INCUNATION
From Idea to Impact : With Expert Execution

For colleges & universities in Uttar Pradesh

6-YEAR INCUBATION CENTRE DEVELOPMENT & GOVERNMENT GRANT FACILITATION PROGRAMME

Up to ₹63 Crore

Government Grant Opportunity for Your College

A 6-year, month-by-month plan to set up a recognised incubation centre on your campus, bring in Central and State Government funding, and make it pay for itself.



- Year 1 planned month by month
- 7 complete services
- Incubate360 software FREE

Indicative funding opportunity across six years. All funds depend on the government scheme being open and on availability of funds. Grant sanctions are not guaranteed.

Everything you need to decide, on one page



WHAT WE BUILD TOGETHER

A recognised incubation centre run by your own Section 8 company, with a Centre of Excellence by Year 4 and a national bid in Year 6.



WHAT WE PROVIDE

Setup, grant applications, team hiring, training, accreditation records, student programmes and a revenue plan. Seven services in one package.

WHAT IT COSTS

₹1,00,000 a month

Minimum 12 months. Planned for 6 years. Includes Incubate360 software, free.



WHAT YOU COULD GAIN

Up to ₹63 Crore in grants over six years, State running support from Year 1, stronger NAAC, NBA and NIRF data, and a real startup story for admissions.



WHAT YOU PROVIDE

Space and infrastructure, event costs, a nodal officer, salaries for a small incubation team, and timely approvals.



HOW YOU WILL KNOW

A written progress report and a review meeting every month, a leadership review every quarter, and a live dashboard.

YOUR FIRST 90 DAYS

MONTH 1
Campus study and your 6-year roadmap, approved by you

→

MONTH 2
Section 8 company filed and key policies drafted

→

MONTH 3
Team hired, space planned and Incubate360 live

WHY INCUNATION GLOBAL

Focused on Uttar Pradesh
A Greater Noida team for UP institutions.

Our own media platforms
StartupFeed.in and CampusFeed.in.

Our own software
Incubate360, built for incubators.

The best time to build your incubation centre is now

Policy, rankings and parents are all moving the same way. Institutions that are ready first gain the most.

Uttar Pradesh has raised its support

Every key incubator grant in the UP Startup Policy 2026 is higher than in the 2020 policy.



CAPITAL GRANT
up to **₹1.25 Cr**
Earlier ~~₹1 Cr~~ (2020 policy)

RUNNING COSTS
up to **₹40 L** a year
Earlier ~~₹30 L~~ (2020 policy)

CENTRE OF EXCELLENCE
up to **₹12 Cr**
Earlier ~~₹10 Cr~~ (2020 policy)



National policy asks for it

NEP 2020 (Para 11.12) asks higher education institutions to set up start-up incubation centres. The National Innovation and Startup Policy 2019 recommends a Section 8 company to run them.



Rankings now count innovation

NIRF has a separate Innovation ranking. NBA gives marks for start-up and entrepreneurship activity. NAAC assesses your innovation ecosystem.



Admissions are more competitive

Uttar Pradesh now has 56 private universities, up from 27 in 2017, and hundreds of colleges. Families want to know what makes your campus different.



Grants reward readiness

The State plans 20 new Centres of Excellence over five years and has 88 recognised incubators today. Funding goes to institutions with the right structure, team and records.

Uttar Pradesh is a Top Performer in the DPIIT States' Startup Ranking (5th edition, January 2026). The ecosystem is ready. **Is your campus?**

Your 6-year government grant roadmap

Each step builds the record and eligibility for the next. Sure steps first, bigger grants follow.



