



BIG

Quick Reference Handbook

Prepared by



WELCOME



Greetings from KIIT-TBI!!

The ecosystem supporting innovation and start up at KIIT-Technology Business Incubator (KIIT-TBI) has seen tremendous growth in recent years. Since getting recognized by BIRAC as one of the BIG partner (BIG 4th call), more than 90 innovators working on various breakthrough technologies have been supported until now to move ahead in their product development and entrepreneurial journey through BIRAC-BIG Grant and many other follow on funding schemes. Many of these innovators have been successful in launching their product in market and have raised series of funding from government and private investors. As the pool of BIG grantees is growing each year and new ventures are created, KIIT-TBI is experimenting and evolving ways to facilitate greater startup engagement activity.

To that end, we are proud to share with you this “Quick Reference Handbook–BIG”, which has been written to help clarify the roadmap of BIG Innovators, Project management strategy, Progress review guidelines, other rules and compliances that need to be followed during the entire 18 months project duration.

The release of this guide is coupled with our recently launched BIG PMS Portal - An Easy Online Portal for project management-described further on in this handbook. We will continue to contribute to the growing entrepreneurial ecosystem at KIIT-TBI as we deliver one of our key missions: nurturing innovation and promoting new venture formation and growth to foster social and economic development.

Thank you and best of luck on your innovation & entrepreneurial journey.

Sincerely,

A blue ink handwritten signature, appearing to be 'Mrutyunjay Suar', with a horizontal line extending from the end.

Mrutyunjay Suar, PhD

CEO, KIIT-TBI

Director, School of Biotechnology, KIIT University
Bhubaneswar, Odisha

DEFINING FOCUS AREAS

The roadmap journey of each on boarded BIG innovator is mapped strategically according to the major thrust area of innovation as mentioned below in order to strategize the 18 months roadmap accordingly.

- Health Care Solutions (Devices and Diagnostics)
- Vaccines and Drugs
- Agriculture
- Industrial Biotechnologies
- Clean Technologies
- Food & Nutrition
- AI, ML , IoT platforms for Healthcare and Agriculture solutions

SUPPORT SYSTEM FOR ONBOARDED BIG INNOVATORS



1. Business Mentorship

Mentorship to be provided by

- I. Technical Advisors/ Thought Leaders
- II. Industry Experts
- III. Impact Investors
- IV. Successful entrepreneurs/start-ups

2. Technology Mentorship

- I. Each start-up to be periodically mentored by technology mentors
- II. Personalized learning programs to be created for each start-up

3. Customer Access

Targeted customer access for requirement Analysis, Clinical Trials, POC/validation on a case-by-case basis.

4. Access to KIIT-TBI Prototyping & Co-working facilities

- I. Access to KIIT-TBI analytical facility
- II. Access to Design/Prototyping/ Fabrication Lab
- III. Option to Work Remotely (Virtual Incubation)
- IV. High-end Analytical Facility
- V. Co-working space, Access to Meeting Rooms, etc.

5. Ecosystem connects

- I. Impact Investors
- II. Network Enablers
- III. Technical service providers
- IV. Government network and other ecosystem players

6. Legal, Licensing and other supports

- IP filing
- Regulatory Compliances
- Legal/ Finance/ HR Support
- Branding, Content Marketing, Digital Marketing Strategy, Social Media Campaign

7. Fund Raising

Funding assistance (SEED Fund, LEAP Fund, BIPP/ SIBRI, Private Investments etc.) for impactful start-ups

8. Post Program engagement

Hand holding and working collectively beyond BIG grant duration for ensuring the start-ups are evolving post BIG tenure.

YOU'RE ANCHORED

Having a mentor is crucial to a start-up's success. Mentors handhold the start-up and provide targeted guidance, exposure and insights that accelerates the innovation to translate from lab to market. KIIT-TBI provides access to very large pool of mentors from diverse areas of expertise most relevant to the start-ups and who are well tuned to BIRAC and investor expectations. While mentors are invaluable in their contribution to start up growth and increase the odds of a start up's success more than any other influence, their focus can be broadly split into three major responsibilities as mentioned below:



BUSINESS

Commercialization strategy
Market analysis
Customer need analysis
SWOT
Product marketing
Branding and Communication
Investor need analysis
Pitch deck preparation



DOMAIN SPECIFIC

Technical mentorship
Experimental workflow
Risk/Challenges mitigation
Intellectual Property
Regulatory compliances
Product development
Scalability
Product user need analysis
Validation/Clinical Trials



