



IIM/IC/Advt./2020/01

26<sup>th</sup> August, 2020

**IIM SHILLONG Incubation Centre**

Incubation Centre, IIM Shillong calls for applications for Startups/Entrepreneurs Mentoring

Interested Startups/Entrepreneurs may apply at: [incubation@iimshillong.ac.in](mailto:incubation@iimshillong.ac.in)

Contact No.: 0364-2308067

Last date to apply: 30-09-2020

(Startups/Entrepreneurs will be shortlisted after the screening process)

For details please, login to: [www.iimshillong.ac.in](http://www.iimshillong.ac.in)

## **About Incubation Center**

The Incubation Center, Indian Institute of Management Shillong aims at promoting entrepreneurship in the North East Region of India either through converting the noble research idea into an economic unit, or adding value to the existing product or service. The Center also aims at supporting the entrepreneurs in the eight states of the region. The primary role of the Center is to create a conducive environment for startups/entrepreneurs, as well as mentoring them.

The Center also provides a platform to the IIM Shillong students and the Alumni to pitch their ideas and converting those ideas into business units. The students will be encouraged to contribute to the socio - economic development of the region, either by starting/initiating a business enterprise directly or indirectly, or by bringing and expanding business activities in the eight states of the region in areas of their choice.

## **Need of Mentoring**

For the success of a start-up, mentoring is the crucial activity. Timely mentoring of the activities of start-up includes formulating business plan, product development, business development, team-building, fund-raising, fund management, marketing and other related activities.

## **Who can be an Incubatee?**

Any startup or anyone having a novel business idea. The proposed idea for incubation must be innovative. However, if a similar product/service already exists in the market then a value addition must be proposed. The minimum academic qualification should be at least 10<sup>th</sup> pass

## **Selection and Screening of Incubatees**

Selection of Incubatees will be carried out by the Incubation Center after gaining clarity about goals, purpose, and areas of interests. The Screening Committee will consist of eminent academicians, industrial heads, and innovators.

## **Contact Detail:**

Prof. Natalie W. Kharkongor  
Chairperson, Incubation Center  
IIM Shillong

Email ID: [incubation@iimshillong.ac.in](mailto:incubation@iimshillong.ac.in)

Phone No.: 0364-2308067



**Indian Institute of Management Shillong  
Incubation Centre  
Mayurbhanj Complex, Nongthymmai, Shillong – 793 014**

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**APPLICATION FORM**

1. Startup Name: \_\_\_\_\_

2. Company Name, if registered: \_\_\_\_\_

3. No. of Founders & their Name & description:

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\_\_\_\_\_

4. Industry: \_\_\_\_\_

5. Stage of Business: Prototyping/Under Validation/Early/Growth

6. Investment raised, if any: \_\_\_\_\_

7. Already Incubated somewhere? If yes, details: \_\_\_\_\_

\_\_\_\_\_

8. Contact Number: \_\_\_\_\_

9. Email id: \_\_\_\_\_



