
Sona Incubation Foundation - COHORT-2.0

1. Overview

The Sona Incubation Foundation Cohort Program is designed to empower early-stage entrepreneurs and innovators who are at the prototyping or product development stage of their startup journey. The program's primary objective is to guide startups in transitioning from prototype development to refined and market-ready solutions.

- **Objective:** The primary objective of the program is to guide startups in transitioning from prototype development to refined and market-ready solutions while providing the support they need to become validated and viable initiatives for further incubation.
- **Participant Profile:** Participants should have a strong desire and commitment to building a startup and bringing their innovative ideas to market. Ideal participants are at the prototyping or product development stage, having moved beyond the ideation phase and actively working on creating a prototype or developing a product.
- **Support:** The program assists startups in transitioning from prototype development to refined and market-ready solutions through curated mentoring and training workshops.
- **Outcome:** Participants should make significant progress in developing Minimum Viable Products (MVPs) and move closer to a market-ready solution. Successful startups will have the opportunity to become part of Sona Incubation Foundation's next-level incubation programs.

2. Key Features

Curated mentoring sessions & workshops to provide personalized guidance, industry insights, and tailored support. Mentors will work closely with founders to address specific challenges, refine strategies, and accelerate progress.

- The program offers a structured curriculum of 9 curated workshops and intensive bootcamps.
- Clear milestones will be established for each startup, providing a roadmap for development and success. The Sona Incubation Foundation team will closely monitor progress and offer guidance to ensure startups stay on the path to achievement.
- Mentorship to startups in refining their business models, revenue strategies, and go-to-market plans, helping them identify competitive advantages, target markets, and market positioning.
- Expert guidance on legal aspects, including business structures, contracts, and intellectual property protection.

3.Program Flow & Engagement Plan Mentors/Advisors Each team will be allotted a mentor from a relevant industry background. The team may suggest a suitable individual as a mentor, which Sona Incubation Foundation will connect with. Alternatively, Sona Incubation Foundation may appoint a mentor from its pool of experts.

Curated Workshops Teams will undergo a training program structured over the duration of the accelerator program. In-depth training sessions on the following relevant issues related to starting up will be held:

- Workshop 1: Ideation and Problem Validation
- Workshop 2: Customer Discovery and Market Research
- Workshop 3: Prototyping and MVP Development
- Workshop 4: Business Model Canvas and Value Proposition
- Workshop 5: Pitching and Presentation Skills
- Workshop 6: Product-Market Fit and Customer Acquisition
- Workshop 7: Growth Hacking and Digital Marketing
- Workshop 8: Financial Planning and Management
- Workshop 9: Scaling and Team Building

Cohort Check-ins Monthly meetings with the Sona Incubation Foundation team to gauge progress, identify bottlenecks, and areas requiring additional support.

4.Expected Outcomes:

- Refined Product or Solution: Startups are expected to emerge from the program with significantly improved and refined prototypes or products. The program will guide them in enhancing the quality, functionality, and scalability of their offerings.
- Market Readiness: Startups will be equipped with the knowledge and resources necessary to prepare their products for the market. This includes understanding target audiences, conducting market research, and devising effective market entry strategies.
- Network Expansion: The program will enable startups to expand their professional networks, connecting them with mentors and advisors who can contribute to their growth and success.
- Path to the next level of Incubation: Ultimately, the desired outcome is to have startups well-positioned to enter the next level of support programs, having addressed critical early-stage challenges.

