



Ref. No.: U-07/SVSU/2025/419

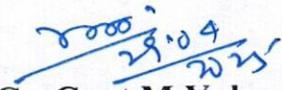
Dated: 29.04.2025

**Subject: Approval and Dissemination of Standard Operating Procedure  
(SOP) for Startups**

I am directed to convey that the Hon'ble Vice-Chancellor has approved the **Standard Operating Procedure (SOP) for Startups**. A copy of the SOP is attached herewith for your reference.

You are requested to circulate this information to all concerned stakeholders and ensure strict adherence to the guidelines outlined in the SOP.

This communication is issued with the approval of the Hon'ble Vice-Chancellor.

  
Gp Capt M Yakoob  
Registrar

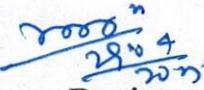
**Enclosure:** As above

**To:**

- All Heads of Institutions / Principals of Colleges / Section Heads

**Copy forwarded for information to:**

1. Hon'ble Vice-Chancellor
2. Chief Executive Officer
3. Executive Officer
4. Guard File

  
Registrar



0121 6678000

Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005 (U.P.) INDIA

# Standard Operating Procedure (SOP) for Startups

## Introduction

The **Startup Cell** and **Startup Committee** at **Subharti University** are dedicated to fostering entrepreneurship by supporting students, faculty, and external innovators in developing viable startups. The **Subharti Incubation Center (SIC)** provides incubation support, funding, mentorship, infrastructure, and guidance for commercialization.

This SOP establishes a **step-wise framework** covering **idea evaluation, incubation, funding, resource allocation, intellectual property (IPR) support, and business sustainability.**

## Governance Structure

### ➤ Startup Cell (Part of Research and Development)

- Receives and evaluates **startup idea proposals** from students, faculty, and external entrepreneurs.
- Provides **pre-incubation support** for idea validation and business model development.
- Assists in **prototype development** using university resources and labs.
- Facilitates **Intellectual Property Rights (IPR) filing and registration.**
- Offers **seed funding** to eligible startups for initial growth.

### ➤ Startup Committee. The Composition of Startup Committee will be as follows on which members will be designated from time to time from registrar office. Tenure of the committee will be three years unless changed by the Vice Chancellor

1	Chairperson
2	Member Secretary
3	Company Secretary-Accounts- External Member
4	Member
5	Member
6	Member
7	Member

- Reviews **Detailed Project Reports (DPRs)** to assess startup viability. The Committee shall take necessary direction from the Hon'ble Chief Executive Officer, SVSU on Startup proposals.
- Allocates **university resources** (office space, research labs, financial grants, legal assistance).
- Formalizes **legal agreements**, defining equity share, funding structure, and IPR rights.
- Conducts **annual audits and compliance checks** to track startup performance.

0000 n  
28/04/2025

# Step-wise SOP for Startup Cell (Pre-Incubation & Incubation)

## Step 1: Submission of Startup Proposal

### Eligibility Criteria:

- **Students** (current students & alumni within 3 years of graduation).
- **Faculty Members** (full-time or part-time).
- **External Entrepreneurs** (linked with university mentors).

### Application Process:

- Submit a **Startup Proposal Form** through the university website or Startup Cell office.
- Include an **Executive Summary**, covering:
  - ✓ **Problem Statement & Innovation**
  - ✓ **Technology Readiness Level (TRL) & Feasibility**
  - ✓ **Market Demand & Scalability**
  - ✓ **Expected Resource Requirements**

## Step 2: Evaluation of Proposal

- The **Startup Cell** assesses the application based on:
  - ✓ **Innovative Potential** – Novelty & uniqueness of the idea.
  - ✓ **Technical Feasibility** – Technology readiness, proof of concept (PoC).
  - ✓ **Market Viability** – Market demand, revenue model, scalability.
- If **approved**, the startup progresses to **Pre-Incubation**.

## Step 3: Pre-Incubation Phase (6 Months)

- **Mentorship (8 hours/month)** by faculty & industry experts.
- **Access to the Design Innovation Lab & R&D facilities.**
- **Networking opportunities** with incubated startups & investors.

