

MENTOR ENGAGEMENT POLICY

IIM LUCKNOW
ENTERPRISE INCUBATION CENTRE

w.e.f
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1. OVERVIEW

The goal of this policy is to highlight the value of mentoring to help Start-Up(s) and also to create a pool of mentors comprising subject matter expert, and industry expert who will guide and support entrepreneurs in their journey. Proper and timely mentoring is very crucial for any start-up more so for a technology start-up. IIML EIC does mentoring on its own and through its industry connect most of the time at a very broad level. Additional focused mentoring from experienced people could be helpful at almost all activities of a start-up, such as formulating the business plan, product development, business development, team-building, fund-raising, marketing, etc.

2. PURPOSE AND OBJECTIVE

- IIML EIC is a network provider which endeavors to promote collaborative relations between experienced Investor(s) and Start-Up(s) for the purposes of fund-raising facilitation and sharing expertise knowledge for business development.
- IIML EIC will endeavor to onboard professional business expert(s)/ strategist(s), experienced Investor(s) and industry/domain expert(s) to empower start-up/entrepreneur incubated or accelerated at IIML EIC.
- IIML EIC is a platform to provide support to Start-Up(s) who are seeking mentoring and investments for the purposes of cost-effective business, growth and development.
- IIML EIC will endeavor to build a mentorship program wherein the knowledge and experience of professional business expert(s)/ strategist(s), experienced Investor(s) and industry/domain expert(s) will be shared with the startups/entrepreneurs regarding incorporation, growth, productive business and for incubation purposes.

3. AREAS OF MENTORSHIP

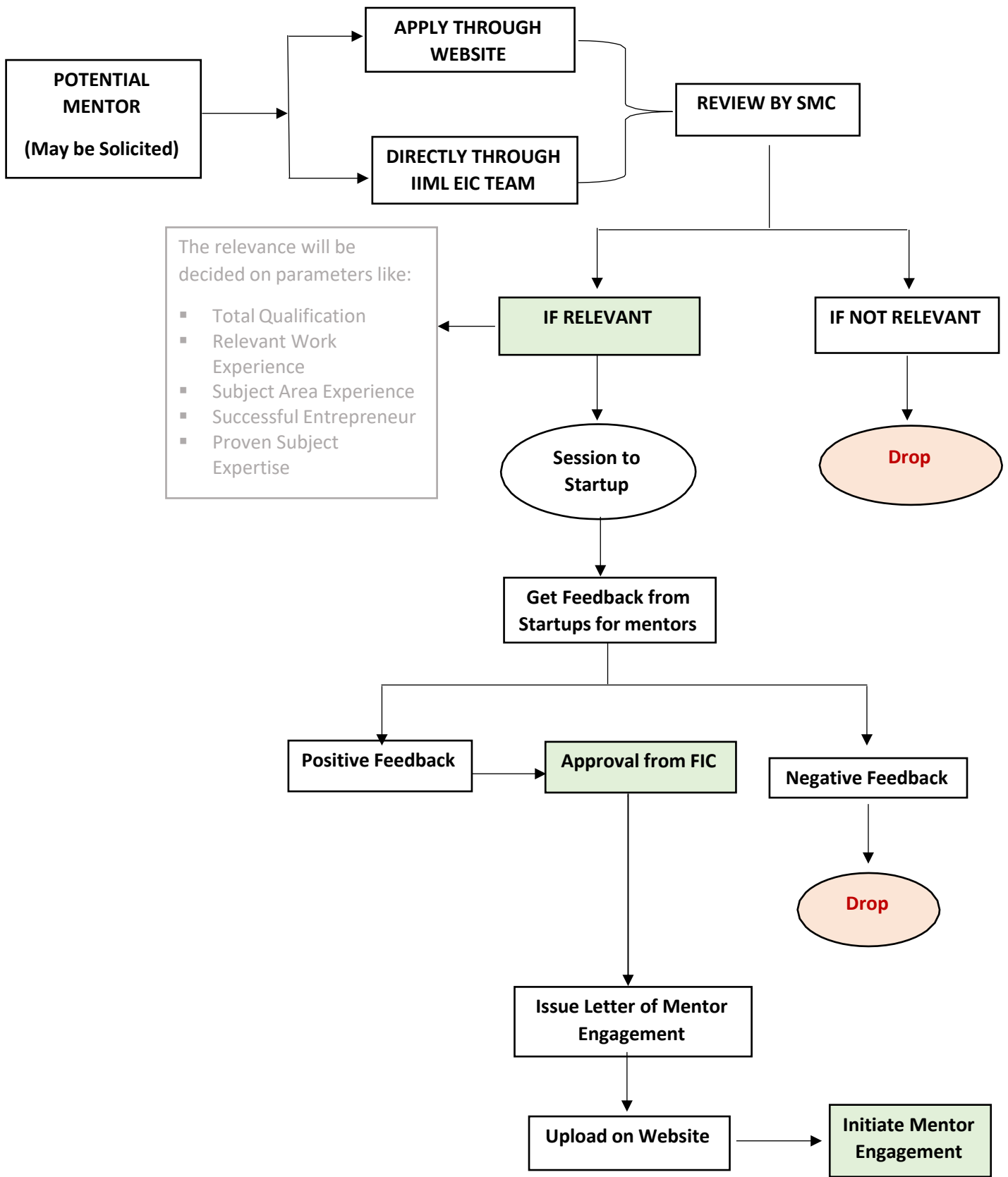
- Early-Stage Startups/Entrepreneurs will be provided with mentoring support under various programs. Mentors will help and support them in building a Prototype or MVP (minimum viable product) and will further help them in POC and Pilot run their business with corporate support and will assist them in Go To market strategy in order to grow their business.
- Mentorship will move towards a progressive business community in which every Start-Up/entrepreneur experience nurturing one-to-one relationships with the professional business expert(s)/ strategist(s), experienced Investor(s) and industry/domain expert(s) and gain business support and growth, which in turn