1 YEAR 1

StartinUP running support

UP TO
₹2 Cr

₹40 L a year for 5 years

2 YEAR 2

StartinUP capital + MSME

UP TO
₹2.25 Cr

₹1.25 Cr capital + ₹1 Cr MSME

3 YEAR 3

DST NIDHI-iTBI

UP TO
₹5 Cr

over 3 years

4 YEAR 4

StartinUP CoE + NITI Aayog AIC

UP TO
₹22 Cr

₹12 Cr CoE + ₹10 Cr AIC (ACIC ₹2.5 Cr)

5 YEAR 5

DST NIDHI PRAYAS Centre

UP TO
₹1.5 Cr

fab lab + ₹30 L a year to run it

6 YEAR 6

DST NIDHI Centre of Excellence

UP TO
₹30 Cr

₹20 Cr running + ₹10 Cr equipment

UP TO
₹63 Crore

Grant ceilings you can target over six years

About ₹33 Crore in Years 1 to 5, and ₹30 Crore more from Year 6. Multi-year grants are paid in instalments.

Note: All funds depend on the government scheme being open and on availability of funds. Figures are published scheme ceilings and indicative targets, subject to eligibility, evaluation and approval. Grant sanctions are not guaranteed.

What we provide, and exactly what you receive

Seven services in one package, each with deliverables you can check and keep.



1

Incubation Centre Establishment

End-to-end planning, setup and operational support.

YOU RECEIVE

- ✓ Space and layout plan: co-working, cabins, prototyping lab, meeting and pitch areas
- ✓ Equipment and furniture list with a budget estimate
- ✓ Branding and signage plan for the centre
- ✓ Opening and inauguration event



2

Government Grant Facilitation

From the right structure to the last utilisation report.

YOU RECEIVE

- ✓ Section 8 company formation support and board structure
- ✓ Startup India, DPIIT, MSME Host Institute and StartinUP registrations
- ✓ Detailed project reports, budgets and complete applications
- ✓ Committee presentations, inspection readiness, utilisation certificates and progress reports



3

Recruitment & Team Development

The right people, hired and trained with you.

YOU RECEIVE

- ✓ Job descriptions for the Incubation Manager and two staff
- ✓ Shortlisting and interviews alongside your management
- ✓ Onboarding and role-by-role training



4

Training & Continuous Handholding

Your team is never on its own.

YOU RECEIVE

- ✓ SOP manual, templates and an annual activity calendar
- ✓ Staff training and faculty development programmes
- ✓ Regular on-site and online guidance, all six years

What we provide, continued

5

NAAC, NBA & NIRF Support

Real activity, properly recorded.

YOU RECEIVE

- ✓ Evidence system for NAAC 3.2, NBA 9.5, NIRF Innovation and IIC
- ✓ Activity calendar that meets IIC's quarterly norms
- ✓ Annual data and report compilation

6

Student Startup Ecosystem

Programmes from Year 1.

YOU RECEIVE

- ✓ Ideathons, bootcamps, hackathons and demo days
- ✓ Pre-incubation programme and a mentor panel
- ✓ IPR workshops, investor and industry connects

7

Sustainable Revenue Model

Income beyond the grants.

YOU RECEIVE

- ✓ Co-working, training and consultancy offers with pricing
- ✓ A revenue plan and monthly income tracking
- ✓ Other permissible incubation activities

DOCUMENTS YOU WILL OWN

Yours to keep, whatever happens

- ✓ Innovation & Startup Policy
- ✓ IPR Policy
- ✓ Incubation Policy
- ✓ Selection & Exit Policy
- ✓ Startup agreement templates
- ✓ SOP manual
- ✓ Annual impact reports



