

**Innovation, Incubation and Startup  
Policy**  
**Centre for Advancing Digital Health –  
ADMIRE**

(Advancing Digital Healthcare, Management, Innovation, Research & Entrepreneurship)

at  
IIHMR Bangalore



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## 1. Introduction

Institute of Health Management Research, Bangalore (IIHMR, Bangalore) is a premier Institute for Hospital and Health management education in South India. IIHMR Bangalore has a legacy over a decade for imparting Health and Hospital management education, Training and Research activities in South India. IIHMR, Bangalore offers 2 years full-time PGDM (Post Graduate Diploma in Hospital and Health Management) programme with specializations in Hospital Management, Health Management and Healthcare Information Technology (HIT). Our PGDM program is approved by AICTE, GoI; NBA accredited and accorded MBA equivalency by Association of Indian Universities (AIU). IIHMR Bangalore aims in providing leadership and competency building among health/hospital managers, planners, decision-makers, trainers, and research scientists at the national and international levels. The Learning and Development Centre at IIHMR Bangalore strives to bridge gap in skill and knowledge between professionals/students and healthcare Industry. The Institute is accredited by NABET, QCI as a consulting organization for NABH.

Centre for Advancing Digital Health – ADMIRE (Advancing Digital Healthcare, Management, Innovation, Research & Entrepreneurship) at IIHMR Bangalore is a unique space that combines the expertise of IIHMR Bangalore with experts from “Silicon Valley of India”. We bring together the brightest minds, state-of-the-art infrastructure, and the latest technology driven innovation to improve healthcare outcomes. With a focus on Skilling, Research, Data, and Innovation, we're poised to shape the future of healthcare globally.

Our four key focus areas, the " Skilling Hub," "Research and Development Hub," "Digi Health Data and AI (DHDAI) Lab," and " Incubation Cell," are at the forefront of revolutionizing the way healthcare is delivered.

## 2. Purpose

The purpose of this Standard Operating Procedure (SOP) is to outline the roles, responsibilities, and processes for the Incubation Cell under Centre for Advancing Digital Health - ADMIRE at IIHMR Bangalore. This SOP aims to ensure smooth operation and to foster innovation and entrepreneurship among students, faculty, and external stakeholders.

## 3. Scope

This SOP applies to all activities carried out by the Incubation Cell, including but not limited to project selection, mentoring, funding, resource allocation, and evaluation.

## 4. Governance and Structure

### a. Advisory Board

**Composition:** Industry experts, successful entrepreneurs, academics, and subject matter experts

**Responsibilities:** Provide strategic direction, approve policies, and oversee overall performance.





## 5. Onboarding Mentors for ADMIRE Incubation Cell

Procedures and guidelines for selecting, and onboarding mentors to support entrepreneurs within the ADMIRE Incubation Cell effectively.

### Step 1: Mentor Identification:

- a. Potential mentors are identified based on their expertise, industry experience, and willingness to contribute to the growth of startups.
- b. Mentors may include successful entrepreneurs, industry professionals, academics, and subject matter experts.

### Step 2: Screening and Selection:

- a. The GB Members & ADMIRE Advisory committee reviews mentor based on predefined criteria such as domain expertise, industry experience, availability, and commitment.
- b. Director IHMR Bangalore is authorized to finalize the mentor and onboard.

## 6. Incubation Cell Team

**Composition:** Lead ADMIRE, Program Manager, Mentors, and Technical Advisors.

**Responsibilities:** Day-to-day operations, project management, mentoring, and coordination.

## 7. Incubation Support Procedure

Incubation support is focused on healthcare related fields

### a. Application Process

#### Step 1: Entrepreneurial Idea Submission:

- a. Entrepreneurs submit their business ideas through email provided by the Incubation Cell.
- b. Ideas are reviewed periodically by a selection committee consisting of experts from various domains.

#### Step 2: Evaluation of Application:

- a. The committee of chose mentors assesses the feasibility, scalability, and potential impact of each submitted idea.
- b. Meeting with Incubate is conducted to predefined criteria and proceed to the next stage.

## 8. Selection and Onboarding

### Step 1: Selection Notification

- Email will be sent to selected incubate with acceptance letter, terms and conditions, next steps on onboarding for incubation support.

### Step 2: Onboarding Process

- Incubates will be provided with introduction to resources, policies, and procedures.
- Agreement will be made between the incubate and Centre with details on terms & Conditions, IP etc.,



- Each project will be assigned with a mentor and faculty of IIHMR Bangalore based on expertise and project needs.
- Physical or virtual workspace will be allocated as per project requirement.

## 9. Incubation Support

### Mentoring

- Mentors will meet the incubates weekly virtually.
- One-on-one sessions, group workshops, peer reviews will be conducted monthly once. Areas covered in sessions are technical guidance, business strategy, marketing, funding strategies.

## 10. Resource Allocation

- Office space, lab facilities, software, hardware, library access will be provided to incubates on request and request will be approved by Lead & Program Manager.

