after due notice of 2 weeks.
3. Additionally, the MoU can be terminated from either end, with 30-days prior notice based on mutual consensus on completion of pending engagements and fulfillment of all commercial obligations.

S. S. Raju

Tamir

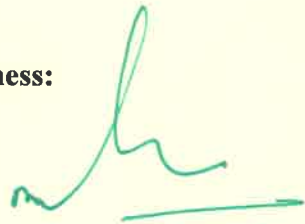
Non-compete / Non-conflict / Engagement protocols

Startup Coach and the Institution agree to follow an engagement protocol that is ethical and professional during the delivery of this MoU. None of the institution will engage itself into activities those are conflicting to government policies / rules and regulations.

IN WITNESS WHEREOF the parties have executed and delivered this MoU in two original copies in English language as at the day and year first above written at Coimbatore.

For Startup Coach (Include Sign & Seal)  Ms. Siva Raghavi CEO Place: Coimbatore Date: 7.8.2021	For Kongu Nadu arts and science College Coimbatore (Include Sign & Seal)  SECRETARY KONGUNADU ARTS & SCIENCE COLLEGE COIMBATORE - 641 029. Dr. C.A. Vasuki Secretary Place: Coimbatore Date: 7.8.2021
---	---

Witness:

1. 

2. 