

# Startup Promotion Centre

## Who we are

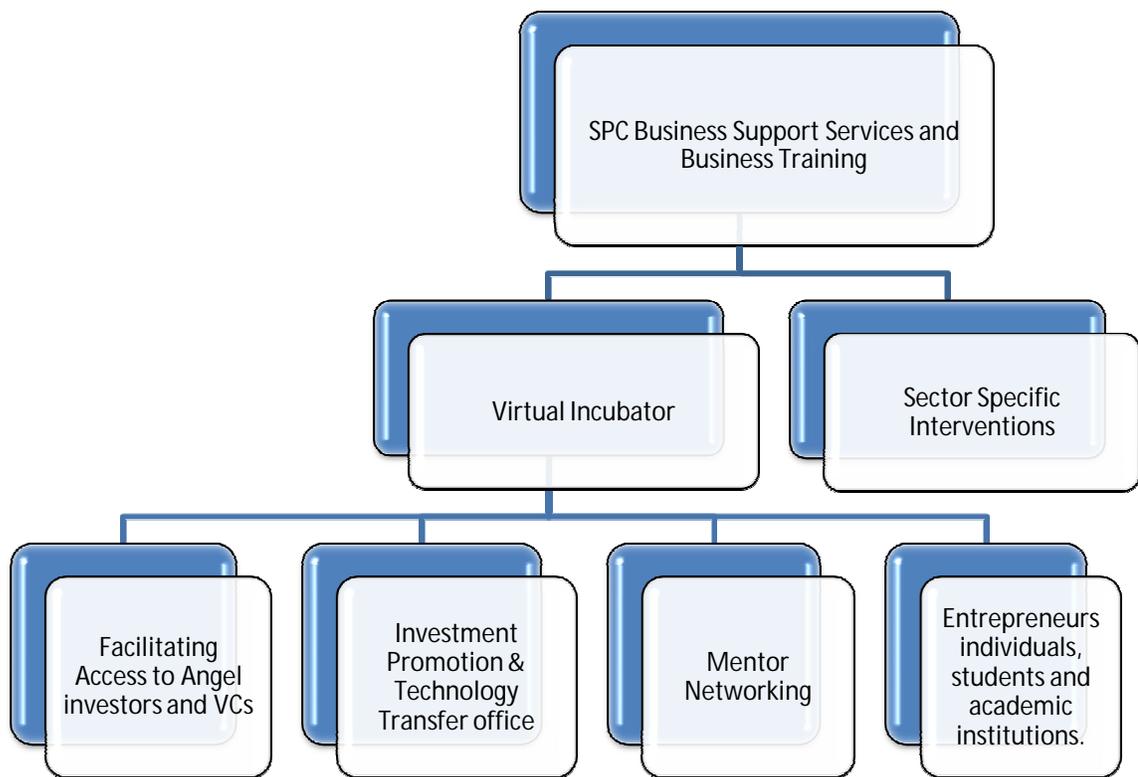
Startup Promotion Centre (SPC) promotes innovative business ideas, business models, business experience and delivery of services in different sectors. SPC provides incubation facilities in virtual forms. It has a well-connected network of mentors who are mainly successful and well experienced entrepreneurs. The Centre has a team of business promotion specialists, academics, promoters and business partners. It facilitates interface between policy makers, entrepreneurs, industry, domain experts, mentors, educational institutions in India and abroad, government departments or institutions in India. It implements various entrepreneurship development programmes.

## For What

- Promote Startups, primarily those Startups with technology based industrial and social innovation in order to make India the innovation capital of the world
- Involve with the startup eco system in order to enhance the supply of business skills and technical talent
- Promote expansion and diversification of Startup firms
- Provide technical support to various stakeholders on Start Up activities
- Create the network of mentors
- Creation of a network of specialists in different focus sectors
- Promote the business opportunities in select sectors with a focus on establishing links between local companies, multinationals and academic institutions.