FUNCTIONAL

Finance/ Term sheet
Legal/ Corporate affairs
Operations/HR

STAGE
1

PRE- ONBOARDING

The Pre-Onboarding section herein covers a detailed description of all the activities that are required to be completed for the successful onboarding of the BIG Innovators, as per the BIRAC mandates. The section covers protocols that are mandatory for due diligence of technical and financial documents, guidelines, signing of MoU agreement, and other formalities like opening of no lien bank account in any nationalized bank for fund transfer. Below mentioned are the sequence of events that need to be executed for successful on boarding of BIG Innovators

Documentation Requirements

BIG grantees will be informed about the detailed information required and documents they need to furnish for on boarding



Due Diligence Process:

- Background checks and review the Due diligence documents as per the BIRAC guidelines
- Advise on Budget revision as per BIRAC guidelines
- Recommend course correction on defined objectives and milestones, if there are any concerns

MOU Agreement:

- A MoU agreement between the BIG Innovator and KIIT-TBI as BIG partner and Incubator will be signed as per BIRAC guidelines
- Opening of No lien bank account for fund transfer

STAGE
2

LAUNCH and STRATEGIZE (Icebreaker and Team Building Activities)

- Please note that the date of first tranche of fund release to your no lien bank account is the start date of your project
- Once onboarded, please check with BIG team to obtain your unique Project ID code for your internal reference
- The goal is to launch the program and enlighten the newly onboarded innovators about the ecosystem and the program's value proposition, key offerings and build the excitement among the newly boarded innovators.

Furthermore, we shall work with you hand in hand to determine the best verbiage that will make the biggest impact. We do realize that your web presence is one of the most important tools for communicating your brand and being able to create a platform for acquiring customers and networking with stake holders. Using social media platforms through videos, websites, flyers, KIIT-TBI will help you to reach out to customers and other ecosystem partners for fruitful and long-term engagement plans.

Orientation Session



- The orientation session act as an ice breaker for the start ups which would help to kick-start the entrepreneurial journey.
- Apart from completion of required admin processes and documentation, the boot camp helps to set the right expectations between start ups and engaging mentors.

Branding, Content Marketing, Digital Marketing Strategy, Social Media Campaign



- Oversee the website preparation.
- Work with creative design team of KIIT-TBI to plan end-to-end social media campaign for introducing the young innovators to the start-up ecosystem (mentors, investors, industry).
- Flyer/ Brochure preparation highlighting the innovation to converse, share and connect with new leads.



EXECUTE AND DEVELOP

This section details all activities that needs to be implemented for a successful development of the prototype by the innovator and smooth running of the 18 months program including Curriculum Design, Creating Roadmaps, Project Review Meetings, Demo Day/ Pitching Session to Investors, Capacity Building Programs, etc.

Charting Road Map Journey



Based on specific interventions planned, a detailed and personalised roadmap will be created to check the activities to be conducted and engagement model for each innovator.



Mentoring

- Identify and Match making of technical and business mentors.
- Assign mentors to start-ups as per their interest, expertise and availability.
- Mentoring guidance to be provided to start ups on a continual basis to help them meet the objectives and milestones as per the timeline.
- Regular training programs/workshops/ boot camp on business plan, IP, product design, marketing and advise on how it can better leverage the various start-up offerings and solutions
- Conduct individual one-to one mentoring sessions for specific need.

Manage performance assessment and Project Monitoring Review Meetings



- Quarterly Progress Reports submission along with audited UC/SE
- BIRAC PMMC meeting at KIIT-TBI (*Every 6 months, Face-to Face in front of PMMC experts headed by BIRAC representative*).
- BIRAC Annual Review at BIRAC, New Delhi (*Annually at BIRAC Office, New Delhi*).



POST BIG GRANT

An innovator, who receives BIG support at any point of time during his/her entrepreneurial journey, becomes a valued member of BIRAC and KIIT-TBI family, irrespective of the outcome of the BIG funded project. As a family, we love to hear updates from grantees and encourage grantees to be in touch with us by keeping us updated about developments and achievements, even after you graduate from BIG Scheme. We shall also continue supporting you through

- Review start-up progress and collect feedback
- Continue support for follow on funding assistance (LEAP fund, SEED fund, BIPP SIBRI, Private funding [VCs, Angel etc.])

BIG FOCUSED CAPACITY BUILDING PROGRAMS

The various training programs/ workshops will help you to sail smoothly through your entrepreneurial journey. All you need is a positive attitude and willingness to put all your energy into building a new venture.

