# Support Technology Incubation at CEDI-NITT



**Partner**: **CEDI-NIT, Trichy**

Centre for Entrepreneurship Development and Incubation (CEDI), was set up by the Ministry of Communication & Information Technology to promote innovation and entrepreneurship in the areas of science and technology, and help translate ideas into commercially viable products, processes and services. CEDI set up a Business Incubator at the National Institute of Technology, Tiruchirappalli (NITT) to foster new enterprises with innovative technologies. The incubated companies receive complete access to NITT's infrastructure, as well as the necessary mentoring and support to take their ideas to market.

**About the Program:**

Sonata supports CEDI- NITT (Incubation center) through technical and managerial mentorship as well as with a committed funding support of INR 120 lakhs over a three year period that commenced in fiscal 2014-15. This high-impact, high-value collaboration is the first of its kind at NITT. The technology areas identified for preferred support under the program, i.e. E-Commerce, SMAC (Social, Mobility, Analytics and Cloud) and IoT (Internet of Things) based products and platforms, are aligned with our business priorities.

Our support encompasses the following areas:

- Foster innovation in the student community and provide the environment to work on new technologies
- Guide the incubated companies to design and develop next-gen products using appropriate technologies
- Leverage our decades-old experience of marketing IT products and services to advise the incubated companies on their go-to-market strategies





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**About Program (Contd.):**

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- Sponsored the prize money at Ventura, an international business case contest held by the Entrepreneurship club at NITT
- Sponsored the technology incubation session at Pragyaan, a technology event conducted by the Research club at NITT. The event witnessed participation from all tech colleges in and around Trichy
- Conducted awareness programs, competitions and ideation campaigns at the NIT Trichy campus to attract students of several technology institutes
- Conducted workshops in Bangalore, Chennai, Trichy and Coimbatore inviting students to present their Business Pitches
- Conducted Hackathons to tap budding tech talent
- Offered scholarships or stipends to select final year students specializing in SMAC or IoT to encourage them to work on innovative projects in their area of study

**Expected Outcome:**

The outreach programs conducted by us attracted 50 business pitches which went through multiple rounds of screening. In the final round three pitches were selected to join the winners of 2015-16 at the Business Incubator at CEDI-NITT. In all, six projects in various stages of their development life cycle are currently being incubated. Over half of these projects are focused on SMAC, one of the core growth engines of our future.

We propose to continue with the outreach to identify innovative ideas in our areas of interest. We believe that this partnership between CEDI-NITT and Sonata will foster closer links between academia and industry and in turn, help us stay in touch with the latest innovations in technology.

"The partnership with Sonata has been of great value to CEDI in terms of Grants to incubates, mentoring support and industry bringing focus in driving the program. We appreciate Team Sonata for their commitment to the engagement." *Dr. Ganesan Kannabiran, Director-CEDI*

"Sonata & CEDI have made a huge impact in the Entrepreneurship dream as the motivation and funds provided are not matched by anyone else in this space. The incubation came in at the right time to help us fully develop the product before launch. The expert committee and periodic review helps us keep a check on our milestones and achieve our target. Sonata & CEDI are as invested in the company as the founders are and that makes a huge difference in their approach", *Adarsh Simon - Founder BOLT 3D, incubated at CEDI-Incubation Center*