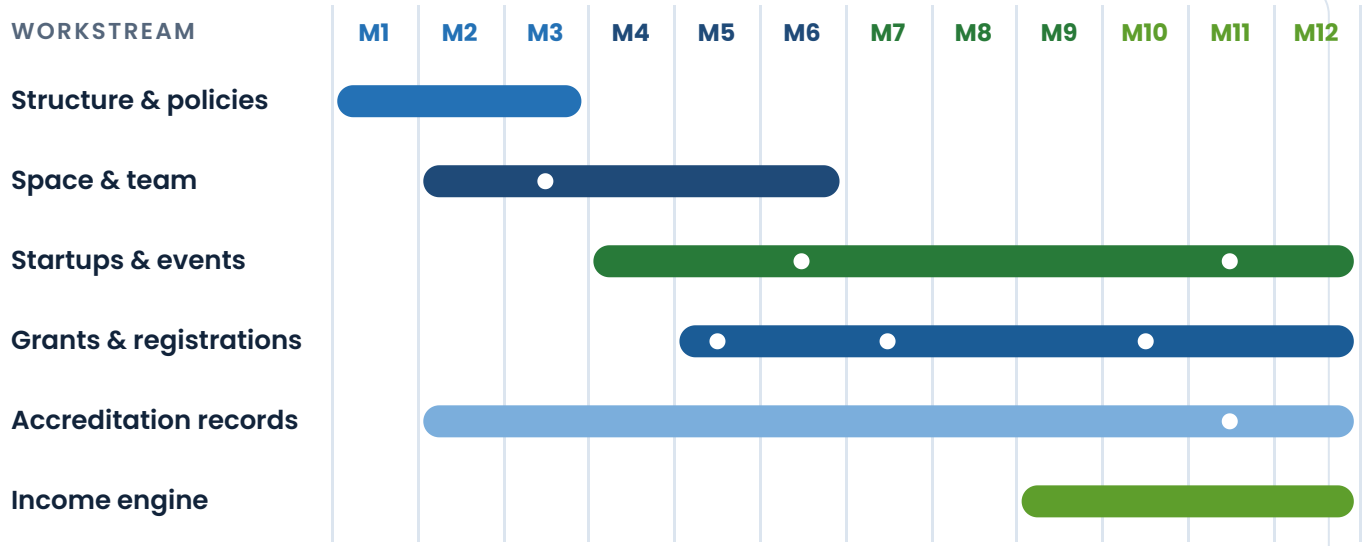
Incubate360 BONUS

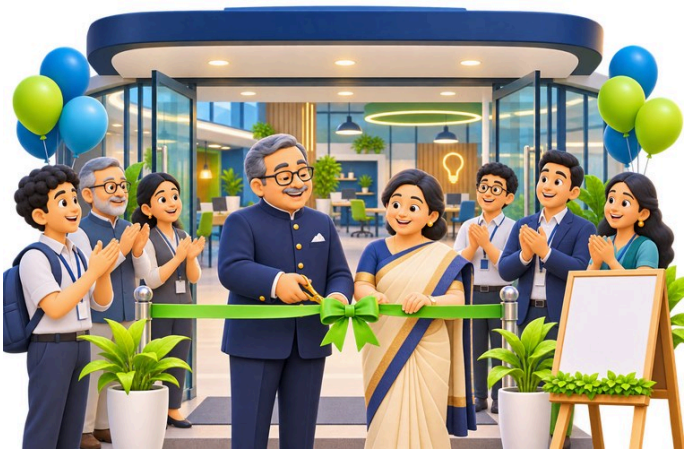
Incubation & grants software, FREE

Regular price ₹24,999 a month. Included for the full engagement. See page 17.

Year 1 at a glance

Six workstreams run side by side. Every month ends with a clear output you can check.





MILESTONES YOU CAN SEE

- **M1** Your 6-year roadmap approved
- **M3** Team hired, Incubate360 live
- **M6** Incubation centre inaugurated
- **M10** StartinUP running support claimed
- **M12** 10+ startups and annual report

QUARTER 1
Foundation
Structure, policies, team and software in place

QUARTER 2
Launch
Idea pipeline, first cohort and inauguration

QUARTER 3
Momentum
MSME ideas, hackathon, partners and income

QUARTER 4
Recognition
StartinUP claims, Demo Day, records, annual report

Every month: a written progress report and a review meeting with your nodal officer.

Year 1, month by month

Months 1 to 6. Every month ends with something you can see and check.