If the startup successfully develops a **Proof of Concept (PoC)**, it is moved to **Full Incubation**.

## Step 4: Full Incubation & Prototype Development (24 Months)

- Startups receive:
  - ✓ **Office Space & IT Infrastructure** within SIC.
  - ✓ **Lab Access & Equipment Support** for prototyping.
  - ✓ **Seed Funding** (up to ₹20,000 initially, extendable to ₹10 lakh through grants/investments).
  - ✓ **Legal Assistance** for company registration & compliance.

## Intellectual Property Rights (IPR) Registration

- The **Startup Cell** supports startups in **filing patents, trademarks, and copyrights.**
- **Ownership Structure:**
  - ✓ If developed using SIC resources → **Joint Ownership (University & Startup).**
  - ✓ If independently developed → **Startup retains full IPR ownership.**
- Startups must **declare their IP status** before commercialization.

2006  
28/04  
2025

# Step-wise SOP for Startup Committee (DPR Evaluation & Startup Establishment)

## Step 5: Submission of Detailed Project Report (DPR)

After incubation, the startup submits a **DPR to the Startup Committee**, which includes:

- **Business Model & Revenue Strategy**
- **Resource Requirements (office, labs, funding, faculty mentorship)**
- **IPR ownership details & commercialization plan**

## Step 6: DPR Evaluation & Resource Allocation

The **Startup Committee** assesses feasibility based on:

- **Business Sustainability & Market Potential**
- **Financial Projections & Funding Requirements**
- **University Resource Utilization**

If **approved**, the startup receives:

- **Dedicated workspace at SIC.**
- **Access to research facilities & faculty mentorship.**
- **Financial Support** through university-backed funding schemes.

## Step 7: Agreement between University & Startup

- A formal **MoU (Memorandum of Understanding)** is signed, defining:
  - **Equity Sharing Model:**
    - **University: 5%–10% equity** (if using university resources).
    - **Startup Founder(s): 80%–90% equity.**
    - **Investors & Mentors:** As per investment structure.
  - **IPR Rights:**
    - If SIC supports IPR filing → **University retains co-ownership.**
    - If self-funded → **Startup retains full IPR ownership.**
  - **Exit Clause:**
    - If the startup fails, the university reclaims **allocated resources/IPR.**

## Step 8: Recommendation to Vice Chancellor (VC)

- **Chairman, Startup Committee** forwards the **DPR to the Hon'ble VC.**
- The **VC reviews and approves/rejects** the startup proposal.

## Step 9: Approval & Order Issuance

- Once **VC approval is granted**, the **Registrar's Office** issues an **official order**, confirming:
  - ✓ **Operational clearance.**
  - ✓ **Resource allocation (office space, labs, financial support, mentorship).**

8000  
28/04  
2025

## Step 10: Annual Audits & Compliance Checks

- The **Startup Committee** tracks startup progress through:
  - ✓ **Annual Performance Reports** (growth, revenue, and funding utilization).
  - ✓ **Financial & Legal Compliance Monitoring.**
  - ✓ **Market Scalability Review.**

### Non-Compliance Actions:

- Suspension of resources or funding withdrawal.
- IPR or asset reclamation by the university.

## Post-Startup Support & Scale-Up

- **Networking with Investors & Industry Leaders**
- **Access to MSME Grants, Startup India Benefits & Atal Innovation Mission (AIM) Support**
- **Guidance on Expansion & International Collaborations**

## Compliance with Government Guidelines

- **Startup India & MSME Policies:** Aligns with national startup policies for financial & legal benefits.
- **National Innovation & Startup Policy (NISP):** Ensures best incubation practices.
- **Atal Incubation Centre (AIC) & State Startup Schemes:** For further funding & growth.

## Conclusion

This **SOP** ensures a structured and transparent **startup incubation framework** at **Subharti University**. By providing end-to-end support—from **idea evaluation to commercialization**—it builds a robust **entrepreneurship ecosystem** that aligns with **national and international best practices**.

29/04/2025