5.Duration: 3 Months

Guidelines for the Cohort Program

a) Training Sessions:

1. The founders are required to attend all sessions for the entire duration of the program.
2. Group Mentoring /One-to-One Mentoring: Mentors on varied topics of relevance to startups will conduct group mentoring sessions. Startups may also get dedicated time with these mentors.
3. Sona Incubation Foundation will help in providing access to special talks, sessions, and visiting experts.

b) Asking for help from Sona Incubation Foundation:

- Who to ask: For any queries/information, teams can contact the Single Point of Contact (SPOC) assigned to them by Sona Incubation Foundation.
- When to ask: During office hours and in case of urgency/emergency, the SPOC can be contacted immediately.

c) Applying for other programs/support programs/collaborations:

- Startups are expected to inform Sona Incubation Foundation in advance when applying for any other support program, award, or collaboration where Sona Incubation Foundation has been quoted as a supporting agency/body.

d) Providing information to Sona Incubation Foundation:

- Startups are expected to respond to calls/emails from Sona Incubation Foundation in a timely manner.
- Sona Incubation Foundation may receive requests for information from various stakeholders. Startups are expected to provide the required information as needed.

e) Acknowledging Sona Incubation Foundation and supporting outreach:

- Startups are expected to acknowledge the support provided by Sona Incubation Foundation on social media, websites, events, interviews, articles, etc., wherever appropriate and possible.
- Startups are expected to assist Sona Incubation Foundation in spreading the word about events, activities, and achievements of the incubation center and startups on various communication platforms, as requested from time to time.

f) Team composition and disclosure:

- A team should not name friends/family members without any active contribution to the startup venture.
- Any other commitments that may hamper a startup's presence during the accelerator program at Sona Incubation Foundation need to be disclosed at the beginning of the program.
- Any other event, item, or issue that can affect Sona Incubation Foundation's decision to admit a startup should be disclosed at the beginning of the accelerator program.

g) Formalities required at the completion of the program:

- A team will automatically exit the program at the end of the program tenure.
- The team must submit a final presentation on the progress made during the program tenure.
- Sona Incubation Foundation will provide a certificate of completion on the successful completion of the program.

h) Exiting during the program:

- Sona Incubation Foundation can ask a startup to leave the program before its completion in case of non-performance, violation of the code of conduct, rules, or any other behavior/action deemed inappropriate.
- The team cannot claim to be supported/incubated at Sona Incubation Foundation after exiting the program prematurely.

i) Sona Incubation Foundation Alumni Program:

- On completion of the accelerator program, a team can become an alumnus of Sona Incubation Foundation.
- Alumni teams may access soft support from Sona Incubation Foundation, including advising and mentoring from time to time, based on available bandwidth.
- Teams have an opportunity (not the right) to access facilities of Sona Incubation Foundation, subject to availability and permissions.
- Sona Incubation Foundation expects goodwill and acknowledgment from alumni teams.

j) Infrastructure and Facilities:

- Sona Incubation Foundation will provide a co-working space for startups during the program.
- Access to meeting rooms, event spaces, and other facilities will be provided subject to availability and booking procedures. Startups are expected to use the infrastructure and facilities responsibly and as per the guidelines set by Sona Incubation Foundation.
- Any damage or misuse of the infrastructure and facilities may lead to penalties or termination from the program.

k) Program Fee:

- Each selected startup is required to pay a program fee of Rs. 12,000/-.
- The fee will only be collected from startups that are selected after the Ignite Pitch.
- Payment of the fee is mandatory for participation and must be completed before the program starts.

SONA INCUBATION FOUNDATION Bank account Details

1. Bank Name : ICICI BANK

2. Branch : SALEM JUNCTION BRANCH

**3. Address : NO 86, PANCHALIAMMAL COLONY SUBRAMANIYA NAGAR 1ST GATE, SALEM
636 005**

District : SALEM

State : TAMIL NADU

4. Account no : 737101000236

5. Type of A/c : Savings Bank

**6. Bank Account Holder Name and Address: SONA INCUBATION FOUNDATION
Junction Main Road Suramangalam Salem-636 005**

7. IFSC Code : ICIC0007371 (used for RTGS and NEFT transactions)

Note:

- The fee is non-refundable once the program has commenced.
- In case of early exit or removal from the program, the fee will not be refunded.
- The fee covers all workshops, mentoring sessions, and access to facilities as outlined in the program structure.
- Any additional costs (such as materials for prototyping, travel expenses, etc.) will be borne by the startup.

Thanks & Regards

Sona Incubation Foundation