

School of Planning and Architecture, New Delhi

Innovation and Start-up Policy

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1. Preamble

Considering the fast pace growth of human settlements in India and the consequential issues, the need of the hour is to develop cutting edge research, innovation and entrepreneurship for social transformation.

This Innovation and Start-up Policy focuses on guiding in implementation of ‘Start-up Action Plan’ of Government of India. The Policy would enable to inculcate an innovation and entrepreneurial culture at SPA-New Delhi i.e., to facilitate active engagement of students, faculties and alumni in innovation and entrepreneurship (I & E) related activities. This would also facilitate uniformity within the institution in terms of Intellectual Property ownership management, technology licensing and Start-up policy, thus enabling creation of a robust innovation and Start-up ecosystem within the institution.

2. Objectives

The objectives of the Innovation and Start-up Policy are:

- a. To contribute to the development of human settlements in the nation through research and innovations in the fields of *Architecture, Design, Town & Country Planning, and Management* for social transformation with social, economic and environmental benefits.
- b. To create, incubate, nurture/ mentor and support innovation and knowledge-based innovative ventures/start-ups & entrepreneurship by addressing current and future challenges of the society.
- c. To foster academia-industry / government / community collaboration by developing / co-developing knowledge based innovative ventures by leveraging core-competence of School and nurturing Start-up Companies and entrepreneurship opportunities for student and faculties to develop / co-develop successful technology business ventures with high growth potential and/or high social impact, and collaboration with internal/external ventures in commercialization of SPA New Delhi IPRs through knowledge/technology transfer .
- d. To develop entrepreneurial agenda and manage Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Start-up Companies or enterprises established by faculty, staff and students.
- e. To promote capacity building in the field of Design Thinking/ Innovation/ Idea generation (Pre incubation stage), and Entrepreneurship including product viability and marketing.

3. Creation, Nurturing and Incentivisation of Start-up Companies

3.1 Creation and Nurturing Innovation -

SPA New Delhi, through SPA FIRST (a Section 8 company) shall provide an innovation culture in the School, as follows:

3.1.1 Awareness: Awareness generation among students and faculty about the value of innovation (technology, process or business innovation) and entrepreneurship and their role in social transformation, meeting market demand and career development through induction programs.

3.1.2 Research, Training and Learning: Multi-disciplinary activities in terms of background research, innovation, entrepreneurship and venture development should focus on development of entrepreneurial mind set through,

- Outcome based education.
- Experiential & cross disciplinary learning
- Training in cognitive skills (e.g. design thinking, critical thinking, etc.).
- Real-life experience of local entrepreneurs / experts / start-up companies through elective / short term / long-term courses or part-time / full time program.
- Case studies from Industry on business failures.
- Integration of education activities with enterprise-related activities.

3.1.3 Competitions: Idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges.

3.1.4 Mentorship support: Technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product- costing, marketing, brand-development, human resource management as well as law and regulations.

3.1.5 Networking: Connecting/ linking student entrepreneurs with real life entrepreneurs so as to leverage in technology, research, innovation, and market intelligence to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.

3.1.6 Serviced Space for Office / Laboratory/Workshop: SPA New Delhi shall provide suitable space for SPA FIRST as well as the Start-up Companies at subsidized rates, within its campuses.

3.1.7 IPR facilitation: Develop, File, License and Commercialize.

3.1.8 Publications: Publications on start-up companies and products shall be promoted.

3.2 Incentivisation of Start-up Companies-

Students, Faculty, Alumni, etc., or a combination of these, are permitted to set up Start-up Companies and shall be incentivized and rewarded so as to actively contribute and support entrepreneurship agenda and activities pertaining to start-up companies.

3.2.1 Incentives for Students -

- Students would be allowed to work on their start-up companies along with academics.

- Students can work on their innovative projects and set-up interdisciplinary or multidisciplinary startups (including Social Start-up Companies) or work as intern / part-time in start-up companies (incubated in any recognized HEIs/ Incubators) while studying / working.
- Student Entrepreneurs would earn academic credits for working on innovative prototypes/Business Models and would also be allowed to opt for start-up companies in place of their mini project/ major project, seminars, summer training. However, the student needs to distinguish and justify their ongoing academic / research activities as a student from the work being conducted at the start-up companies. Appropriate credits may be considered for the progress in the start-up companies made of the students after periodic review.
- Students who are under incubation, but are pursuing some entrepreneurial ventures while studying will register their start-up companies within SPA FIRST. No Start-up companies would be allowed outside SPA FIRST.

3.2.2 Incentives for Faculty -

- Participation in start-up companies related activities shall be considered as a legitimate activity of faculty in addition to teaching. Faculty would be allowed to work on their product development, commercialization and start-up companies as well as mentoring and nurturing (at least one start-up company) along with faculty duties (in addition to minimum required teaching and guidance) / administrative responsibilities; every faculty may be encouraged to mentor at least one start-up company.
- Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the start-up company. Faculty Start-up Company may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- In order to promote a culture of innovation, Faculty members are permitted to be on the Board of Directors of Companies and procure DIN numbers for the same.
- Faculty must clearly separate and distinguish on-going research at the School from the work conducted at the start-up company; Faculty must not involve research staff or other staff of School in activities at the start-up and vice-versa.
- Faculty should not spend more than 20% of office time on the start-up company and should not compromise with their existing academic and administrative work / duties. In case the faculty/ staff holds the executive or managerial position for more than three months in a start-up company, then they are entitled to avail sabbatical/ leave without pay/ earned leave, the seniority and other academic benefits during such period may be preserved for such faculty.
- Annual performance evaluation of the faculty for promotion would include product development, commercialization and start-ups in addition to teaching, R&D Projects, Industrial consultancy and administrative duties. Appropriate credits may be considered for the progress in the startups made of the faculty after periodic review.

