



OSMANIA TECHNOLOGY BUSINESS INCUBATOR



Funded by:



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION

Rashtriya Uchchatar Shiksha Abhiyan (RUSA 2.0)
Ministry of Education, Government of India



Supported by:



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Telangana State Innovation Cell
Government of Telangana

Ecosystem Partners:



www.osmania.ac.in/tbi

OSMANIA UNIVERSITY

Osmania University, established in 1917, is the seventh oldest in India, the third oldest in south India and the first to be established in the erstwhile princely state of Hyderabad. Throughout its existence of over ten decades, it has shown remarkable progress and sustained an integrated development of all faculties. As a public state University of Government of Telangana, it has significantly contributed to the academic and economic development of not only the region but also of the country. Its alumni have distinguished themselves nationally and internationally in various spheres of life and are spread far and wide around the world. As per NIRF the university is ranked 22nd among the top universities in India and achieved the 46th position in the Overall category. According to QS Global rankings, it falls under the 1201-1400 rank band and 351-400 among the top World and Asian universities respectively. It received the 'WCRC Leaders Asia, World's Best Brand 2022 award – Osmania University' at House of Lords, London, UK on 29th October 2022.

The University has a vision of developing, enhancing, and improving the quality of human resources to meet the challenges of regional, national and global socio-economic changes. Its mission is to achieve excellence in teaching and research and to create opportunities for the students to contribute to national and regional development. It is re-accredited with A+ Grade by the National Assessment and Accreditation Council (NAAC) an Autonomous Institution of the University Grants. It has eight University Colleges also known as campus colleges with 53 departments in total. There are five constituent colleges that are outside the campus and 500+ affiliated colleges (Government and Private) offering technical and non-technical courses at both Under-Graduate and Post-Graduate levels scattered in the different districts under the umbrella of Osmania University.

OSMANIA TBI

Osmania Technology Business Incubator (OTBI) an initiative of **OU Idea Labs Foundation** which is incorporated as Section 8 company (non-profit) and funded by the Ministry of Education under the Rashtriya Uchchatar Shiksha Abhiyan (RUSA 2.0) scheme of the Government of India. Osmania University is also recognized as Host Institute (HI) and OTBI as Business Incubator (BI) by the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India. Osmania TBI is a multi-disciplinary incubator and accelerator with a world class corporate infrastructure of 21,000 sq ft space at Central Facilities for Research and Development (CFRD) building, Osmania University. It is having 175 co-working space stations, ideation rooms, meeting rooms, seminar halls and other facilities that are fully air conditioned with all amenities such as drinking water, uninterrupted power supply and high speed internet through WIFI.

Under the aegis of OU Idea Labs Foundation, the following other Centres of Excellence are set up:

- Centre for Product Design, Development & Additive Manufacturing
- Centre for Cyber Security & Cyber Law
- Centre for Biodiversity & Conservation Studies
- Centre for Microbial Fermentation Technology
- Centre for Artificial Intelligence & Machine Learning
- Centre for Digital Education Technology
- Centre for Plant Molecular Biology
- Research & Training Unit for Navigational Electronics

Advisory Board:

Prof. D. Ravinder, Vice Chancellor, Osmania University & Managing Director, Osmania TBI

Prof. Ch. Gopal Reddy, Vice Chancellor, Mahatma Gandhi University, Nalgonda

Prof. S. Ramachandram, Former Vice Chancellor, Osmania University

Smt. Vakati Karuna IAS, Secretary - Higher Education, Government of Telangana

Ms. Soundarya Joseph, State Project Director, RUSA 2.0, Government of Telangana

Prof. P. Laxminarayana, Registrar, Osmania University & Director, Osmania TBI

Prof. Sriram Venkatesh, Nodal Officer, RUSA 2.0 & Principal - UCE, Osmania University

Prof. Chelmala Srinivasulu, Coordinator, RUSA 2.0, Osmania University

Dr. Vijay Kumar Devarakonda, President - UCE Alumni Association, Osmania University

Dr. Anand Govindaluri, Chief Executive Officer, Govin Capital Pte. Ltd., Singapore

Dr. Ramjee Pallela, Chief Operating Officer, Atal Incubation Centre (AIC), CSIR-CCMB

