

# CHITKARA X CELERATOR

*Building the next set of Indian Unicorns*



Funding  
Opportunity  
Upto INR  
**₹20/-Cr\***



Supported By:



## About The Program ▲

With the aim of accelerating the growth of the startup from development to go-to-market through a structured programme, Chitkara Xcelerator: the Accelerator programme is designed for start-ups, particularly in the Agritech, HealthTech, Deeptech, IoT, Renewable Energy, EV & Smart Mobility, Drone, EdTech, Fintech, E-commerce, Social Impact, Waste Management, and other emerging sectors. It is a cohort-based, in-depth accelerator programme created to address the unique needs and problem areas of start-ups.

The Accelerator Program will combine best practices to aid start-ups in becoming profitable businesses. This programme aims to support entrepreneurs with groundbreaking ideas for positive social and economic change.

The tailored, one-on-one mentoring sessions including technical and business mentoring, will be the program's mainstay. Mentoring and support tailored to particular domains will also be offered. Also, there will be seminars and cohort-based workshops on important subjects like building a Business Model Canvas, Startup Valuation, Negotiating an investor term sheet and many more. In the end, the goal is to have given the startup the necessary resources and networks so that it may be funded by Demo-Day.

## Program Highlights

- Funding opportunity Upto INR 20 Cr\*
- 3 Months Structured Accelerator Program(Online & Offline)
- Business Mentoring & Networking Opportunities
- Connect with VCs and Angel Investors
- Access to Funding Support upto INR 50 Lakhs for Qualified Startups
- Demo Day



\*subjected to interaction with investors



## Eligibility Criteria ▲

Startups at following stage can apply:

- MVP Stage
- Business Model Validation Stage
- Product Market Fit Stage
- Growth Stage
- Scaleup Stage

## Focus Areas ▲

- + Agritech
- + HealthTech
- + Deeptech
- + IoT
- + Renewable & Clean Energy
- + EV & Smart Mobility
- + Drone
- + EdTech
- + Fintech
- + E-commerce
- + Social Impact
- + Waste Management



## Application Procedure ▲

- The call for application opens on Apr 21, 2023 and the last date for submission of applications is May 25, 2023.
- Participants are requested to fill an online application form where they have to give details of their company, problem they are trying to address, Business model etc.

## Selection Process ▲

- Following a preliminary administrative review, applications that pass the initial review will be assessed based on factors like scientific strength, commercialization potential, value proposition and go-to-market plan, scalability, and sustainability.
- The Selection Committee will select the Cohort for the Accelerator Program.
- 40 start-ups will be selected for this Accelerator Program.



## Flow of the Program ▲

The acceleration program at CIIF will consist of four Phases:

- Phase 1 – Outreach & Applications – During this phase, CIIF will be reaching out to startups expected to be benefitted through this program. Interested & eligible startups will need to submit the application form on our website [www.chitkara.edu.in/ciif](http://www.chitkara.edu.in/ciif)
- Phase 2 – Screening and Selection– In this phase, the applications will be reviewed internally, and the startups will be shortlisted for a brief online interaction with the Screening cum Evaluation Committee (SCEC) of CIIF.
- Phase 3 – Acceleration Program – In this phase, the selected startups will be a part of a rigorous 3-month long accelerator Program at CIIF (virtual & Physical). The phase will end with a Demo Day connecting the startups with investors for fundraising.
- Phase 4 – Post Program Support – Startups successfully completing the phase 3 will be supported in fundraising and networking with CIIF and Investors.

## Business Aspects Covered in the Accelerator Program (Tentative) ▲

- Marketing Tools for Product Research, Customer Validation & Finding Product Market Fit
- Design Thinking & Approaching Product Development
- Bootstrapping, Fundraising, and Valuations
- Understanding various Business Models
- Approaching International Markets & Export Readiness
- Business Communications, Negotiating with Investors
- Project & Contracts Management
- Finding Co-founders, Building Organization Culture, Approaching Employee Hiring
- Legal Compliances, Taxation, Getting Business Licenses
- IP Protection & Management
- Product Costing & Pricing
- Working capital management
- Understanding Financial Statements
- Digital Marketing
- Consumer Behavior

## About Chitkara University ▲

Chitkara University Punjab, (a NAAC A+ accredited University with 2nd Rank in ARIIA Rankings released by Govt of India), started its journey as an engineering college in 2002. Chitkara University, established in 2010, is the vision of two academic entrepreneurs. Chitkara University, which has over 20,000 undergraduate and postgraduate students, 1000+ faculty members, and 40,000+ alumni, provides a talent pool of young researchers, innovators, and entrepreneurs eager to innovate and venture into entrepreneurship.

(<https://www.chitkara.edu.in/>).

## About Chitkara Innovation Incubator Foundation (CIIF) ▲

CIIF is a not-for-profit, Technology Business Incubator supported by Department of Science and Technology (DST), Govt. of India and Chitkara University established in 2015 at Chandigarh with roots to incubation & entrepreneurship since 2007. More than 180 startups have been incubated since inception. At CIIF we strive to enable and equip the entrepreneurship ecosystem in India by providing startups with access to market, capital, technology, advisory & government support.

(<https://chitkara.edu.in/ciif/>).

