



Calling Entrepreneurs for **2nd Indo-German Bootcamp**

March 20th – March 29th

**Exchange between Indian and German
Start-Ups in the Transport and Mobility Sector**

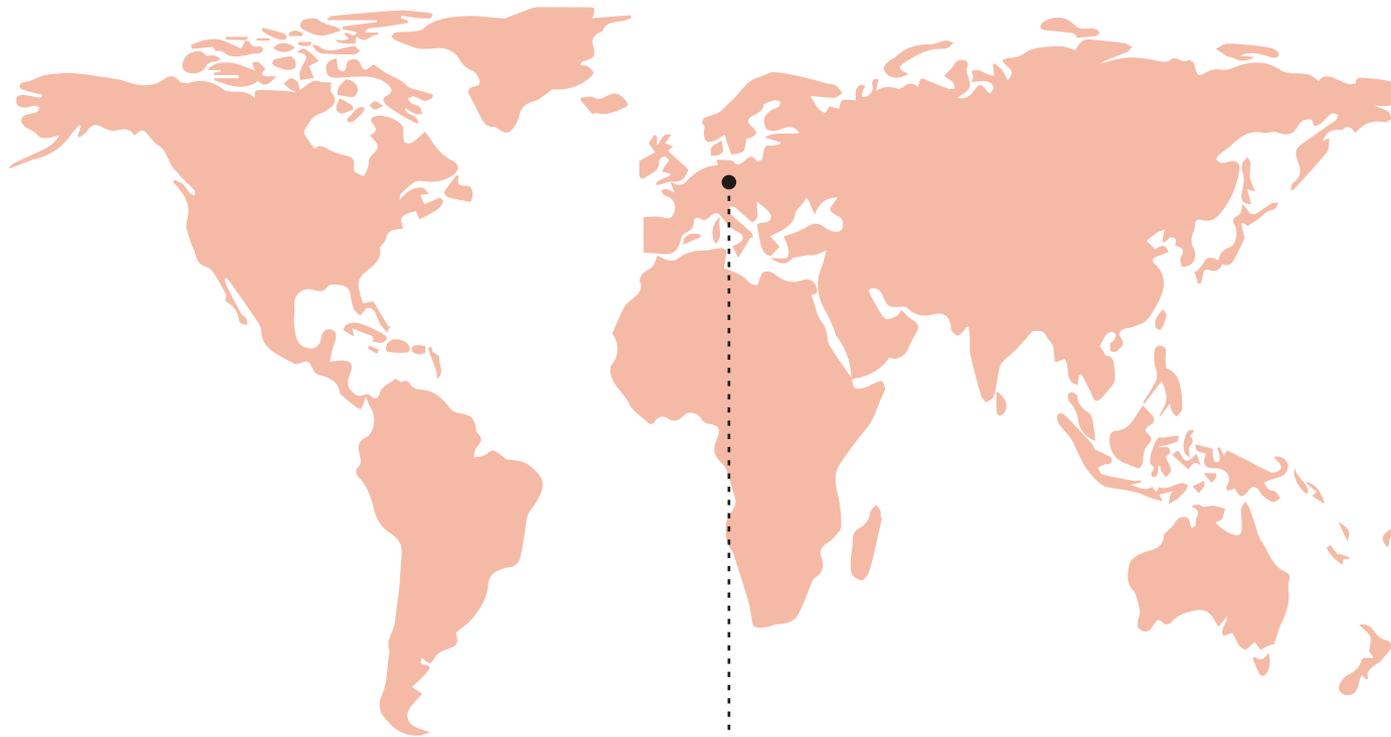
1.5

week Bootcamp
in India

10

Start-ups from
Germany & India

Experts & Mentors from Global Corporates



As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

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Who is IIM Calcutta Innovation Park?