Mr. V. Bhanu Prakash Reddy, Founder - EdifyPath & GrayLogic Technologies

Prof. E. Vidya Sagar, Head of the Dept. EE & In-charge Director, Osmania TBI

Mentor & Investor Pool:

Dr. Subir Kumar Chaudhuri, Director Retd., RCI-DRDO, Ministry of Defence, Government of India

Shri. Mihir Kumar Parial, Former Director, Ministry of Skill Development & Entrepreneurship, Govt. of India

Dr. U. K. Choudhury, Executive Director Retd., BHEL, Ministry of Heavy Industries, Govt. of India

Shri. Gulshan Singh Bist, Assistant Director, Ministry of Micro, Small & Medium Enterprises, Govt. of India

Shri. Sudhakar Rao, Director Branding, ICFAI Group, Hyderabad

Ms. Rashida Adenwala, President, TiE Hyderabad & Founder - R&A Associates (Legal & Secretarial Firm)

Shri. Rathnakar Samavedam, Investment Director & CEO, Hyderabad Angels (HA)

Shri. Satyanarayana Vaddi, Managing Partner & CEO, FinAnomics Capital

Shri. Subhajit Saha, Head - Intellectual Property Rights & Legal, Resolute Group of Companies

Shri. P. Sridhar, Former Chief Manager, State Bank of India & Vice President Retd., IDBI Bank

Shri. Srinivas Kaza, Institute of Hotel Management (IHM-Hyderabad), Ministry of Tourism, Govt. of India

Shri. Tanneeru Suresh, Founder - AgriNest & Vice President - DataFlix

Shri. Raviteja Gupta, Founder - Gupta Invests (Formerly with Practo & Paytm Payments Bank)

Mr. I.S.V. Satya Kedar, Founder - Kaanthi Foundation & Kanthari Fellow (European Union)

Mr. Sai Charan Kommana, Founder - Setup & Forevv (BITS Pilani, Hyderabad)

Executive Team:



Prof. E. Vidya Sagar
I/c Director - Osmania TBI



Dr. R. Hafeez Basha
Manager - Osmania TBI

PROGRAMS

Pre-Incubation Program:

Osmania Technology Business Incubator encourages students to consider entrepreneurship as a career option alongside jobs and higher education. It has introduced the pre-incubation program for the early stage intrapreneurs where they can propose business solutions to various problems that they come across in their daily life. It is a six months program that includes services such as idea validation, preparing a business model, assigning the right mentors, company registration, protecting intellectual property, etc. After graduating from this program the entities become eligible for the full fledged Incubation Program.

Acceleration Program:

Startups at advanced stage and especially looking for scale-up opportunities can explore the six months fast track Acceleration Program at Osmania Technology Business Incubator (OTBI). The main component of this program will be funding and access to funding through the Government Grants and investment facilitation through Angel Investors and Venture Capitalists which are equity based. OTBI in collaboration with Wadhwani Foundation is going to start Liff Off Entrepreneurship Program.

Startup Success Stories:



Biogenics Products (P) Ltd.

Founders: Prof. E. Sujatha,
Mr. K. Suresh & Mr. D. Sudheer

Osmania University's first start-up to rollout herbal skin serum having anti-ageing and anti-wrinkle properties apart from addressing pigmentation issues. It is made with pure and active compounds from plant extracts. Herbal infusion bags or herbal tea and hair dye are also in the making. The start-up has already launched an herbal hand sanitizer during COVID-19 pandemic which is used by the University community.

Website: www.biogenicproducts.com

Incubation Program:

It is a one year long program with intensive mentoring, to help early stage and mid stage startups for supporting and scaling a new business venture. Applications shall be floated twice a year to scout for innovative startups and after a formal screening by the committee will be onboarded. Preference is given to students, faculty members and alumni of Osmania University campus colleges, constituent colleges and affiliated colleges over others while all are eligible to apply for the program.

Co-working Space:

Established companies are invited to set up their base at the Green Campus of Osmania University and promote their business in Hyderabad, Telangana through the massive network of Osmania Technology Business Incubator (OTBI) which is placed at Central Facilities for Research and Development Building having a world class infrastructure and people with business acumen. It is also an opportunity for the startups at OTBI to work closely with such enterprises exploring synergies & common business interests among themselves.

