Guidelines to Apply & Avail the Credit Benefits by Student Entrepreneur

This is in reference to the steps taken towards implementing the SU-Innovation and Start-up Policy (SU-ISP 2020) notified vide SU/Reg/Notification/2021/10 dated January 27, 2021. As per section 3 (Nurturing Innovations and Start-ups) clause vi of this policy, Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models/Ventures after proper assessment of the work done. The guidelines to extend this benefit to the students have been prepared by the committee constituted for the purpose.

General rules

Sharda University nurtures entrepreneurship and strengthens students' and employees' entrepreneurial and innovation values. The university offers credit benefits to student entrepreneurs to accomplish the above objective.

Credit benefits could be availed during $3^{rd}/4^{th}/5^{th}$ semesters in UG programmes and $2^{nd}/3^{rd}$ semesters in PG programmes. Students will apply for the following stages to take advantage of credits in the mentioned semesters.

- For idea to pre-MPV stage
- For MPV to Early Traction Stage

Students will able to avail credit benefits maximum two times in each programme and each time they will take benefit of maximum two or three credits depending on courses identified for credit transfers. Accordingly, a benefit of total four/six credits can be availed by a student entrepreneur in each programme.

Both joint and individual application are allowed. In the case of joint application, total number of collaborators should not be more than three. Nonetheless, this condition may be relaxed with a special permission from Dean Academic Affairs. Proper justification for having more than three members in a team and well-defined role of each individual team member need to be submitted to the office of Dean Academic Affairs through the office of school dean prior to commencement of the semester.

1. Course identification

School/Department will identify courses against which student entrepreneurs will apply for credit benefits. These courses may be chosen from the pool of open electives, minor projects, research projects, seminar papers, and term papers etc.

Course identification process must be completed three months prior to commencement of the semester and identified courses must be communicated to the office of Dean Academics for approval through Dean of the school.

School will notify the list of approved courses and initiate the application process by asking expression of interest from the students. Application process, screening and selection of applications must be completed at least two weeks prior to commencement of the semester.

Record of shortlisted students along with the list of approved courses should be shared with the office of Controller of Examination immediately after completion of selection procedure and these students should get registered with the incubation facility within first week of beginning of the semester.

2. Orientation programme

a. Sharda Launchpad will organise a six-hour orientation programme spread over two days for the shortlisted student entrepreneurs in the beginning of each semester.

b. In the orientation programme, administrative rules and regulations along with opportunities and challenges will be discussed in detail.

3. Evaluation

a. Performance of students will be evaluated using both formative (continuous assessment) and summative assessments (end term assessment). However, continuous and end term assessments will carry 75 and 25 marks, respectively.

b. Students need to submit progress report fortnightly. Presentations on these progress reports will be the part of continuous assessment.

c. At end of the semester, students present a detailed report of the work done to the

review committee of the school. End term assessment will be based on this detailed report.

d. Rubric based assessment will be done for both continuous and end term assessments. Suggested rubrics should be vetted by experts and entrepreneurs belonging to the established start-ups.

e. Both the assessments will be done by the school level review committee. This committee will comprise of both external and internal members. Industry experts and entrepreneurs will be preferred for external member.

f. Rules of FI and FR will be applicable as per examination guidelines of the university.

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		Stage 1		
		Rubrics for assessment of fortnightly milestones		
		Idea to Prototype Stage		
	Below Average	**Average**	**Good**	**Very Good**
Define and Validate the Idea/Problem statement	Idea/Problem Statement not clear	Statement defined but not validated	Statement defined, Data size for Validation not sufficient	Statement well defined and validated
Value proposition canvas through market validation	Value Proposition not identified or weakly written	Value proposition written but not validated	Validation data is weak or not relevant	Value proposition well written and validated
Market segmentation with go-to-market strategy	Market segmentation without proper customer persona	Market segmentation but customer personal identified, no strategy prepared	Market segmentation done but strategy is weak or not relevant to customer persona	Market segmentation with matching strategy
Financial Plan	No cashflow projections prepared	Cash flow (with sales/income and revenue projections) prepared but no supporting data	Cash flow projections prepared and supported with data	Complete financial plan with sales, income, expenses, revenue, profit and loss with supporting data
Business model	Business model prepared partially or not prepared	Business model prepared but elements not matching	Business model prepared but not justified with data	Business model prepared and justified
Presentation - Pitch	Pitch deck not prepared	Pitch deck prepared but pitch presentation is not well organised has many formating issues, not easily readable	Pitch presentation is organised but more can be done on making pitch presentation better	Pitch presentation is uniform with regualr formating , no issues
Pitch- Report	Pitch deck report not prepared	Pitch report presented but it lacks proper formating, and is not organised, not very relevant to project	Pitch report is organised and formatted but more can be done to explain the project details	Pitch report is organised and formatted and it explain the project in detail
Pitch Content	Pitch content not prepared	Pitch content presented but not well organised	Pitch Content is organised in relevant heading but more can be done in terms of content to clearly define the project, some more data and research can be done	Well researched, well organised pitch content