QUARTER 1 Foundation Months 1 to 3

MONTH 1 — Kick-off and campus study

- Kick-off with management; nodal officer named
- Study of space, people and current activity
- Scheme eligibility map for your campus

YOU GET
Campus Diagnostic Report and 6-year roadmap for your approval

MONTH 2 — Legal structure and policies

- Section 8 company documents prepared and filed
- Innovation & Startup, IPR and Incubation policies
- Innovation Council (IIC) set up or strengthened

YOU GET
Policy pack and incorporation filing

MONTH 3 — Space, team and software

- Space layout and equipment plan
- Incubation Manager and two staff hired with you
- Incubate360 set up and staff trained

YOU GET
A hired team, a space plan and live software

QUARTER 2 Launch Months 4 to 6

MONTH 4 — Open the idea pipeline

- Awareness drive for students and faculty
- Campus ideathon; pre-incubation opens
- Mentor panel formed

YOU GET
First idea pipeline and a mentor panel

MONTH 5 — First startup cohort

- Selection committee picks the first startups
- Bootcamp: validation, business model, pitching
- StartinUP recognition and MSME Host filings

YOU GET
First cohort onboarded and StartinUP filed

MONTH 6 — Inauguration

- Incubation centre inauguration event
- Media release and digital launch
- Half-year review with your leadership

YOU GET
A running centre and a half-year report

Year 1, month by month

Months 7 to 12. By the end of the year, your incubator is recognised and claiming State support.

QUARTER 3 Momentum Months 7 to 9

MONTH 7

MSME readiness

- Student ideas shaped for the MSME Idea Hackathon
- IPR awareness workshop
- First patent and IP filings guided

YOU GET

Idea proposals ready for the next MSME cycle

MONTH 8

Hackathon and industry

- Campus hackathon or startup challenge
- Industry and alumni connects
- Partnership MoUs initiated

YOU GET

Hackathon run and partners engaged

MONTH 9

Income engine

- Co-working and training offers launched
- Faculty development programme on innovation
- Income tracked in Incubate360

YOU GET

First income streams open

QUARTER 4 Recognition Months 10 to 12

MONTH 10

StartinUP support claims

- Running-cost claims filed with StartinUP
- Recognition inspection and records check
- MSME machinery proposal once ideas are approved

YOU GET

First StartinUP support claims filed

MONTH 11

Demo Day and records

- Demo Day with investors and industry
- NAAC 3.2, NBA 9.5, NIRF and IIC evidence compiled
- Startup progress reviews

YOU GET

Demo Day and accreditation-ready files

MONTH 12

Year 1 review

- 10+ startups incubated, the StartinUP benchmark
- Annual impact report to your board
- Year 2 grant calendar agreed

YOU GET

Annual Impact Report and Year 2 plan

INCUNATION

Years 2 to 6, year by year



Each year has one clear goal, a grant target and a result you will see.

YEAR 2 — Capital and machinery

MILESTONES

- Capital grant claimed every quarter
- MSME machinery after two approved ideas
- NIDHI-iTBI application when DST calls

GRANT TARGET

StartinUP: up to ₹1.25 Cr capital + ₹40 L a year. MSME: up to ₹1 Cr

✓ A recognised, funded incubator

YEAR 3 — First national grant

MILESTONES

- NIDHI-iTBI sanction and lab build-out
- CoE proposal in a priority sector
- Two new cohorts and more income

GRANT TARGET

NIDHI-iTBI: up to ₹5 Cr over 3 years. StartinUP: ₹40 L a year

✓ A nationally funded incubator

YEAR 4 — Centre of Excellence

MILESTONES

- StartinUP CoE sanction in your sector
- AIC or ACIC application, now eligible
- NIDHI PRAYAS application

GRANT TARGET

StartinUP CoE: up to ₹12 Cr. AIC: up to ₹10 Cr, or ACIC ₹2.5 Cr

✓ A State Centre of Excellence

YEAR 5 — Scale and self-reliance

MILESTONES

- NIDHI PRAYAS Centre and fab lab
- NIDHI Accelerator, EIR and CSR partners
- Investor demo days twice a year