Tariff (per month per seat):

Full Time Students:	Rs. 1000/-
Faculty / Alumni:	Rs. 3000/-
Others:	Rs. 5000/-



Awagojares Solutions (P) Ltd.

Founder: Mr. Mohammed Sajeed

EduTech company focusing on Gamified education solutions using AI, IoT, Robotics, etc. SKOOL ENGINE in association with Samaritans Standup Organization became reputed fest for students. It was awarded with Tech for Good by Telangana Information Technology Association (TITA) in the Tech Excellence Awards 2022 at T-Hub and also empanelled in Telangana Early Coders 'TeC' at Wanaparthy District by Govt. of Telangana

Website: www.robokalam.com

PARTNERSHIPS



MoU signed with T-Hub



MoU signed with TiE Grad & TiE Women



CEO of T-Hub interacting with Osmania University Team



CEO of WE-Hub visited OTBI

NEWS COVERAGE

City start up transforming HEIs into AI driven campuses

Edwisely is a rapidly evolving digital landscape. Artificial Intelligence (AI) has emerged as a game-changer, reshaping various sectors, including education. With its potential to revolutionize the learning experience, AI is making its way into classrooms and virtual platforms worldwide. From personalized learning and intelligent tutoring systems to adaptive assessments and data-driven insights, AI is paving the way for more effective and tailored education.

Edwisely, an innovative start-up in Hyderabad founded by Yashwanth Gudimalla and Harsha Kankamala, alumni from IIT Madras and TU Delft Netherlands, with three years of in-depth research on the education landscape and with the invaluable support of a family of dedicated teachers, has successfully transformed into an AI-driven campus.

Functioning as a transformative B2B enterprise Software-as-a-Service (SaaS) platform, it enables institutes to evolve into AI campuses. Impressively, the platform achieved an early stage revenue of Rs.2.4 crore in the FY 2021-22, demonstrating its market traction. Moreover, the platform has garnered a strong product-market fit and continues to drive product innovation.

In this context, our startup firmly believes in making decisions based on data rather than mere opinions. We are committed to leveraging the power of data-driven approaches to drive innovation and transformation in the higher education landscape. This startup aims to cater to the requirements of students, faculty and management in every HEI. Students can continuously gauge learning skill and personal strengths which can shape academic and career paths, resulting in improved outcomes. The faculty can ascertain students' learning gaps and support remedial activity. The management can rebrand the institution by transforming it into an AI-driven campus which will lead to improved rankings on various forums, admissions and placements.

A startup that cares about students' mental well-being

SANDEEP ERUKALA
Hyderabad

Having witnessed numerous students succumbing to stress and depression, Tharun Sai Erukula, a Btech graduate from NIT Agartala who hails from Hyderabad, launched a mental well-being startup in 2020. Named Find Hope, this startup aims at addressing the significant gap in the mental health ecosystem, focusing solely on students and offering unique services. "Initially, with the help of my friends from prestigious institutes such as IITs and NITs, we established peer support platforms, reaching out to 5,000 users and conducting over 10,000 sessions. We observed a consistent influx of 400-500 student users daily, which made us realise the magnitude of the issue and compelled us to take action,"



Tharun Sai Erukula

Tharun goes on to narrate the story of two women students from Jammu in Kashmir who used Find Hope. "Despite the adversities they faced, they cleared JEE with the assistance of our platform. Following the release of the NEET results last year, numerous students who did not pass the exam sought help on our platform. Our counsellors guide them towards alternative opportunities," he says. To provide professional guidance and expertise, they have roped in Pragy Lodha, a clinical psychologist who serves as an advisor for the startup, along with Parth Sharma, a full-time counselling psychologist. Amrith Anand is the tech lead and Sanjana creates designs for the chatbot. The startup is funded by SRIX, Aleap We Hub and Uttunga Ventures.

Industrial designs will define start-ups and entrepreneurs

This will give a major competitive edge to the business

Intellectual Property Rights (IPR) is the core of any business. It has also been constantly improving the lives of people. From AI to IOT and space-tech to nanotechnology, all have IPRs in them with some or the other element of an innovative step, which is the intellectual property in a product or the process. One such IPR, which is much in vogue these days, is "Industrial Design". This is applied to a wide variety of products of industry and handicraft items from packages and containers to furnishings and household goods, from lighting equipment to jewelry, and from electronic devices to textiles. Industrial designs may also be relevant to graphic symbols, graphical user interfaces (GUI), and logos.

