



MSME GEF UNIDO CLEANTECH PROGRAMME 2015

Terms of Reference

- Entries are invited for the second India Cleantech Open Competition to identify the most promising entrepreneurs across the nation. This platform will provide SMEs and entrepreneurs the facilitation needed to launch and create successful and sustainable clean technology ventures and start-ups. An ecosystem approach will be followed whereby a common platform will be established; policy framework will be strengthened; and local capacity will be built to forge close partnership between government, academia, business and various key stakeholders including NGOs.
- The Programme is focused on enhancing both emerging Cleantech startups and the local entrepreneurial ecosystem and policy framework. It aims at promoting clean technology innovations and entrepreneurship in selected SMEs in India through Cleantech innovation platform and entrepreneurship acceleration programme.
- Interested Indian Small and Medium Enterprises (SMEs) are being invited to enter their clean technology innovations to the Programme by the closing date of 30 June 2015. The entries for the SMEs will be made under the two clean technology areas:
 - **Energy efficiency** - The Energy Efficiency category includes technologies that enable to save energy in industrial processes. Examples include advanced light sources and controls; smart / user-friendly energy management systems; efficient heating, cooling and heat transfer technologies; power management; enterprise energy management; material efficient solutions etc.
 - **Renewable Energy** - It refers to replacement of inefficient fuels with cleaner and economical alternatives which have more stable supplies. Examples include conversion from expensive fuels to those with more stable prices and supplies i.e. switching from steam or compressed air to electricity; natural gas to residual oil or residual oil to coal etc.
- All submissions will be adjudicated by a panel representing business, industry, government and the academic/R&D fraternity and a group of no more than 20 semi-finalists will be selected.
- One of the main objectives of the Indian SME Cleantech Accelerator Programme is to equip entrepreneurs with critical skills that will enable them to take their innovation to the commercialization stage, or – if this stage has already been reached - to help them scale up their innovation. Therefore, the 20 semi-finalists will be invited to attend mentoring programme and business clinics during August to



September 2015.

- The workshop will provide assistance with refining of their applications, helping them to present a sound business case and revised motivation for the respective technologies. Focus will be placed on but not limited to addressing intellectual property agreements, development of a sound business plan and model, advice related to marketing strategies, etc. On completion of the coaching, semi-finalists will revise and resubmit their entries.
- A second round of adjudication will take place in October 2015, from which 2 finalists will be selected. The selected two finalists will receive assistance in accessing critical stakeholders and will be supported in preparing their presentation for the final judging. The adjudication panel will select the national winner in November 2015.

Parameters for Selection

- ✓ Nature of innovation (Product/Process)
- ✓ Patents/design/obtained or applied for
- ✓ Technology involved (Innovative/R&D)
- ✓ Product/Process feasibility
- ✓ Financials and Profitability
- ✓ Market outreach
- ✓ ISO-9000 Series/14001/50001 or other equivalent certification
- ✓ Whether any reward scheme introduced for employees for suggesting innovation
- ✓ Whether innovation is eco-friendly
- ✓ Pollution control measures
- ✓ Future innovation plan

This is not an extensive list of selection parameters but an indicative one, and is subject to change/modification/updation.

Key Benefits

- Shortlisted Semi Finalists will gain access to our Mentors, Investors and Sustainability Programs.
- Mentor Programme - Each semi-finalist team will be matched with one general mentor and multiple specialist mentors based on mutual areas of interest and proper matching of team needs and mentor strengths. Its aim is to maximize every participant's chance of winning the business competition, of raising investment capital and of achieving sustainable commercial success.
- Cleantech training seminar for competing semi-finalist which would serve as a guide for them. The end goal is an effective business strategy and a succinct, clear pitch, so that each semi-finalist company emerges from the competition and accelerate with the best shot at success.
- Semi-finalist Micro, Small or Medium Enterprises will be connected to the global value chain; and business models developed for attracting financing by banks, venture capitalists and institutions.



India



- National award for Best Innovation in SMEs.
- The top 3 finalists will be competing at Global Cleantech competition i.e. “Cleantech Accelerator 2014” to be held in November in California.

Entries and Enquires

- ✓ To apply for the competition please register your entry online by [CLICKING HERE!](#)
- ✓ The closing date for entries **30 June 2015**.
- ✓ You may even send us your entries via hard copy as per the attached [Registration Format](#)

Please send your entries to the below mentioned contacts and also feel free for any clarifications regarding registration format-

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You may visit the below website for more information – www.cleantechopen.com