GRANT TARGET

PRAYAS: up to ₹1.5 Cr fab lab + ₹30 L a year. StartinUP: ₹40 L a year

✓ A self-sustaining incubator

YEAR 6 — National CoE

MILESTONES

- NIDHI CoE proposal (incubator 5 years old)
- 50,000 sq ft and a 30% partner in place
- Navratna nomination, ₹30 L a year

GRANT TARGET

NIDHI CoE: up to ₹30 Cr (₹20 Cr running + ₹10 Cr equipment)

✓ A national Centre of Excellence

BY 2032

Your campus, a recognised Innovation & Entrepreneurship Hub



You will always know where things stand

No guesswork. A fixed reporting rhythm, a live dashboard, and your sign-off on every milestone.



YOUR REPORTING RHYTHM

EVERY MONTH	Written progress report: what was done, what comes next, and any risks.
EVERY MONTH	Review meeting with your nodal officer.
EVERY QUARTER	Leadership review with your management and trustees.
EVERY DAY	Live progress dashboard in Incubate360.
EVERY YEAR	Annual impact report for your board.

YOUR MONTHLY SCORECARD

- **Startups incubated** and their progress
- **Applications filed** scheme by scheme
- **Grants sanctioned** and instalments received
- **Events run** with participation
- **Mentors engaged** and sessions held
- **Income earned** by stream
- **IIC activities** quarter by quarter
- **Evidence files** ready for NAAC, NBA, NIRF

Your sign-off on every milestone

Your nodal officer signs off each monthly milestone. If anything slips, you hear it from us first, with a recovery plan.

How we help you win government grants

Grants are won on structure, paperwork and timing. We handle all three.



IN SIMPLE WORDS

What is a Section 8 company?

A not-for-profit company your institution sets up to run the incubator. You stay in control through its board. It can receive grants, sign agreements with startups and keep its own audited accounts.

✓ Most schemes release money in instalments. **Clean reporting keeps funds flowing** and protects your reputation.

1. **Right structure**
   Section 8 company support, so your incubator can receive grants in its own name.
2. **Right recognitions**
   Startup India, DPIIT, StartinUP and MSME Host Institute registrations, in the right order.
3. **Right schemes**
   We match Central and State schemes to your campus, in the right sequence.
4. **Right documents**
   Detailed project reports, budgets, policies and annexures in each ministry's format.
5. **Right presentation**
   Filing, committee presentations and follow-up until a decision is made.
6. **Inspection ready**
   Space, records and team prepared for every inspection visit.
7. **Proper reporting**
   Utilisation certificates and reports on time, so the next instalment keeps coming.

Real innovation that NAAC, NBA and NIRF recognise



A working incubation centre feeds the exact indicators assessors look for. We help you create genuine results and keep proper records.

FRAMEWORK	WHAT THEY LOOK AT	HOW THE CENTRE HELPS
NAAC Colleges and universities	Criterion 3: Research, Innovations and Extension. Key Indicator 3.2: Innovation Ecosystem.	✓ Incubation centre, IPR and entrepreneurship workshops, documented activity.
NBA UG Engineering, Tier II	Criterion 9.5: Start-up and Entrepreneurship Activities (5 marks).	✓ Incubation cell, regular activities and student ventures.
NIRF Innovation, 2025 framework	Pre-incubation and incubation (10%), innovation policy and IIC (10%), funding for innovation including government grants (25%).	✓ Startups incubated, IIC performance, and grants and seed funding won.
IIC Ministry of Education	Institution's Innovation Council rating, based on activities every quarter.	✓ Qualifying activities, run and recorded every quarter.
NISP & NEP National policy	Incubation through a Section 8 company or society. At least 1% of the budget for innovation (recommended).	✓ The structure, policies and records that show alignment.



Our promise: no shortcuts

NAAC, NBA and NIRF decide grades and ranks. We strengthen the real work, and the proper records behind it.