In a country of 1.4 billion and with one lakh plus startups and millions of entrepreneurs, the number of Industrial Designs registered in India is only 22,699 last year. Though there has been a good 40% rise in the numbers but overall the stats are abysmally low. As per the last IP annual report, Gujarat, followed by Maharashtra and Delhi are the top three states with regard to filing of Industrial Designs. Andhra Pradesh and Telangana State are in the 12th and 13th position.

The leading Indian applicants were Chakraborty Innovation Foundation (2007), Sahyash Chakraborty LLP (2009), Michael Azam India Private Limited (2017), Shree Siddhanta Varma (2015), Harsha India Limited (2017), Reliance Footwear Limited (1960), Sharda University (1960), Manoj Kumar Khanna (1970), Ananya Design Private Limited (1971), Harpreet Narula (1981) and FabIndia Overseas Private Limited (1991). While startups are focusing on problem solving and coming out with innovative technology solutions, there is a need to focus on industrial design or design patent, which is a low-hanging fruit for many. One such example is of a classic design patent in the first-ever travel gutter made by US-based Co-



ari Guitars with the brand name Accented. The guitar holds down mid-neck to fit into carry-on luggage or under-seat as a personal item. The name also is IP as it accords in air with you in flight and can travel with you comfortably. Today the threat is more on diling of patents and trademarks, which are also pertinent for building an IP portfolio and governed with budget and business decisions. In this scenario, industrial designs should be on the radar for making a good and successful business model. We as customers might forget an underlying technology that we use or a brand name but a design will stay imbedded in our memory. The best example is of Dyson's Shaver TV or a Volkswagen Beetle or a Coca-Cola bottle. Industrial design is the most economical and fastest form of IP to be granted and our startups should consider this, to bring new products into the market faster to get the competitive edge. With the state-of-the-art T-War in Telangana being set up and many other incubators, where prototyping support are being given, entrepreneurs and innovators should make use of these centers to design, develop and license for business advantage. (The writer is Harsh-Lee of IPR, Resolute Group of Companies & Founder Resolute IPR)

OU Ideathon: Students enhance AI mental health chatbot Khushi

EXPRESS NEWS SERVICE
@ Hyderabad

The grand finale of the Ideathon, organised by the Osmania Technology Business Incubator (OTBI) in collaboration with the startup Findhope, was hosted on Sunday. The event aimed to develop an AI chatbot called Khushi, designed to improve students' mental health. The students with the most innovative ideas were awarded cash prizes.

The event commenced on June 10, with over 2000 participants joining both offline and

online platforms.

Tharun Sai Erukula, CEO of Findhope, along with Dr Nishant Peddagopu, a consultant, and operations manager K Suraj Reddy provided feedback on each participant's idea.

Prof P Laxminarayana announced that the top 10 winners would receive incubation support worth ₹1 lakh. Tharun presented cash prizes of ₹30,000/- to the top three winners, along with a consolation prize. The winners of the Ideathon comprised participants from institutions such as IIT Bombay, CBIT, IIM Calcutta, and Dr BRKR Government Medical College,



OU startup ready for biz

Biogenic Products Private Limited to launch its herbal skincare serum in a month

YUVRAJ AKULA
Hyderabad

Translating its research work from the lab to the market for the benefit of the people, Osmania University's (OU) first startup company, Biogenic Products Private Limited, is all set to launch its herbal skincare serum in a month or two. This skincare serum has anti-ageing and anti-wrinkle properties apart from addressing pigmentation issues.

Unlike other skincare serums that are loaded with chemicals, this serum is made with pure and active compounds from plant extracts. The startup team members say they have already tested it on them, which showed good results including the growth of new skin in three to four days.

Biogenic Products Private Limited is the brainchild of Dr E Sujatha, an associate professor with the Department of Botany, University



Dr E Sujatha extracting active compounds from plant extracts. K Suresh, CEO, and D Sudheer Kumar, COO, of Biogenic Products Private Limited are seen.

College of Science, OU and Director of the startup, K Suresh is the CEO of the startup and D Sudheer Kumar, the COO.