## 11. Incubation Timelines

- Incubation support is provided up to 12 months from the date of onboarding the incubate and signing the agreement.
- Additional extension of incubation period of 6 months will be provided for potential incubate requiring the support based on evaluation and approval from ADMIRE Advisory committee, GB Members and Director IIHMR Bangalore.

## 12. Funding

- Incubation cell will support incubates to get seed funding, grants, connections to external investors up on proposal submission and evaluation by funding committee.
- Assist incubates in preparing for investor pitches.
- Facilitate introductions to potential investors or funding opportunities.

## 13. Monitoring and Evaluation

### Step 1: Progress Review:

- Conduct monthly meetings between the incubation cell team, mentors, and incubates.
- Review progress against set milestones and KPIs.
- Provide feedback and guidance based on progress.

### Step 2: Quarterly Reviews

- Perform more in-depth quarterly reviews to evaluate overall progress.
- Adjust milestones and KPIs if necessary, based on current performance and market conditions.
- Quarterly reports are submitted to Director IIHMR Bangalore.





**Step 3: Bi-Annual Evaluations**

- Conduct comprehensive evaluations every six months, which includes assessments of business development, market validation, financial health, and team performance.
- Collect and review progress reports from incubates and reported to Director IIHMR Bangalore.
- Gather feedback from mentors regarding the incubate's performance, challenges, and areas needing improvement.

**Step 4: Peer Reviews**

- Facilitate peer review sessions where incubates can present their progress and receive feedback from fellow incubates or external stakeholders.

## 14. Graduation and Exit

### a. Criteria for Graduation

Incubates will be evaluated based on the following criteria:

- **Business Milestones:** Achievement of key business milestones as defined in the initial incubation agreement (e.g., product development, market entry, revenue targets).
- **Financial Stability:** Demonstration of financial stability and sustainability, including consistent revenue streams and positive cash flow.
- **Market Presence:** Established market presence with a growing customer base and market penetration.
- **Team Development:** Development of a capable and stable team to manage business operations.
- **Investment:** Successful acquisition of funding or investment to support growth beyond the incubation period.
- **Operational Independence:** Ability to operate independently without the need for incubation support services.

### b. Graduation Process

- **Self-Assessment by Incubate:** Incubates will complete a self-assessment form evaluating their readiness based on the graduation criteria.
- **Review by Incubation Cell:** The incubation cell will review the self-assessment and conduct an independent evaluation of the incubate's progress and readiness.
- **Meeting with Incubate:** A formal meeting will be scheduled with the incubate to discuss the evaluation results and any additional requirements for graduation.
- **Decision Making:** Based on the evaluation and meeting, the incubation cell will decide on the graduation of the incubate.
- **Graduation Approval:** Formal approval of graduation will be documented and communicated to the incubate.

## 15. Exit Process

**Step 1: Exit Strategy Development:** The incubate will develop an exit strategy outlining the steps for transitioning out of the incubation cell.

**Step 2: Final Evaluation:** A final evaluation will be conducted to ensure all graduation criteria have been met.

**Step 3: Documentation:** All relevant documents, including the exit strategy, final evaluation report, and any remaining agreements, will be completed and filed.



**Step 4: Handover of Resources:** The incubate will return any incubation cell resources, such as office space, equipment, and access credentials.

**Step 5: Alumni Network Enrolment:** Graduates will be enrolled in the alumni network for ongoing support and networking opportunities.

## 16. Record Keeping and Reporting

- Maintain detailed records of each incubate's application, progress, evaluations, and graduation status.
- Prepare periodic reports on the performance and success of graduated incubates.
- Analyze data to refine and improve the incubation and graduation processes.
- Records of all the incubates are maintained till 3 years (physical copies) and 5 Years (Digital Copies) from the date of exit of Incubate.

## 17. Policies and Code of Conduct

### Intellectual Property (IP)

- Ownership will be defined based on contribution, with clear agreements in the initial onboarding process or as and when needed.
- Incubation Cell will assistance with patents, copyrights, trademarks documentation.

### Confidentiality


- All members must sign a non-disclosure agreement.

### Code of Conduct

- Member including Incubate will maintain professionalism, ethical behaviour, adherence to policies of IIHMR Bangalore.
- Any violation, disciplinary action will be taken on individual.

## 18. Students and Faculty Incubation

- Students and Faculty of IIHMR Bangalore can incubate their ideas under incubation cell at IIHMR Bangalore.
- Dean- Academics will decides and approved by Director IIHMR Bangalore on student incubate attendance and other aspects of academics at the time of incubation.
- Director IIHMR Bangalore decides and approved by GB Members on faculty incubate for his/her academic, research and other institutional activities at the time of incubation.

Authorising Authority	Signature
<p style="text-align: center;"><b>Director</b> IIHMR Bangalore</p>	

\*This SOP will be amended based on need or as and when required and same will be approved by Director IIHMR Bangalore