A startup campus from Year 1

Students learn by building. Your campus becomes the place where ideas turn into companies.



QUARTER 1
Ideathon & orientation

QUARTER 2
Bootcamp & IPR workshop

QUARTER 3
Hackathons & challenges

QUARTER 4
Demo Day & investor connect

SUPPORT YOUR STUDENT FOUNDERS CAN ACCESS

Up to ₹15 L
per approved idea, MSME Innovative Scheme

Up to ₹10 L
prototype grant, UP Startup Policy 2026

Up to ₹15 L
seed support, UP Startup Policy 2026

₹20,000
a month sustenance allowance, for up to 2 years

100%
patent costs reimbursed, up to ₹50 L

+50%
extra prototype and seed support for women-led startups

"Our students build funded startups." An admissions story no advertisement can buy.

Your money, in simple monthly numbers

What you put in, what can come back, and what you keep even in a slow year.

YOU INVEST

₹1,00,000 a month

Our complete package, including Incubate360.

YOUR OWN COSTS, IN PLAIN WORDS

- ✓ Space and infrastructure
- ✓ All event costs
- ✓ Salaries for the incubation team
- ✓ Electricity, internet and upkeep
- ✓ Registration and government fees
- ✓ Travel and stay for on-site visits
- ✓ Any matching share a scheme asks for

WHAT CAN COME IN, UP TO

₹2 Cr	StartinUP running support, ₹40 L a year for 5 years
₹1.25 Cr	StartinUP capital grant, 50% of what you spend
₹1 Cr	MSME machinery, after two approved ideas
₹12 Cr	StartinUP Centre of Excellence, over 5 years
₹24,999	a month, Incubate360 software, free
Monthly	income from co-working, training and services

Side by side, every month

per month

Our monthly fee — **₹1,00,000**

Example: 50 co-working seats at ₹3,000 — **₹1,50,000**

StartinUP running-cost support, once recognised — **up to ₹3.33 L**

Illustration only. Seat rates depend on your location. StartinUP support is performance-based, for up to 5 years.

EVEN IN A SLOW YEAR, YOU KEEP

- ✓ Your own Section 8 incubation company
- ✓ A trained incubation team
- ✓ Accreditation-ready records
- ✓ Policies, SOPs and agreements
- ✓ A working centre with startups
- ✓ Applications ready for the next call

And you can stop after 12 months.

DO THE MATHS

10

extra admissions at ₹1,20,000 a year each cover a full year of partnership.

Example. Use your own fee.

Doing it yourself, or doing it with us

The same goal, two very different journeys.

TASK	ON YOUR OWN	WITH INCUNATION
Knowing which schemes fit, and when	Trial and error; missed windows	✓ **A 6-year scheme calendar for your campus**
Applications and project reports	Outside writers for each scheme	✓ **We prepare every document**
Section 8, registrations, compliance	Staff learn on the job	✓ **Done with you, step by step**
Hiring the incubation team	No benchmark for the roles	✓ **We define roles, shortlist and train**
Student programmes	Faculty run events alongside teaching	✓ **A full calendar, run with your team**
Accreditation evidence	Records scattered across departments	✓ **One evidence system, ready every year**
Incubation software	₹24,999 a month	✓ **Included free**

BUILT TO PAY ITS OWN WAY

1. **Co-working seats and cabins**
   startups, freelancers, local businesses
2. **Training and certification**
   students, faculty, professionals
3. **Consultancy and services**
   startups and local MSMEs
4. **Events and sponsorships**
   hackathons, summits, demo days
5. **Lab and equipment use**
   prototyping and testing



Our goal: an incubation centre that covers its own costs and keeps growing after the grant years.