The startup came into being with a motto to rollout herbal solutions for lifestyle disorders such as obesity, arthritis and cardiovascular

diseases. This idea was invited by the Osmania Technology Business Incubator (TBI), where it was nurtured by the team being trained in a startup business and given mentorship and co-working space.

"Biogenic Products is the first startup from the OU to

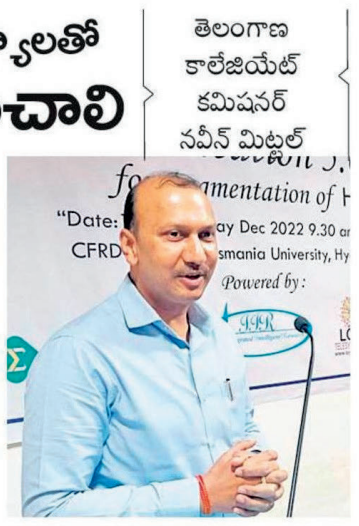
launch a product. Six other startups are being incubated in Osmania TBI. The university is keen on working with other incubators including T-Hub to roll out more startups," OU Vice-Chancellor Prof D Ravinder told Telangana Today.

(SEE PAGE 2)

ఆదివారం 18 డిసెంబర్ 2022 నమస్తే తెలంగాణ

విద్యను సామాజిక లక్ష్యాలతో అనుసంధానించాలి

ఉస్మానియా యూనివర్సిటీ, డిసెంబర్ 17 : విద్యను సామాజిక లక్ష్యాలతో అనుసంధానించే చేయడంలో పాటు మానేపకరించాలని తెలంగాణ రాజకీయేర్ కమిషనర్ సమీర్ మిట్టల్ సూచించారు. ఉస్మానియా విద్యాలయ విజ్ఞాన కల్యాణ కేంద్రం, సెంటర్ ఫర్ డిజిటల్ ఎడ్యుకేషన్ టెక్నాలజీ, యులెక్స్ లెర్నింగ్ సామర్థ్యస్థానైట్ లిమిటెడ్ సంయుక్త ఆధ్వర్యంలో నిర్వహించిన సేషన్లో సమీర్ మిట్టల్ ముఖ్య అతిథిగా హాజరై ఎడ్యుకేషన్ 1.0 నుంచి 5.0 వరకు విద్యార్థిత్వ తీరులపై అనుసంధానించా వివరించారు. ఉస్మానియా యూనివర్సిటీ టీసీ ప్రొఫెసర్ రవీందర్ మూల్గాడు ప్రభుత్వ రంగం విద్యార్థిత్వాలను అమలు చేయడం ద్వారా ట్రిండ్ సెక్టర్ గా మారాలని సూచించారు. సమస్యలను స్పష్టంగా చెప్పడం, వాటికి పరిష్కారాలను కనుగొనడంలో సాంకేతికతను ఉపయోగించాలన్న అవసరమిచ్చి విద్యార్థులను అభివృద్ధి చేయాలని సూచించారు. ఓయూలో సాంకేతిక విద్యార్థులు చేసిన డిజిటల్ ఎడ్యుకేషన్ టెక్నాలజీ సెంటర్ గురించి డైరెక్టర్ ప్రొఫెసర్ కె కృష్ణమూర్తి వివరించారు.



తెలంగాణ రాజకీయేర్ కమిషనర్ సమీర్ మిట్టల్

EVENTS & ACTIVITIES (Last 3 months)



Awareness on DST-NIDHI Prayas Scheme conducted by OTBI and AIC-CCMB on 14th July 2023



MSME Idea Hackathon 3.0 organized jointly by OTBI & WE-Hub, Govt. of Telangana on 10th July 2023



OTBI and FindHope co-organized the Grand Finale of IDEATHON on 1st July 2023 at Osmania University



OTBI organized an Awareness Workshop on “Startups for Higher Educational Institutions” on 21st June 2023



OTBI conducted one month Summer Internship and took the participants to T-Hub & T-Works as field trip