IIM Calcutta has established a not for profit (Section 8) company called IIM Calcutta Innovation Park (IIMCIP) to promote entrepreneurship and Innovation. The objectives of IIMCIP are: (a) To promote entrepreneurship and create a nurturing ecosystem where fledgling enterprises with innovative ideas and solutions can flourish (b) To promote Innovation in research and business through industry-academia partnership. IIMCIP aims at creating a complete and comprehensive ecosystem to promote and nurture innovative enterprises. IIM Calcutta Innovation Park provides both physical and virtual incubation.



Who is Social Impact?

Social Impact is the agency for social innovation. For over 20 years, Social Impact has been developing products and services that contribute towards securing future viability and social equity. Social Impact GmbH is a non-profit organization that was founded in 1994 as 'iq consult'. Since then, Social Impact has been an active player in designing and implementing innovative qualification and start-up support for socially disadvantaged groups. To date, several thousand companies have been set up with the support of Social Impact. For several years, Social Impact has focused on supporting social start-ups that use their ideas to solve social challenges in an entrepreneurial way.



What is a Social Impact Lab?

Social Impact Labs are Social Business Incubators that offer an ecosystem for social entrepreneurs: physical space for working, networking and exchange, business advice and start-up support. There are already Social Impact Labs in Germany, in Berlin, Hamburg, Frankfurt, Leipzig and Duisburg.

Who is GIZ?



An innovative partner for the global challenges of tomorrow.

The wide range of services offered by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are based on a wealth of regional and technical expertise and on tried and tested management know-how. GIZ is a German federal enterprise and offers workable, sustainable and effective solutions in political, economic and social change processes.

Most of GIZ's work is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). However, GIZ also operates on behalf of other German ministries and public and private bodies in Germany and abroad. These include governments of other countries, European Union institutions, such as the European Commission, the United Nations and the World Bank. GIZ is equally committed to helping clients in the private sector attain their goals. GIZ is committed to foster the entrepreneurship eco-system in India and has implemented various initiatives across India.

The Programme



We are glad to open applications for the Bootcamp hosted by GIZ India, IIM Calcutta Innovation Park and Social Impact along with their partner organizations Bosch and Intellectap. If you are a start-up from the **TRANSPORT AND MOBILITY SECTOR** and looking to take the next leap in your entrepreneurial journey, our bootcamp is an excellent chance for you to benefit from the diversity of the group and accelerate your venture. The **1.5 week long Bootcamp** will bring together entrepreneurs from Germany and India, mentors, corporates, technology experts, and other key stakeholders to discuss ideas, help gain new knowledge and contacts.

If you are excited about participating in this Bootcamp, hurry up please! We have only 10 seats (5 for Indian Start-ups and 5 for German Start-ups). As we have much more applicants than seats, we advise you to submit your application as soon as possible!

Why are we running this Bootcamp?



- Both India and Germany are keen to promote the (social) start-up ecosystem and the support structure as the number of social impact start-ups is growing fast.
- A number of incubators/ accelerators are already conducting cross-border programmes to bring start-ups from various countries together as an increasing number of start-ups are looking abroad for new markets, ideas, and partners.
- Earlier in July 2016, GIZ India partnered with Social Impact to conduct the first Indo-German Bootcamp in Berlin focused on start-ups from the Energy Sector to foster collaboration between corporates and start-ups and initiate development of new ideas.
- Given the success of the initiative, GIZ has partnered with IIM Calcutta Incubator - Innovation Park and Social Impact along with their partners Bosch and Intellectap to run a 1.5 week Bootcamp/ Exchange in India and initiate collaboration and the development of new ideas!

What is the theme?



- India has the second largest road network, fourth largest rail network and ninth largest civil aviation market in the world. However, there still is a need for Intelligent Transportation Systems to efficiently manage transportation all across the country. In the context of the Bootcamp, the transport and mobility sector includes all modes of transport that enable ease of individual transport in rural and semi-urban areas as well as urban megacities. The innovative product/ service solution can be in the areas of **light mobility, e-mobility, smart vehicles including two-wheeler, intelligent transport system, smart parking assists, last mile connection, mobility for physically challenged people, public transportation systems, etc.**
- The Bootcamp will take place at **IIM Calcutta Innovation Park and in the Bosch Accelerator DNA premises in Bangalore** over a period of 10 days, and is open to impact driven product/ service start-ups in the Transport and Mobility sector with a prototype, a pilot or at least a proof of concept.
- A total of 10 spots is available – there will be 5 Indian and 5 German participants representing 10 companies.
- You will get an opportunity to develop your products or services further, validate your business plans, exchange ideas, develop synergies and build globally competitive businesses.
- You will get access to a pool of experienced entrepreneurs and dynamic mentors including corporates and other stakeholders, will gain experiences about new markets and potential partners.