0-4 Months (Start-up Experience Launch)

- Pitching and presentation skills: Building Relationships
- Founder/Co-Founder Best Practices
- Learn Principles: Ideation to MVP
- Market opportunity Analysis
- Competitive Landscape Analysis
- Team Building Resource Planning
- Find the right Collaborators and Networking
- Branding for early stage entrepreneurs
- *Experience sharing sessions with successful BIG grantees*

12-18 months (Product Launch)

- Product Validation
- Product Piloting and Launch
- Investor Pitch deck
- Due Diligence: Getting Ready to Accept Funding
- Investor Negotiations: Closing Deals Without Giving Up Control
- Growth Hacking
- Exit Strategies for Start-ups

4-12 months (Accelerate)

- Intellectual Property Rights
- Regulatory Compliances
- Legal / Term sheets
- Biodiversity Guidelines
- Design Thinking
- Product Development Pipeline: The Reality Vs Vision
- Product Design and Prototyping
- Business Model Canvas
- Customer need Identification
- Product Sales Strategy
- Cost Benefit Analysis
- Creating a Fund-Raising Plan & Building the Runway the Right way
- The Heart of Marketing: Story Telling

BIG ROADMAP: MILESTONES AND DELIVERABLES

A roadmap is essentially an 18-months growth plan for all BIG grantees, defining milestones that are broken down into smaller activities that can be systematically tracked by the mentors. It is developed conjointly by the BIG Innovators, Mentors and the KIIT-TBI BIG Team Members at the beginning of the program. Roadmaps help start-ups prioritize on deliverables under a defined timeline for achieving the desired deliverables

Furthermore, All BIRAC supported projects are assessed on a scale of 1 to 9 called “Technology Readiness Level (TRL)” scale. TRL is assigned to a project based on stage of development and the detailed parameters are enclosed at Annexure 1. Each project is assigned a TRL upon start and is then continuously monitored for shift in TRL during the project tenure.

► Milestones and Deliverables-I (0-4 months):

- Operational Plan: Equipment Purchase, Hiring of manpower
- Website ready
- Start-up registered, if individual applicant
- Content developed for branding (short video for introduction, flyer, etc.)

First objective/milestone achieved as approved by BIRAC and TRL mapping

► Milestones and Deliverables-II (4-8 months):

- IP filed
- Coordinate with mentors for Business plan ready
- Strategic partnership with various stake holders
- User feedback: Interview 10-30 customers to discover pricing model, usage, need assessment
- Hyper focus on product development plan ready: understand what people want, referrals, learnings etc.
- Pitch deck ready for mentors
- Pitch deck ready for investors
- Website and branding content updated
- Represent your start up in all start-up centric Tech showcase platforms for recognition (awards, prize money etc.)
- Accelerator program engagement, need to need basis

Second objective/milestone achieved as approved by BIRAC and TRL mapping

► Milestones and Deliverables-III (8-12 months):

- Product development and validation
- Clinical trials performed, if required
- Strategic partnership with various stake holders
- Accelerator program engagement, need to need basis
- Pitch sessions with various stake holders (internal/external)
- Tech showcase for recognition (awards, prize money etc.)

Third objective/milestone achieved as approved by BIRAC and TRL mapping

► Milestones and Deliverables-IV (12-18 months):

- Accelerator Program Engagement, Need to Need Basis
- Product (MVP) Launch Demo Day
- Investment/Follow on Funding Ready
- Graduation Ceremony

Final objective/milestone achieved as approved by BIRAC and TRL mapping

CALENDAR: PROJECT PROGRESS REVIEW

As members of our innovation and start-up community, we share a sense of pride in what we stand for, what we've accomplished and what we'll achieve in the future. Our start up community also share a responsibility to support KIIT-TBI mission and reputation by following the rules, standards, guidelines, laws and regulations, report concerns during the BIG tenure and be accountable for the KIIT-TBI mission in creating a conducive ecosystem for innovation and entrepreneurship.

- The BIG Innovator is required to regularly share updates to internal BIG team lead on the project progress and achievements (through telephonic and emails), besides the fixed review process flow.
- Quarterly Progress report submission (soft copy in BIRAC formats with audited UC/SE and expenditure bill) needs to be uploaded in BIG PMS Portal as well as email needs to be sent to biotbi@kiitincubator.in keeping namrata@kiitincubator.in in cc.