INFRASTRUCTURE & FACILITIES



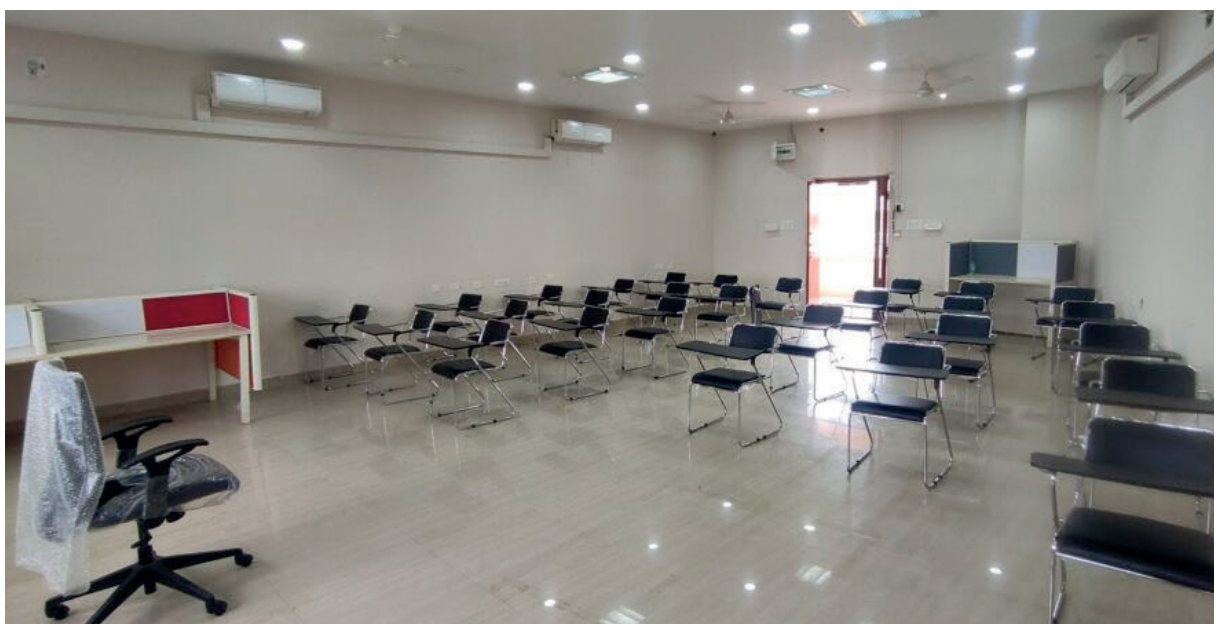
Board Room with Smart Board & Projector



eClass Room with ICT facilities



Shared Meeting Rooms for Start-ups



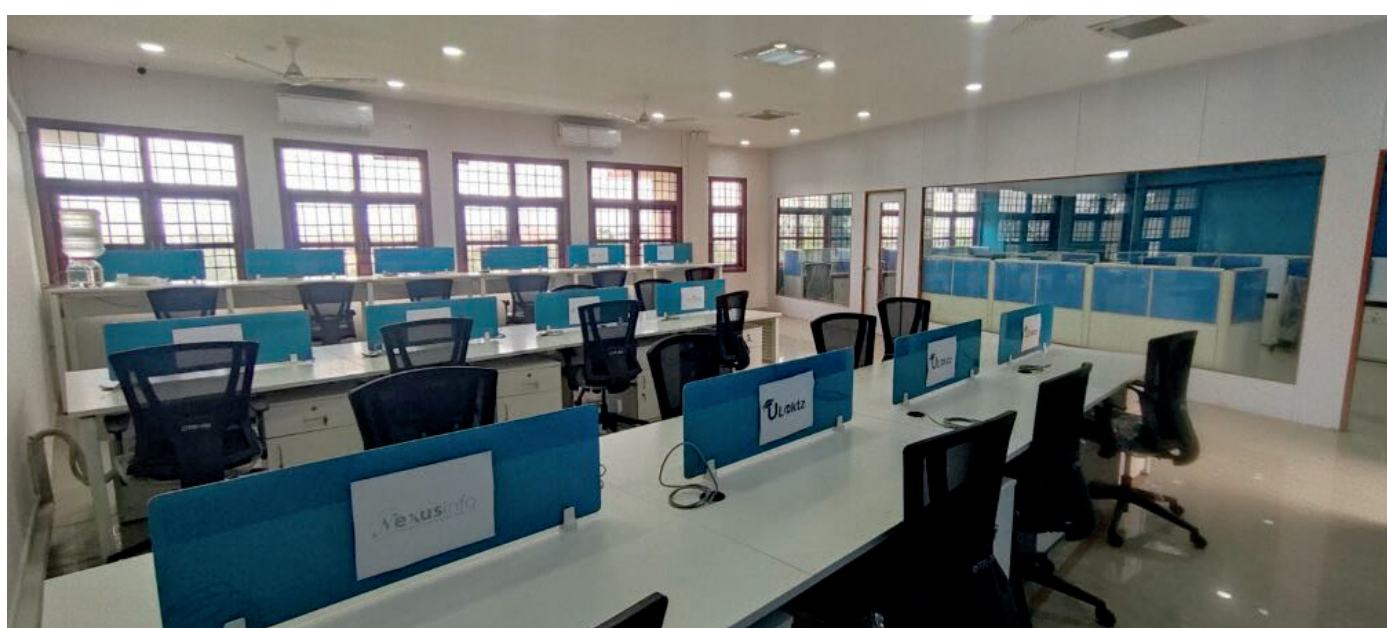
A/c Seminar Hall (30 capacity)



