ANDHRA PRADESH
Innovation Society
Building Start-up and Innovation Ecosystem
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<td>Innovation / Start-up ecosystem</td>
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Innovation: A new idea, creative thoughts, new imaginations in form of device or method (1/3)

"There’s a way to do it better - find it." - Thomas A. Edison
## Innovation: Types of innovation (2/3)

<table>
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<th>Product Innovation</th>
<th>Process Innovation</th>
<th>Business Model Innovation</th>
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<tr>
<td>• Change in the form of the product or how it is perceived by consumers</td>
<td>• A new or significantly improved method of production or delivery of output</td>
<td>• A holistic transformation or new way of how a product or service is brought to market</td>
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<td>• It can be in three forms</td>
<td>• It can make processes</td>
<td></td>
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<tr>
<td>• Development of new product</td>
<td>• Simpler</td>
<td></td>
</tr>
<tr>
<td>• Improvement of performance of existing product</td>
<td>• Faster</td>
<td></td>
</tr>
<tr>
<td>• A new feature to an existing products</td>
<td>• More accurate</td>
<td></td>
</tr>
<tr>
<td>• A new or significantly improved method of production or delivery of output</td>
<td>• More reliable</td>
<td></td>
</tr>
<tr>
<td>• Examples: Mobile phones to Smart phones, CRT TV to Flat Screen</td>
<td>• Less expensive</td>
<td></td>
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<td></td>
<td>• Examples: Moving assembly line by Ford, Product customisation by customers by Dell</td>
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Innovation: Necessary requirements for successful innovation (3/3)

A recognised need

- Skilled human capital
- Financial support
- Support services

Innovation / Start-up Ecosystem

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Innovation / Start-up Ecosystem

**Government**  
*Policies, Regulations, tax incentives, legal framework*

**Human Capital**  
*Entrepreneurs, Skilled human resource*

**Universities**  
*Research, Skilling*

**Infrastructure**  
*Physical & Services*

**Big companies**  
*Collaboration, Market development*

**Financial firms**  
*Funding*
‘Start-up Nation’ Israel: A technology R&D focused ecosystem started with establishment of Technology Business Incubators across the country

Global Innovation Index 2019

Start-up Ecosystem Rankings 2019
By StartupBlink
Andhra Pradesh Innovation Society (APIS) was established in Sep 2015 with the mandate to “Develop Innovation, Entrepreneurship and Start-up culture in the State of Andhra Pradesh”

- **Co-working Infrastructure**: World-class plug and play co-working spaces for start-ups
- **College Innovation Cells**: Incubating start-ups at colleges
- **Mentor & Investor Network**: Business advisory from experts; Connects to Angel investors & VCs
- **Start-up Catalysts**: Corporate partners delivering services to start-ups at subsidised rate
- **Incubation / Acceleration Programs**: 4 incubation centres and 3 industry specific acceleration programs
- **Policy**: Start-up and Innovation Policy 2020-2025
- **Market Access**: Market opportunity for start-ups through Government Procurements
- **Centres of Excellence**: Industry specific R&D, Prototyping, and Testing centres across the state

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Approach to build culture of innovation and start-up

**Encourage**
Increase awareness and education of new technologies and entrepreneurship through workshops and expert sessions

- IoT Bootcamps
- Entrepreneur speaker series

**Challenge**
Share the real life problems and challenges faced by people and industry. Provide a platform to ideate and create their solution

- SOCH Hackathon
- Industry-Innovation Connect

**Facilitate**
Provide the support to **Challengers (Students/Start-ups)** in turning a idea into a successful venture
- Incubation / Acceleration
- Co-working support
- Market access

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## Start-up Incubation & Acceleration Infrastructure

<table>
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<tr>
<th>Co-working</th>
<th>Incubation</th>
<th>Acceleration</th>
<th>College Innovation Cells</th>
<th>Mentor Network</th>
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| - 4 facilities across the state  
  - Visakhapatnam  
  - Vijayawada  
  - Kakinada  
  - Tirupati (Upcoming) | - APIS: 74 start-ups incubated  
  - Govin Capital: 14 start-ups incubated  
  - NASSCOM: 21 start-ups incubated | - Xlr8AP: 105 start-ups accelerated  
  - Fortissimo: 5 start-ups accelerated  
  - Wadhwani: 9 start-ups accelerated | - 72 Colleges registered for development of CICs | - 50 registered mentors from diverse background |

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## Support to start-ups

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<th>Access to world-class plug and play Coworking Infrastructure</th>
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<tr>
<td>Exclusive Access to Technological and Business Resources through Strategic Industrial Alliances</td>
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<tr>
<td>Exclusive Access to State, National, and International Markets through Ecosystem Partners</td>
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<tr>
<td>Access to a dynamic and growing Network of Mentors and Industry Experts</td>
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<tr>
<td>Facilitation of B2G Opportunities for Startups by means of Hackathons and Piloting Support</td>
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<tr>
<td>Access to Venture Capital and Angel Investments</td>
</tr>
<tr>
<td>Branding and promotion through ecosystem partner and presence in National and International conference</td>
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Start-ups solving real-life problems

**Saif Automations Services**

**Problem Statement:**
To develop a solution that will help in reducing loss of life due to drowning incidents

![Rescue water drone](image)

**Axpect Agro Technologies**

**Problem Statement:**
To increase crop yield and reduce human effort

![Pesticide spraying aerial drone](image)

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Collaborate with us!

Share your department’s problem statements and ideas that need implementation!
consul-apis@ap.gov.in