- **Quarterly Review**

Quarterly Reports (Report-1 and Report 2) need to be provided to KIIT-TBI to track the development, identify key areas of improvement

The key points for Quarterly check-ins are:

- a. Progress as per the milestone
- b. Progress in Technology Readiness Level (TRL)
- c. Tasks accomplished as per the roadmap developed
- d. Key learning's
- e. Are there any gaps, challenges to fill?
- f. Training programs attended
- g. Any achievements, awards, recognitions
- h. Proposed plan of action
- i. Collaborations, networking forged

- Every Six months Project Monitoring and Mentoring Review Meeting (PMMC) (in person preferable) chaired by BIRAC expert
- Annual BIRAC Review meeting (at BIRAC, New Delhi)
- Project completion report submission with final audited UC/SE at the end of 18 months). The consolidated completion report needs to be submitted within a period of 4 weeks from the completion date in the BIG PMS Portal as well as mail to biotbi@kiitincubator.in keeping namrata@kiitincubator.in in cc.

► **How are FUND RELEASE Scheduled:**

- The sanctioned amount will be disbursed by KIIT-TBI within (15-30 days) of submission of Quarterly Progress report submission in BIRAC format with audited UC/SE and expenditure bills.
- Next release for the project will be made only if the milestone report is found to be satisfactory and approved by KIIT-TBI and finance/audit department(BIG partner).
- The funds are released as per milestone basis (30%, 30%, 30% and 10% after submission of completion report project completion)

► **PERFORMANCE RECOGNITION:**

Your progress—and how you achieve those results - are assessed regularly and will be recognized and celebrated by KIIT-TBI in a unique way.

OTHER IMPORTANT BIRAC GUIDELINES FOR BIG PROJECT

1. **No extension of project duration after 18 months**
2. **No change of PI is allowed**
3. **Budget re-appropriation:** The grantee is required to limit the expenses under various heads as per terms of sanction order. In case the grantee foresees any deviation in planned budget heads (on account of reasons such as increase/decrease in equipment cost or rentals, need to engage an additional manpower, outsourcing an additional activity or conducting an experiment internally in place of outsourcing etc.), the grantee should initially try to meet the deviations from contingency. In case there is a major 3 | Page change, budget from one head may be moved to another, keeping the overall sanctioned budget same. However, such re-appropriation will have to be substantiated with necessary documentary proofs and shall require permission from BIRAC (through KIIT-TBI).
4. **Change in the Shareholding Pattern:** In case the grantee is a company, the grantee is not allowed to change shareholding of the company during the course of the project without prior permission from BIRAC. This is in view of the fact that such a change may impact eligibility of the company under BIG scheme. However, if the change is absolutely essential, the grantee will be required to seek necessary permission for the same from BIRAC (through KIIT-TBI).
5. **Individual to Company Conversion:** Since one of the goals of BIG is to promote creation of scientific start-ups, we allow an individual applicant to set up a new company and transfer the application/project to the newly formed company. The newly formed company will need to meet all eligibility criteria as per BIG Guidelines (version 2) and comply with the due diligence requirements. The project leader will also need to remain the same and need to be a promoter shareholder in the new start-up.
6. **Due acknowledgement of BIRAC Support:** BIG is a generous funding scheme by Government of India. We, therefore, expect all grantees to provide due acknowledgement to BIRAC support while publishing, marketing the resultant product(s)/process(es) by way of mentioning a statement as provided below: a. While publishing/presenting resultants of the project: “The financial support of the Biotechnology Industry Research Assistance Council, Government of India for this project (title) is duly acknowledged” b. While marketing the resultant products: “The financial support of the Biotechnology Industry Research Assistance Council, Government of India in development of this Product is duly acknowledged
7. **Please note that use of BIRAC logo is not permitted without written approval.**
8. **Foreclosure/Termination:** The agreement signed between the partner and grantee provides for foreclosure/termination as follows: 11.1 “In case, during the tenure of the Project, it is found that the Project or any Project component is not likely to lead to successful completion, BIRAC may decide to foreclose the Project or the Project component as warranted. The decision of the BIRAC shall be final in all respects. The BIG Innovator shall immediately refund any funds unutilized out of BIRAC’s disbursements, after deducting the legally committed expenses to third party vendors, to BIG Partner, along with detailed accounts of funds received, utilized and unutilized. The entire outstanding amount as on the date of foreclosure will become due and payable immediately.