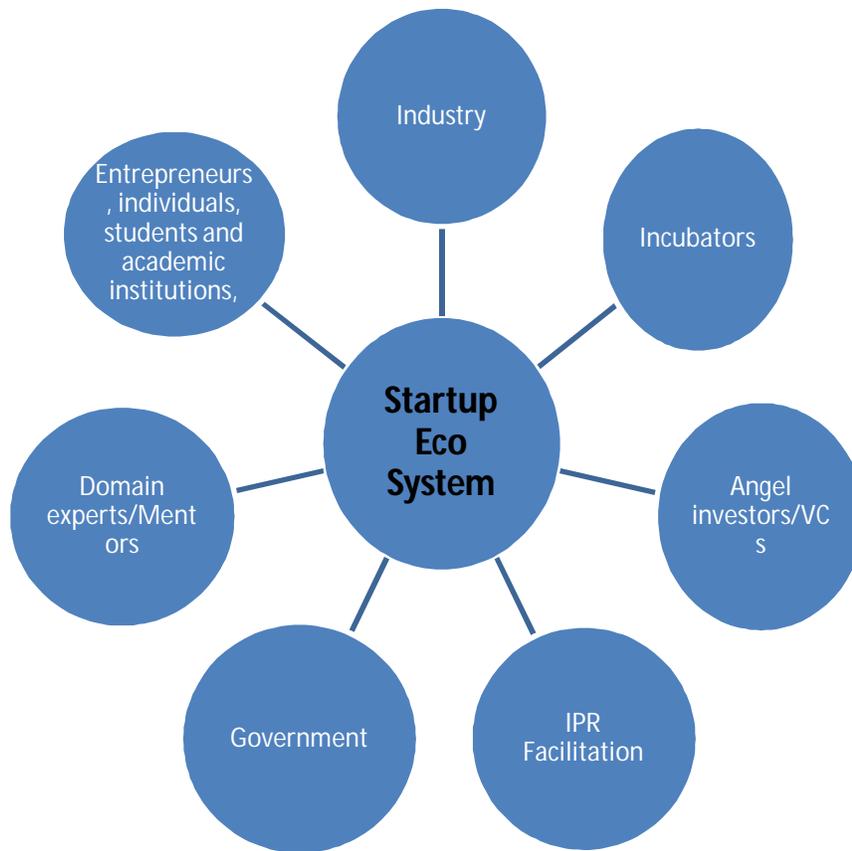
## Sectors for Startups

- Startups in all sectors



## **What we Do for Start Ups**

- Provides an integrated package of services that try to address stakeholder's need with the deeper involvement of successful entrepreneurs and investment and technology promotion specialists.
- Ideation and incubation of concepts from individuals, students and academic institutions.
- Facilitate the funding ventures to develop business ideas.
- Facilitate successful / experienced entrepreneurs to support Startups as mentors. We create a right network of mentors as mentorship can help to solve most of the entrepreneurial problems. We organize mentoring sessions.
- The Centre gives benefits to startups in various fields. It develops, test and evaluate new ideas, building and testing of prototype, mentoring, networking, provides legal assistance and connect with investors and Intellectual Property Facilitation Centres. Other services include the preparation of business plan and project report. It facilitates in the areas of government support schemes, certifications, government regulations, company formation, tax, marketing, understanding of customers, efficient delivery, cost reduction, leadership, export-import, funding, national and international partnerships.
- Organizes workshops, seminars, conferences , training programmes on Startups and start up exhibitions
- Scaling up of Start Up companies



## **Stakeholders and Beneficiaries**

Sector specialists

Mentors

Students

Entrepreneurs

Researchers

Business promoters

Institutions and organizations

Universities

Chambers of Commerce and Business Associations

## **A brief about KDS**

Startup Promotion Centre (SPC), an entrepreneurship development programme, is a unit of Kerala Development Society (KDS), Delhi. Kerala Development Society is a research organization and a centre for the development of Indian States. A group of development professionals from multi-disciplinary background formed this organization in 2002 as a registered society. As a national organization, KDS strives to be recognized as a progressive and proactive body promoting international human development standards. Since its operation, KDS Delhi has been carrying out several activities which facilitate the development of various Indian states. It shares human development experience of Kerala with other states and carries out activities to facilitate the inclusive growth of all Indian states. Its various forms of interventions include technical support to government institutions, action research, research studies, seminars and workshops. KDS has vast experience in working with various ministries of Government of India and departments and institutions of several states and international organizations. It actively works with local communities, business communities, various local government institutions and district administrations.

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