allow each of them to develop into their full potential, capable of making informed, responsible decisions as involved members of the business community.

- Major areas of Mentorship will be:
Industry 4.0 | Emerging Technology | Business | Strategy | Entrepreneurship | Innovation
- Few suggested Functional Areas of selected mentors is expected, but not limited to, one or more of the following areas:

TECHNOLOGY	BUSINESS STRATEGY	INNOVATION	ENTREPRENEURSHIP
IOT & Web 3.0	Minimum Viable Product (MVP)	Technical Knowhow	Business Model
Big Data & Analytics	Customer Acquisition Strategy	Design Thinking	Business Communication
Cloud Computing	Product Designing & Product Market Fit	Commercial Viability	Team Building
Artificial Intelligence (AI)	Value Proposition	Prototype Development	Financial Modelling
Virtual Reality (VR)	Market Segmentation	Business Model Assessment	Product Development
Advanced Robotics	Go to Market Strategy	Branding & Strategy	Intra Personal Skill
Blockchain	Prototype Development	Patent Filing	Marketing Knowledge Development
Any other emerging technologies	Sales & Marketing	Trademark, Copyrights, & other IPRs	Any other specific areas

4. PROCESS OF MENTOR SELECTION. & ONBOARDING:



- Senior Management Committee (SMC):
1. Managing Director
 2. Head Operations
 3. Head Business Development
 4. Head Investments
 5. Head Human Resource

5. ENGAGEMENT MODEL:

- **Engagement Between Mentor Mentee:**

The first 03 Sessions of 90 min each [Total 4.5 Hours] will be facilitated, organized and paid by IIML EIC team basis pre-approved slab of Mentor, decided at the time on onboarding of Mentor. Post 03 sessions, the engagement between mentor and mentee will be on request basis from the mentee and the further engagement cost will be borne by mentee in consultation with IIML EIC.

6. CONFLICT

- In the event, the mentor has any conflict of interest with the Identified Start-Up or any of its Promoter; he/she shall notify the IIM-L EIC about such conflicts. The decision of IIM-L EIC with respect to such conflict shall be final and binding upon Parties.
- In the event, the Start-Up or any of its Promoter has any conflict of interest with the mentor; it shall notify the IIML EIC about such conflicts. The decision of IIML EIC with respect to such conflict shall be final and binding upon Parties.
- The Intellectual Property rights including the concept of delivery of services will rest with the Mentee and its affiliates/associates.

7. NOTICE

A notice or intimation required or intended to be given by any Party to the other, under any event of default, shall be given either using registered mail or courier with acknowledgement due at the official registered addresses of the Parties.

8. ENTIRETY & AMENDMENTS

IIML EIC may modify its policies, rules, regulations, plans and procedures from time to time, any change and such modifications or amendments, shall be binding upon the Parties.