Ensuring Quality Services

At the time of review meeting, KIIT-TBI also welcomes comments at any time regarding the quality, and responsiveness of internal BIG program management team, external stake holder’s engagement and fund transfer

Technology Readiness Level (TRL) Table

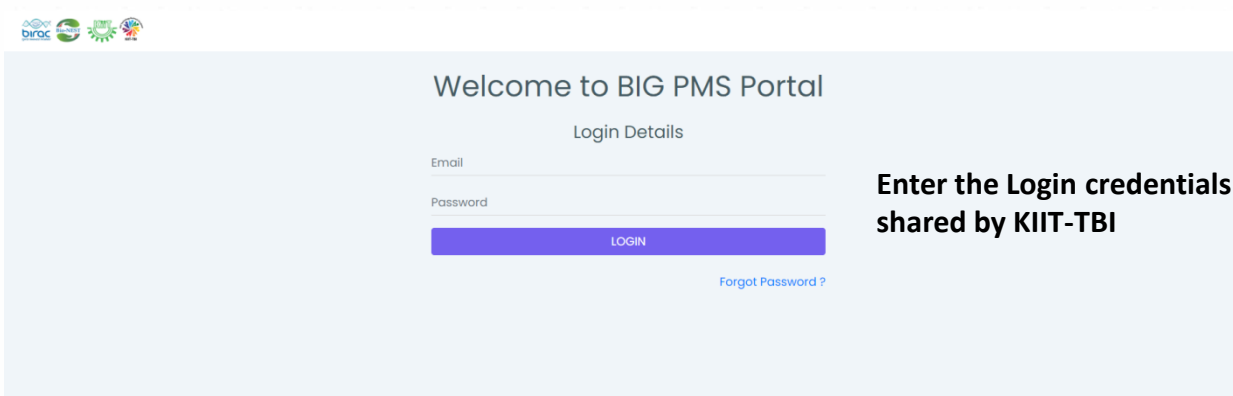
Stages of Product Development	Technology Readiness Level (TRL)	Characteristics
Pre-Commercialization/ Product Development	TRL 9	Technology ready for full scale commercial deployment
Late Stage Technology Development	TRL 8	Technology incorporated in commercial design Tech proven to work in final form in expected conditions
Validation/Early Stage Technology Development	TRL 7	Prototype ready. Integrated Pilot System demonstrated
	TRL 6	Prototype system verified by testing in the actual operational environment
Prototype Development	TRL 5	Lab testing of integrated system with support elements in a simulated environment High Fidelity Prototype
	TRL 4	I. Design, development & lab testing of tech components – integrated, to establish that they will work together II. Low Fidelity Prototype
Proof of Concept	TRL 3	I. Critical function, proof of concept (PoC) established II. Laboratory studies aim to validate analytical predictions of separate components of the technology
Ideation	TRL 2	I. Applied Research: technology concept and/or application formulated II. Analytical Studies/Experimentation/Feasibility Assessment
	TRL 1	I. Basic Research: basic principles are observed and reported II. Fundamental investigations and Paper Studies

BIG PMS: BIG PROJECT MANAGEMENT SYSTEM

Introducing BIG PMS, your own BIG Project Management Platform. Now reporting got simpler.

- Keep track of Milestones, Progress Reports, Due Diligence, UC/SE etc.
- Get all resources on a single platform
- Maintain other company information along with IP details, Follow on Funding, Awards & Recognitions & product images & videos.

To access the portal visit: <https://www.bigpms.in/>



Logo icons: biroc, IIT, TBI, etc.