What are the qualification criteria?

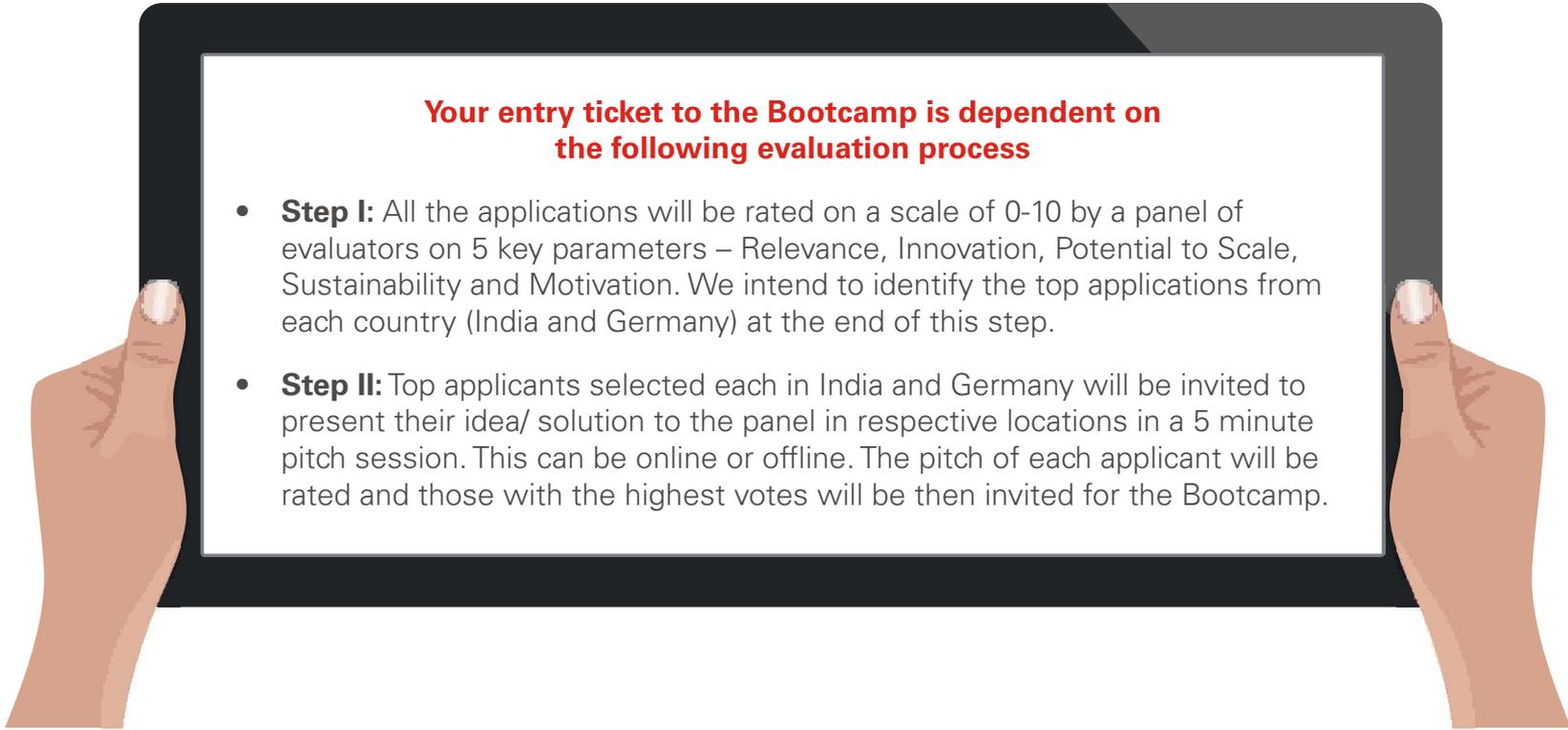


While each of you is unique and will be different, we are on the lookout for start-ups with