Incubate360

Incubate360 software, FREE for your incubation centre

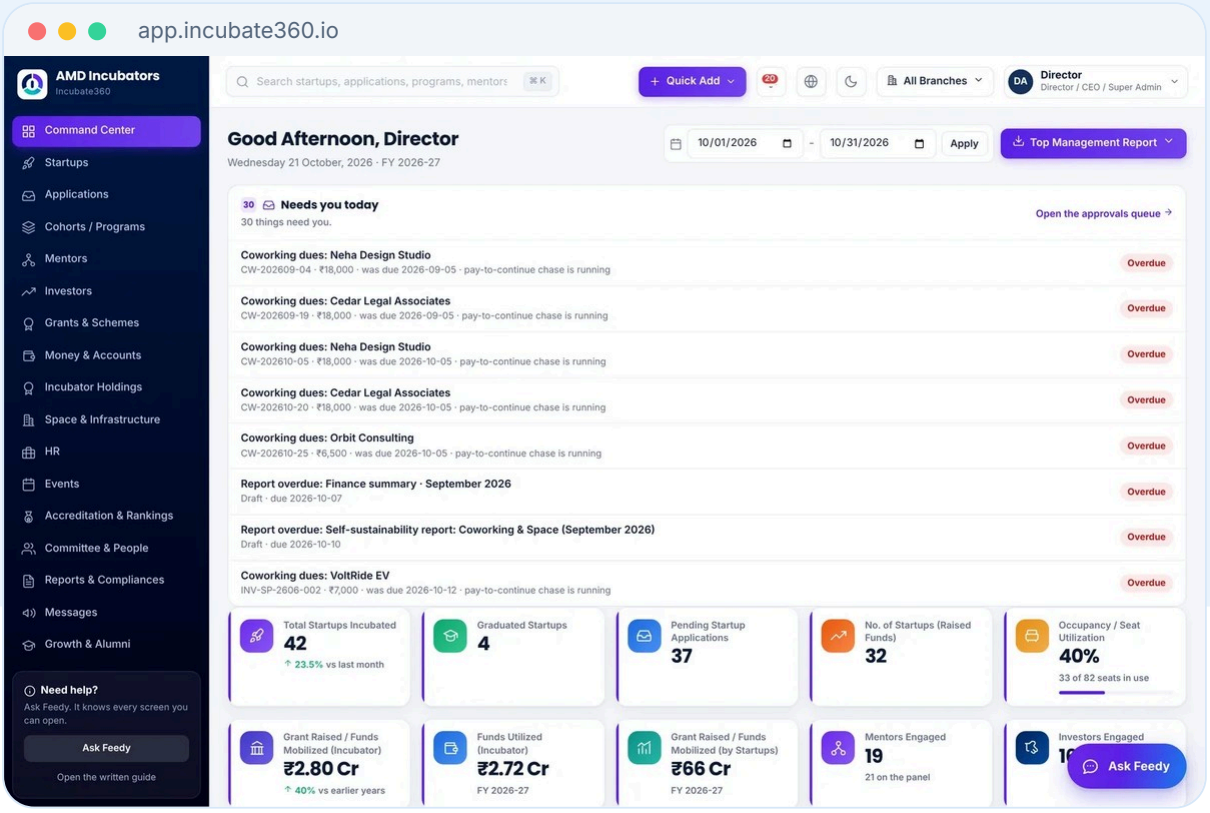
One system for your whole centre: startups, mentors, accounts, grants and reports, always ready for inspections.

Regular price

~~₹24,999 /month~~

FREE

for the full engagement. Annual indicative value: **about ₹3 lakh**



EVERYTHING YOUR CENTRE RUNS, IN ONE PLACE

- ✓ Startups & founder portal
- ✓ Applications & selection
- ✓ Mentors & investor deal room
- ✓ Accounts, GST & approvals
- ✓ Grants & utilisation certificates
- ✓ NAAC, NIRF & IIC reports
- ✓ Events, cohorts & programmes
- ✓ Committees
- ✓ Co-working desk & billing
- ✓ Due-date reminders
- ✓ Feedy, the built-in assistant
- ✓ Secure logins for every role

Logins for the **director, coordinators, accounts team, founders, mentors and investors**.

A clear split of responsibilities

Good partnerships start with clear roles. Here is exactly who does what.