Welcome to BIG PMS Portal

Login Details

Email

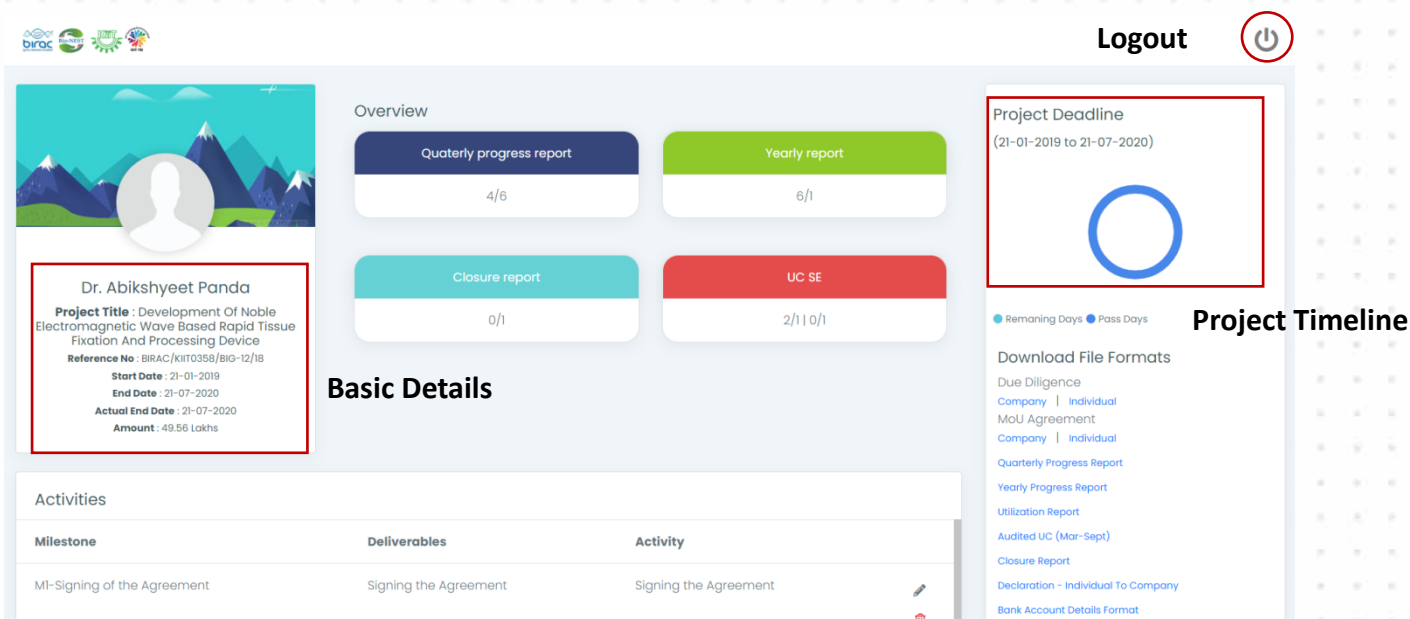
Password


LOGIN


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Enter the Login credentials shared by KIIT-TBI

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Logout 



Dr. Abikshyeet Panda
Project Title : Development Of Noble Electromagnetic Wave Based Rapid Tissue Fixation And Processing Device
Reference No : BIRAC/KIIT0358/BIG-12/18
Start Date : 21-01-2019
End Date : 21-07-2020
Actual End Date : 21-07-2020
Amount : 49.56 Lakhs

Overview

Quarterly progress report 4/6	Yearly report 6/1
Closure report 0/1	UC SE 2/1 0/1

Basic Details

Project Timeline

Project Deadline (21-01-2019 to 21-07-2020)

● Remaining Days ● Pass Days




Download File Formats

- Due Diligence
 - Company | Individual
- MoU Agreement
 - Company | Individual
- Quarterly Progress Report
- Yearly Progress Report
- Utilization Report
- Audited UC (Mar-Sept)
- Closure Report
- Declaration - Individual To Company
- Bank Account Details Format

Activities

Milestone	Deliverables	Activity
MI-Signing of the Agreement	Signing the Agreement	Signing the Agreement

Dashboard

Activities			Edit
M3-Validation and refinement of prototype	Refined prototype	Refined prototype is ready	
M4- Validation and comparison of newly developed EM based method with immunohistochemistry and immunofluorescence	Parffin embedded tissue blocks by new method will be obtained	Comparative immunohistochemistry	
M4-Submission of Final Report	Generation of report comprising comparative histopathological and immunohistochemistry data	Generation of report comprising comparative histopathological and immunohistochemistry data	

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Progress report needs to be submitted in 4 quarters

Progress Report	
Note: Technical Report Needs to be merged with Annexure and Uploaded (Compress if required)	
Quarterly	Yearly
Closure	UC/SE
1	1st Quater (Jan 2019-Mar 2019)
2	2nd Quater (Apr 2019-Jun 2019)
3	3rd Quater (Jul 2019-Sep 2019)
4	4th Quater (Oct 2019-Dec 2019)
5	5th Quater (Jan 2020-Mar 2020)

Click

Upload Quaterly Progress Report

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Choose File **Select the file from computer**

No file chosen

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Download all the required template from here

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 MoU Agreement
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 Quarterly Progress Report
 Yearly Progress Report
 Utilization Report
 Audited UC (Mar-Sept)
 Closure Report
 Declaration - Individual To Company
 Bank Account Details Format

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