Score on a scale of 10	
Below Average	0 - 3
Average	4 - 6
Good	7 - 8
Very Good	9 - 10

	Stage 2			
	Rubrics for assessment of fortnightly milestones			
	For MPV to Early Traction Stage			
	Below Average	**Average**	**Good**	**Very Good**
Presence on digital media and connecting with stakeholders from the related domain.	Any one of (Website, Facebook page, LinkedIn page, Instagram, Google profile) digital media profile NOT CREATED	Digital media profile CREATED BUT NOT REGULAR UPADATED	Digital media profile CREATED AND REGULAR UPADATED	Digital media profile CREATED AND REGULAR UPADATED AND GETTING A GOOD RESPONSE by regular visitors
Response/feedback of initial customers/users.	NOT REACHED POTENTIAL CUSTOMERS	REACHED POTENTIAL CUSTOMERS but do not have an effective medium to collect Response/feedback of initial customers/users.	REACHED POTENTIAL CUSTOMERS have an effective medium to collect Response/feedback of initial customers/users, but responding to customer for their feedback , no proper analysing feedback	REACHED POTENTIAL CUSTOMERS have an effective medium to collect Response/feedback of initial customers/users, good responding to customer for their feedback , analysing feedback and working on it effectively
Updated market size and go-to-market strategy.	Not calculated the market size with No go-to-market strategy	Calculated the market size but not accurately, there are some key points missing; go-to-market strategy made but not clearly defined	Accurately calculated and understood the market size, market saturation, and had a clear go-to- market strategy; Proper implementation is pending	Have an updated market size based on proper calculation with authentic data as base, with a clear go to market strategy, proper implementation has been started
Updated business model.	NO ANSWER OF ANY ONE OF THEM! What is your business model? Unbundling? Longtail? Multi-sided platform? Freemium ? Bait & Hook? Open Innovation? How will you make money (is it monetizable) ? Where is the money coming from, and how often? Is it something that is purchased? Is it a subscription? Do you make money off advertising on the platform or network? Is it B2B, B2C? What is the expected Customer Lifetime Value (CLV)? What is the expected Customer Acquisition Cost (CAC)?	HAVE ANSWER OF MOST OF THEM BUT NOT SATISFACTORY AND WELL RESEARCHED!	HAVE SATISFACTORY ANSWER OF MOST OF THEM BUT NOT ALL QUESTIONS ARE ANSWERED!	HAVE SATISFACTORY ANSWER OF ALL QUESTIONS!
Financial plan with revenue streams, opex break even and profit and loss projections.	No Financial plan with revenue streams, opex break even and profit and loss projections.	Have a financial plan but not clearly stating the revenue streams, opex break even and profit and loss projections.	Have Financial plan with revenue streams, opex break even and profit and loss projections but data on which all these are made is not accurate and it can be made more accurate by doing some work	Perfect Financial plan with revenue streams, opex break even and profit and loss projections with well organised and authentic data and calculations

Market strategy with month-on-month and annual growth plan.	No Market Strategy , no annual growth plan	have Market strategy with month-on-month and annual growth plan, but it is not up to mark	have a good Market strategy annual growth plan. Implementation is pending	Have a Market strategy with month-on-month and annual growth plan. Implementation has been started based on plan
Pitch Deck with journey and 2-year projections.	Not done.	Weak or uninteresting pitch. Journey not mentioned properly, work not done properly in making 2-year plan	Interesting pitch, Journey mentioned properly, Under progress. Some pitches need work.	Pitch with all formatting done, Proper story line stating the journey, valid 2 - year projections based on data and previous work done.
(a) Presentation -Pitch	Pitch deck not prepared	Pitch deck prepared but pitch presentation is not well organised has many formating issues, not easily readable	Pitch presentation is organised but more can be done on making pitch presentation better	Pitch presentation is uniform with regular formatting , no issues
(b) Pitch- Report	Pitch deck report not prepared	Pitch report presented but it lacks proper formatting, and is not organised, not very relevant to project	Pitch report is organised and formatted but more can be done to explain the project details	Pitch report is organised and formatted and it explain the project in detail
(c)Pitch Content	Pitch content not prepared	Pitch content presented but not well organised	Pitch Content is organised in relevant heading but more can be done in terms of content to clearly define the project, some more data and research can be done	Well researched, well organised pitch content

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