- Commitment to making an impact in the **TRANSPORT AND MOBILITY SECTOR** – whether it be digital, social or technical innovation in the areas of **Light Mobility, e-mobility, Smart Vehicles including Two-wheeler, Intelligent Transport System, Smart Parking Assists, Last Mile Connection, mobility for physically challenged people, public transportation systems, etc.**
- Innovative & creative product/service ideas and solutions.
- Clear evidence of market demand for the product or service that can be demonstrated by performance data from at least a pilot or proof of concept.
- Business growth model demonstrating potential for delivering scalable social and/ or environmental impact.
- Clearly defined interest in cross-border collaboration and demonstrated potential benefit from and to the Bootcamp.



What is the qualification process?



Your entry ticket to the Bootcamp is dependent on the following evaluation process

- **Step I:** All the applications will be rated on a scale of 0-10 by a panel of evaluators on 5 key parameters – Relevance, Innovation, Potential to Scale, Sustainability and Motivation. We intend to identify the top applications from each country (India and Germany) at the end of this step.
- **Step II:** Top applicants selected each in India and Germany will be invited to present their idea/ solution to the panel in respective locations in a 5 minute pitch session. This can be online or offline. The pitch of each applicant will be rated and those with the highest votes will be then invited for the Bootcamp.

What are the key dates?



Applications

- The application form can be accessed now on socialimp.wufoo.com/forms/zgmpe870opsb2e/
- **Submissions are accepted until 25th January 2017 (23:59 CET).** The applications will be reviewed by a panel of Indian and German experts and you will be notified of the final selection on the 15th February 2017.

Bootcamp

- The Bootcamp takes place from 20th March 2017 until 29th March 2017. The programme requires a full-time commitment. If you apply for the Bootcamp, please make sure that you would be available to travel to Kolkata and Bangalore during this time! Just 1 representative per Start-up can participate, ideally one of the founders.

What is expected of the applicants if they are selected?



If you are selected to participate in the Bootcamp, we expect that you will:

- Attend all workshops
- Complete all assignments in a timely fashion
- Read the provided course or training materials
- Participate in peer reviews
- Provide your feedback and ideas for future collaboration after the programme

Important: There is no associated fees. All travel, accommodation related expenses for 1 participant per start-up will be borne by GIZ.

What's the program format?



The Bootcamp will include

- Workshops with **Indian and German facilitators** (experts and company professional) touching around topics of business modelling, capital raising, and tools/techniques to grow your start-up.
- Sessions will also include workshops around **leadership, intercultural differences** (India and Germany), **networking skills and pitch training**.
- **One on One meeting with mentors** who will help guide you through the development process.
- **In person meetups/site visits** over 1-2 days during the 1.5 week program.
- **Showcase of your model to corporates** and other relevant stakeholders.

Provisional Agenda

Programme	Location	Time/Date
Introduction of Programme and Participants Design Thinking Training Part I	Kolkata	March 20
Design Thinking Training Part II	Kolkata	March 21
The Mobility Sector India & Germany Intercultural Differences	Kolkata	March 22
Business Model Generation	Kolkata	March 23
Business Model Generation	Kolkata	March 24
Travel to Bangalore/ Free time in Bangalore	Bangalore	March 25
Free time in Bangalore	Bangalore	March 26
Site Visits/ 1 to 1 coaching session / Meetings with relevant stakeholders in Bangalore	Bangalore	March 27
Pitch Training	Bangalore	March 28
Showcase day to corporates, VCs and other relevant stakeholders, e.g. Bosch, TATA Elxsi, Mphasis, Foundations etc.	Bangalore	March 29