

## Call for Innovation (CfI)

### Addressing Real-Life Problems through HCI

*A distinctive call to help building entrepreneurship through research expertise*

**About IIT Mandi iHub:** IIT Mandi iHub and HCI Foundation (iHub) is a Section 8 company established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS). The vision of IIT Mandi iHub is “To be an internationally recognized hub that nurtures Human-Computer Interaction (HCI) research, enables technology translation for industry adoption, and scales skill development.”

**Description:** This call is distinctive in its way as it is being launched for transforming research contributions of the institutes in subscribing to building a vibrant startup ecosystem. The Call for Innovation (CfI) is a program focused on addressing real-life problems with the intervention of HCI based technologies. The applicants need to be from academia and dedicated research institutes only. This special program is designed to provide faculty members and PhD students who are passionate about translating their ideas into productized solutions for industry adoption.

The goal of this special call is to provide an accelerated path for the monetization of ideas through translation of products and platforms. The applicants are expected to work with IIT Mandi iHub and with Centre for Human-Computer Interaction (CHCI) to translate the ideas/working prototypes/products into potential shrink-wrapped products which could be adopted by the industry.

IIT Mandi iHub firmly believes that faculty leadership in startup-related activities is crucial for achieving the ambitious vision of Viksit Bharat@2047. This vision aims to transform India into a developed nation by the centenary of its independence in 2047.

## Objectives:

- To foster an ecosystem of entrepreneurship by promoting and supporting entrepreneurs from the academic and research institutes.
- To provide a platform for speedy commercialization of technologies developed by faculty and students of an academic and research institutes.
- To setup a startup ecosystem to align itself with our country's major policy initiatives of "Make in India" and "Start-up India", "Stand-up India" and "Viksit Bharat@2047".

The proposals must be in the broad areas of HCI. The proposals are invited by the faculty members and students in the following domains (though not limited to):

1. Environment
2. Healthcare
3. Information and Technology
4. Defence and Security
5. Infrastructure

The applicant's idea should fall into the one of following categories:

1. **Assistive Technologies** (e.g., Bed for bedridden using gesture control, EMG, and voice technologies)
2. **Experience Technologies** (e.g., Simulations, Gaming, and Entertainment),
3. **Device-based Technologies** (e.g., Social Robots, IoT, Human Drone Interface)
4. **The emerging areas like Large Language Models/ Gen AI** and its impact on the above categories would be most welcomed.

## Technology areas under HCI

1. Industrial Design/Usability Engineering
2. Computer Vision
3. Image Processing

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4. Cognitive Modelling
5. Brain Computer Interface (BCI)
6. Natural Language Processing (NLP)
7. AR/VR/ Mixed Reality
8. AI & ML
9. Large Language Model (LLM)/Generative AI

## Eligibility Criteria:

- Should be a resident of India.
- One of the co-founders should be a current faculty/PhD student at any govt. recognized institute/college/university. (A valid proof of the same will be required. Additionally, NOC from the institute/college/university will be required.)
- The startup can have various compositions, including:
  - Solo founder: A single faculty member.
  - Faculty-student team: Faculty members collaborating with students.
  - Inter-institutional team: Faculty from one institute working with faculty from other institutes.
  - Alumni-led: IIT Mandi alumni founding or co-founding the startup.
  - Mixed team: Combinations of faculty, students, alumni, and external entrepreneurs.
- The founders must clearly separate and distinguish on-going research from the work conducted at the startup/company.
- If already a registered startup, then it should be less than 2 years old from the date of registration.
- Role of faculty/PhD student may vary from being a founder/direct promoter or as onboarded member of the startup.
- The faculty members or PhD students can participate in startups in various capacities, including:
  - Founder: They initiate and establish the startup.

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- Direct Promoter: They actively support and champion the startup's growth.
- Onboarded Member: They join the startup as a team member, contributing expertise and skills.

This indicates flexibility in the level of involvement, allowing faculty/PhD students to engage with startups in a way that suits their interests, expertise, and availability.

## **Benefits:**

- Funding opportunities (Up to INR 1 Crore)
- Help in defining Product-Market fit.
- Assistance and guidance in converting PoC/prototype to shrink-wrapped product.
- Training/Conferences/Workshops
- Venture capitalists / Angels / Investors Introductions
- Cost effective services.
  - i. Company registration and filings
  - ii. Accounting services
  - iii. HR services
  - iv. Legal
  - v. Intellectual Property (Copyrights, Trademarks, Patent) filings
- Access to the state-of-the-art infrastructure at the IIT Mandi Innovation Hub (iHub) and Centre of Human-Computer Interaction at IIT Mandi.
- Infrastructure (with 2 co-working seats)

Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product costing, marketing, brand- development, human resource management as well as law and regulations impacting a business.



# IIT Mandi iHub & HCI Foundation

*A Section 8 Not-for-Profit Company*

*Technology Innovation Hub (TIH) in Human-Computer Interaction (HCI)*

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## **Focus on Industry Adoption**

1. The development of technology that can be adopted across industries would be the critical goal. To achieve this goal, iHub will focus on proposals with a strong translational component that can result in products and platforms.
2. Developing technology for adoption across any industry requires a multifaceted approach that includes the collaboration of multiple disciplines, and an entrepreneurship mindset, with a close and critical eye on industry adoption.
3. By focusing on proposals with a strong translational component, we can create a future where technology is more accessible and impactful than ever before.
4. **Weightage will be given to ideas from untapped sources with novelty and promise. IIT Mandi iHub will help them to convert into funded startups.**

**Link to Apply:** <https://xt9iuyp9fqg.typeform.com/to/CCAon79U>