3.2.3 Incentives for Alumni –

- Alumni of SPA-New Delhi shall be encouraged to approach SPA FIRST for hand holding innovation and Start-up Companies.
- Preferences would be given to alumni who have start-up companies.

4 Provision of Enabling Infrastructure

SPA-New Delhi shall provide the following infrastructure/facilities through SPA FIRST, to promote an innovation culture, and a fee for the same shall be charged from the Start ups:

4.1 Web portal: Innovation knowledge platform (web portal concerning innovation and entrepreneurship using in-house Information & Communication Technology (ICT) capabilities would be developed and updated.

4.2 Facilities: 24 x 7 laboratory / Workshop / office facilities and other services for facilitating incubation and start-up companies.

5 Collaboration, Co-Creation, and Knowledge Exchange

SPA-New Delhi would be the hub for developing entrepreneurship culture through collaborations, co-creation and knowledge exchange pertaining to research, innovation, and marketing through promoting, establishing and managing the following :

5.1 Formal and informal mechanisms/Collaborations/ Networking events / Relationships with external stakeholders and potential partners including private industries & organizations, resource organizations, social enterprises, schools, alumni, professional bodies and entrepreneurs, (i.e. at regional, social and community level) through provisions of opportunity to regional start-ups, permitting facilities for outsiders in defining strategic direction for local development.

5.2 Strategic international partnerships using bilateral and multilateral channels with international innovation clusters and other relevant organizations.

5.3 Procure information and experience from the external ecosystem to the institution (through International teaching and research exchange programs, engaging the international faculties in teaching and research, Internships,

5.4 Outreach of Innovation and entrepreneurial agenda on various platforms.

6 Entrepreneurial Impact Assessment

6.1 For every idea / innovation / proposal that comes to SPA FIRST, an Entrepreneurial Impact Assessment (EIA) would be carried out for 3 stages i.e., Pre-incubation, Incubation and Start-ups.

7 Product Ownership & Commercialization

7.1 The IPR Policy of SPA New Delhi would be the principal policy for product ownership and commercialization.

7.2 SPA-New Delhi would allow licensing of IPR with an annual Royalty of 2% of the annual gross profits of the licensee start-up company to be given by the Start-up Company to SPA-New Delhi.

8 Resource Mobilization, Funding, Revenue Generation and Equity

8.1 Human Resources & Organizational Capacity-

8.1.1 Academic and Non-Academic incentives and reward mechanism (office and lab space for entrepreneurial activities) shall be developed for all stakeholders who actively contribute and support entrepreneurship agenda and activities.

8.1.2 The performance evaluation of innovation activities at SPA New Delhi should be done periodically based on a performance matrix. The emphasis of evaluation will be on checking if the milestones specified in the business plan are met. Fund disbursement may be dependent on the progress shown in previous quarter/s.

8.1.3 Staff with strong knowledge of Innovation & Entrepreneurship, management, venture development and industrial experience should be employed in SPA FIRST.

8.2 Funding / Revenue Generation -

8.2.1 Creation of an 'Innovation fund' (i.e., Corpus Fund): A Seed capital as a Fixed Deposit (FD), shall be provided by SPA-New Delhi to SPA FIRST, the interest on which shall be used for carrying out the innovation activities by SPA FIRST.

8.2.2 External funding can be procured through any of the following:

- Government schemes (state and central) and non-government sources.
- CSR funds from Private and Corporate Sectors.
- Donation and Investments from Alumni.
- Funds accrued from certificate and diploma courses.
- Commercialization of products and designs.
- Commission on IPR filing and technology transfer.

- Royalty from IPR.
- Renting out of facilities as Co-working Spaces, pre-incubation and incubation facilities on various funding and equity mechanism.

8.2.3 Revenue Generation:

- For SPA New Delhi:* Revenue shall be in terms of the annual IPR Licensing Royalty as mentioned in Section 7.2 above.
- For SPA FIRST:* Revenue shall be by way of annual dividends from equity stake in the Startup Companies, nominal handholding charges and other charges to be collected from the Startup Companies, interest on Seed Capital given by SPA Delhi, etc.
- For Start-up Companies:* Profits from commercialization and sale of products.

8.3 Equity –

8.3.1 SPA FIRST (Section 8 Company) shall take / own 5% equity in every start-up company supported by it.

8.3.2 Mentorship support and other relevant services would be done through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis; however, the modalities regarding equity sharing in startups supported through these units will depend on brand used, faculty contribution, mentorship support and other services, funds, support for accounts, legal, patents and use of institute's IPR.

8.3.3 No restriction on shares that faculty / staff can take, as long as they do not spend more than 20% of office time on the start-up in advisory or consultative role and do not compromise with their existing academic and administrative work / duties.

8.3.4 It should be ensured that at no stage, any liability would accrued to SPA-New Delhi or SPA FIRST because of any activities of any start-up company.

9 Governance

9.1 The Innovation Ecosystem at SPA New Delhi would function as follows:

- Any Faculty, Student, Alumni (or a combination of any of them) shall approach the DIC in the School set up by the Ministry of Education, Government of India, with their innovation idea for further development.
- The DIC, with the advice of the Institution Innovation Cell, shall guide the setting up of a Startup Company.
- The Startup Company shall be incubated and guided by the SPA FIRST for a given period, after due assessment. This shall be done as per the IP Policy as well as the Innovation and Startup Policy of the School.

9.2 For every case, there would be a tripartite agreement between the SPA-New Delhi, SPA FIRST and Start-up Companies.

INNOVATION SYSTEM AT SPA NEW DELHI