Incunation Global does

- 6-year roadmap and scheme strategy
- Section 8, DPIIT and scheme registrations
- All documents, applications and reports
- Recruitment support and staff training
- Student programmes and events
- Accreditation evidence system
- Incubate360 software and setup

Your institution provides

- Space and infrastructure for the centre
- All event costs
- A nodal officer and a management sponsor
- Salaries for the incubation team
- Timely approvals, signatures and board resolutions
- Matching contributions where a scheme needs them
- Registration and government fees
- Student and faculty time in the calendar

KNOW THE NORMS UPFRONT

We plan for these from day one

UP StartinUP recognition	From Year 1: at least 10,000 sq ft for educational institutes, a dedicated incubation manager and two staff, and 10 startups by the end of the first year of support.
NITI Aayog AIC	From Year 4: at least 25% matching contribution from a private host, 10,000 sq ft, and no loss in any of the last three years.
DST NIDHI Centre of Excellence	From Year 6: incubator at least 5 years old, host at least 8 years old, 50,000 sq ft, and about 30% of cost from a partner.



One partner, one point of accountability, and no surprises about who does what.

One complete package. One monthly fee.

COMPLETE INCUBATION SUPPORT PACKAGE

₹1,00,000

per month

6-year partnership

Minimum 12 months

The package covers

- ✓ Incubation centre setup and development
- ✓ Government grant facilitation
- ✓ Documentation and application support
- ✓ Recruitment and team development
- ✓ Training and institutional handholding
- ✓ NAAC, NBA and NIRF-related support
- ✓ Complimentary Incubate360 software
- ✓ Monthly reports and quarterly reviews

Please note: Your institution bears all registration and government charges (such as for the Section 8 company and DPIIT), all event and infrastructure costs, and travel and stay for visits outside our registered headquarters in Greater Noida. Virtual meetings and online support are free. All services are delivered as per the mutually agreed scope of work and engagement terms.

QUESTIONS OWNERS ASK US

What happens in the first 90 days?

Campus study and roadmap in Month 1, Section 8 filing and policies in Month 2, team, space plan and software in Month 3.

Will this add load on our faculty?

No. We handle the planning, paperwork, applications and reporting. Your faculty mentor and teach.

Who controls the centre and its funds?

You do. Grants go to your own Section 8 company, run by your board.

Are grants guaranteed?

No one can guarantee a government grant. We maximise your chances with the right structure, documents and timing.

What else will we spend?

Space and infrastructure, events, team salaries, upkeep, registration charges, travel for on-site visits, and any matching share.

Can we stop if it is not working?

Yes. The minimum commitment is 12 months. The roadmap is planned for six years.

IN YOUR FIRST 12 MONTHS, YOU RECEIVE

12 monthly progress reports	**12** monthly review meetings	**4** quarterly leadership reviews	**7** policies, templates and manuals	**1** annual impact report

INCUNATION
From Idea to Impact : With Expert Execution

Let's build your Innovation & Entrepreneurship Hub

We would be pleased to arrange a presentation and discuss a customised incubation and government grant roadmap for your institution.

1 Presentation
A focused session for your leadership team.

2 Your roadmap
A customised plan for your campus and schemes.

3 Kick-off
Agreement signed. Month 1 begins.

Book a presentation for your leadership team

+91 99585 22466 | +91 120 427 2743

connect@incunation.in

incunation.in

Greater Noida, Uttar Pradesh

Scan to WhatsApp us

Warm regards,

TEAM INCUNATION GLOBAL

Important note: Scheme names, amounts and conditions are based on published Central and State Government guidelines as of November 2026 and are indicative "up to" ceilings. They represent potential funding opportunities and indicative targets, subject to individual scheme eligibility, institutional qualifications, availability, application evaluation, approvals and applicable funding conditions. All funds depend on the government scheme being open and on availability of funds. Grant sanctions are not guaranteed. Multi-year grants come in instalments as per scheme rules.