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# **Proof of Concept Fund & Lab2Mkt Program for Tech Commercialization**

- at -  
Entrepreneurship Development Center, Pune



July 2010



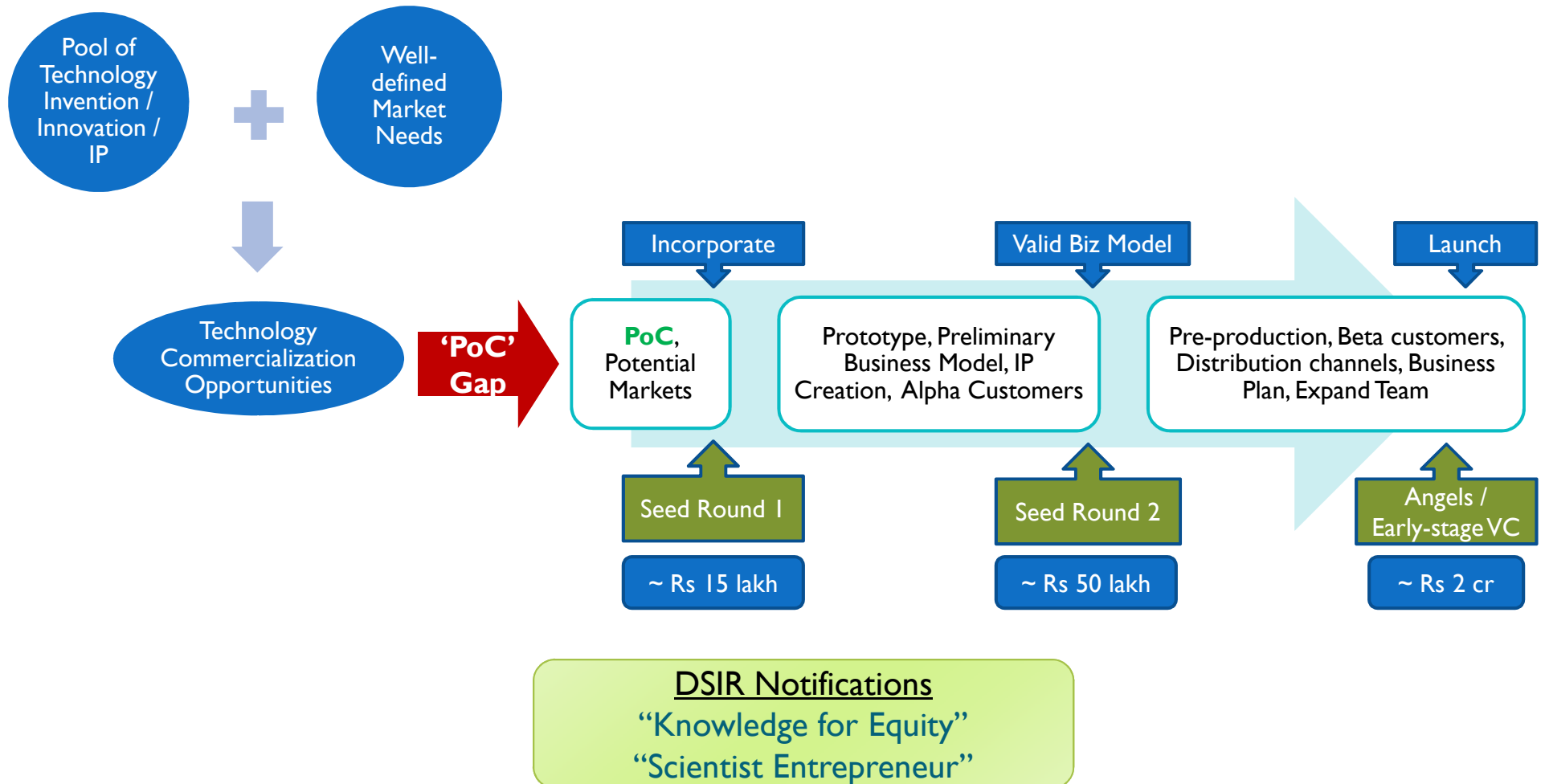
# Competencies → Technologies → Products

|             |   |  |   |
|-------------|---|--|---|
| Key Factors | <ul style="list-style-type: none"><li>• Materials &amp; Methods</li><li>• Insights</li><li>• Market unclear</li></ul> | <ul style="list-style-type: none"><li>• Prototype</li><li>• Pilot plant</li><li>• Potential market</li></ul> | <ul style="list-style-type: none"><li>• Product</li><li>• Service</li><li>• Well-defined market</li></ul> |
| Activity    | <ul style="list-style-type: none"><li>• R&amp;D</li></ul>   | <ul style="list-style-type: none"><li>• Process/Product Engineering</li></ul>                                | <ul style="list-style-type: none"><li>• Manufacturing &amp; Marketing</li></ul>                           |
| IP          | <ul style="list-style-type: none"><li>• Create</li></ul>  | <ul style="list-style-type: none"><li>• Strengthen</li></ul>   | <ul style="list-style-type: none"><li>• Deliver</li></ul>   |
| Value Prop. | <ul style="list-style-type: none"><li>• Discover</li></ul>  | <ul style="list-style-type: none"><li>• Define</li></ul>   | <ul style="list-style-type: none"><li>• Deliver</li></ul>   |



# Lab2Mkt Program

## (Technology Commercialization via Spinoffs)



# Proof of Concept Fund

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EDC has received in-principle approval to set up a PoC fund to enable technology development for specific commercialization opportunities

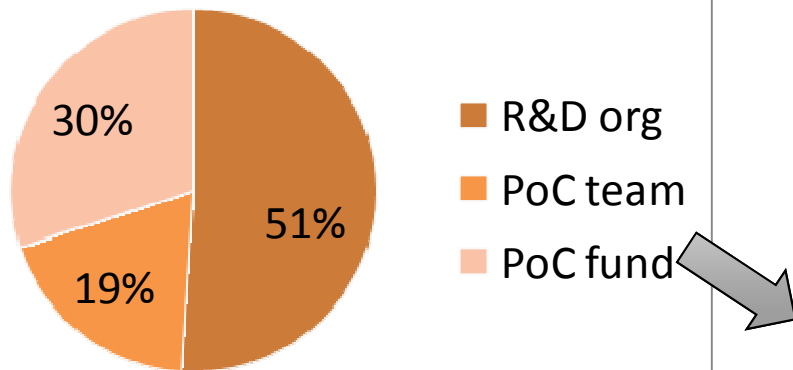
- ▶ Rs 3-7 lakh per PoC project, 10 projects per year
- ▶ Goal: 10-20% conversion from PoC projects to Lab2Mkt spin-offs

## Models

- ▶ Deshpande PoC Center at Massachusetts Institute of Technology
  - ▶ Ignition & Innovation Grants, \$50K-\$250K
    - Idea → Invention → Innovation → Product
    - 80 projects, 18 spin-offs

# Typical Equity Stakes in a Spinoff

Contribution to PoC Project



Equity Stake in Spinoff