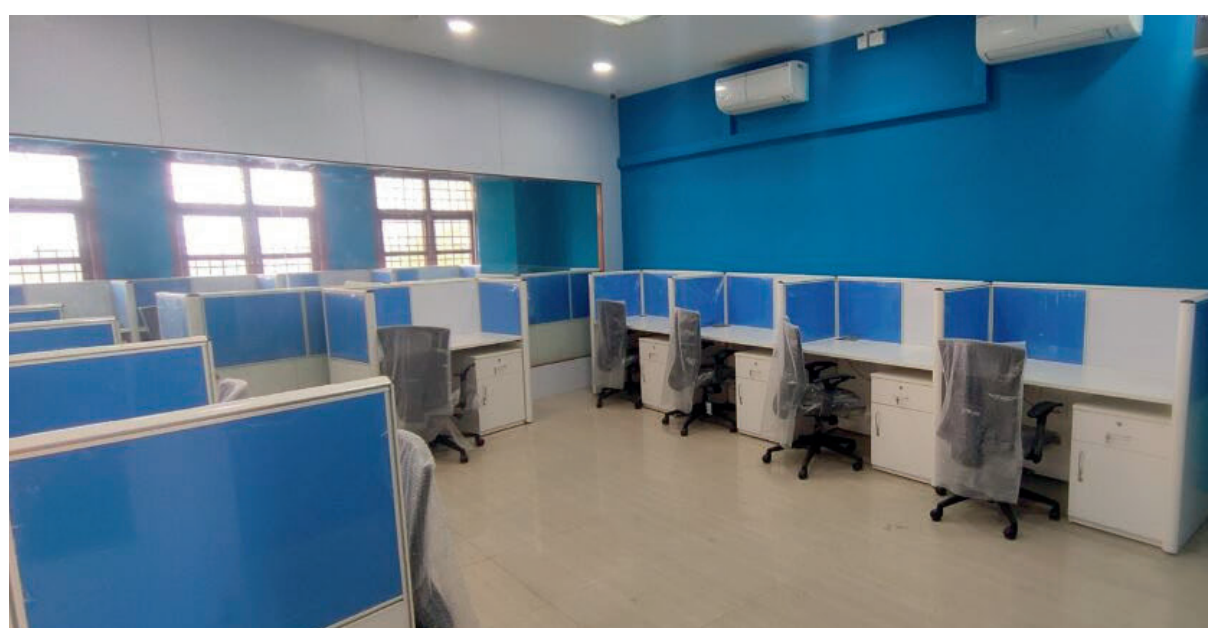
Ideation Rooms to discuss Start-up Ideas



Co-working Space for Corporates



Co-working Space for Start-ups



Dedicated Office Space

**21,000 sq ft space (200+ seats)
Fully Air-conditioned Facility
ICT Enabled Seminar Halls**

**Hi Speed Internet & WIFI
Uninterrupted Power Supply
RO Drinking Water**

STARTUPS @ OTBI



Contact Us:

Osmania Technology Business Incubator (OTBI)

Central Facilities for Research & Development building





Osmania University, Hyderabad, Telangana, INDIA

Pin code: 500007

Mobile: **+91-9866587053**

Email: **director.tbi@osmania.ac.in**

Website: **www.osmania.ac.in/tbi**

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