

AGNii Initiative for Startups and Innovation in Gujarat

Startup Sathi Series organized by iHub and SSIP

Topic: AGNii Initiative for Startups and Innovation in Gujarat

Date: April 29th 2020

Speaker: Mr Rahul Nayar- Vice President - InvestIndia; Head AGNii Mission

Moderator: Shri M Nagarajan; IAS; Director; Higher Education

About the session:

Mr Nayar in interactive session with Shri M Nagarajan enlighten participants/ Startup enthusiasts about AGNii and how collaborating with AGNii Mission can contribute to accelerate startups and Innovation in Gujarat

AGNii-Accelerating Growth of India's Innovations initiative; which provides a platform for innovators to scale up their market ready product by creating pathways for licensing; technology transfer and market access.

Some highlights from the session are given below:

- AGNii **brings Innovators and Adopters together.**
- An Innovator should have a better understanding of the pinpoint/ problem they are planning to solve; ideas should have compatibility to market and be adoptable by the Adopter; multiple trials should be run for better product; connect adopters via influencers instead of direct approach.
- There are three stages in startup & Innovation: 1. Idea to proof of concept (PoC) 2. PoC to Product (Minimum viable product) 3. Product in Market (Commercialization)
- AGNii **intervenes in the third stage after PoC** to help Innovators to access the market. Assigned AGNi Case Manager recognizes the idea and connects innovators to potential adapters from the industry. In the process it also helps Innovators with fundraising; presentation of ideas and pitching to Adopters licensing; technology transfer; market access; etc.
- AGNii is a **national Initiative under the guidance of Principal Scientific Adviser, GoI** and no private third party
- AGNii **Collaborate with multiple stakeholders** in the industry for funding support; Regulatory support; Manufacturing Support etc
- AGNii facilitate **free of cost** to potential innovations developed in an incubation
- **AGNii is different form ATAL Innovation**; as Atal Innovation provides incubation to nurture the ideas; SSIP helps to convert ideas into products and AGNii takes potential ideas from incubation to Industry for commercialization.
- There are some important steps taken by AgNi to spread awareness to Adopters/ Market; where priority is to connect giant organizations that understand the value of Innovation and are interested in adapting new ideas. Also; reach out to the companies who haven't been into innovation and influence to adopt by referring to the positive outcome of innovation in particular industry/ sector.