

## Innovation and Start-up Policy in Alignment with NISP 2020 Guidelines

### **INTRODUCTION:**

WeSchool believes that innovation is the key enabler for establishing a business and making it sustainable meeting the objectives of all stakeholders. At WeSchool, we nurture and encourage an innovative ecosystem for the exploration of new pathways for collaboration between Faculty-Students-Industry-In housed Start-ups, to craft new solutions and ventures that allow for the sustainable creation of futuristic values for the betterment of all stakeholders. WeSchool also constantly promotes internal talents, implementing a culture of human-centered, design thinking led innovations at all levels. This facilitates effective handling of the social & business challenges, pain areas, and the opportunities to be able to deliver tangible impact at the institute, global universities, and industry level. WeSchool is committed to achieve a tangible vision in the space of Innovation & Entrepreneurship through process-driven approach and strong thought leadership.

### **VISIONARY GOAL:**

WeSchool strives to infuse an attitude towards Innovation which would help establishing Entrepreneurial ventures in the Students, Alumni and Faculty Members. WeSchool plans to establish the required ecosystem in the campus for nurturing innovative ideas and guide stakeholders for blossoming those into business ventures.

### **OBJECTIVES OF INNOVATION & START-UP POLICY:**

The Policy is intended to define and disseminate the strategy that allows WeSchool to continue to be leaders in creating disruptive innovation, establishing self-sustainable, extensively talented in-house innovation & start-up teams, and transforming a student into a successful entrepreneur.

The stated policy is to be rigorously employed across all academic streams to:

- Infuse end to end innovation management processes (inception to market) in alignment with ISO 56000, ISO 9241-210 to achieve desirable goals
- Inculcate culture of research and innovation amongst the students and faculties to provide a favourable environment for harnessing of their creative & innovative pursuit
- Create and facilitate comprehensive innovation & start-up efforts at each phase of venture development
- Imagine, develop, capitalize, and scale-up human-centric Innovations
- Aims to achieve the milestone of capturing the business ideas, nurturing those into business entity from time to time

### **PRINCIPLES OF CONDUCT:**

WeSchool is committed to institutionalize innovation & start-up with the measurably active

involvement of students & faculties to be able to build a global institute for business & social innovation and entrepreneurship by rigorously following up below stated tactical actions:

- Inspire innovation in collaboration with fully well-governed in-house start-up and idea generators to develop new disruptive business strategy models, support the exchange of knowledge and meet the tangible business goals among them
- Nurture collaboration, cooperation, and strategic alliances with the academia, industry intellectuals and emerging technology world, through the associations that make it possible to increase the innovative aptitude and strength of the institute.
- Motivate viable, feasible, and desirable innovations & start-ups fostering sustainable growth, efficient resource management, and suitable incentivization, to be able to contribute effectively for developing productive state-of-the-art ideas
- Incorporate strategic, design-led-innovation thinking into all management courses and programs. Put in place strategic initiatives within the institute to develop potential skills related to creative imagination and entrepreneurship
- Create industrialized innovation and start-up ecosystem to cater to specific specialization or discipline
- The initiatives and actions as mentioned within the I&E institute level policy (based on NISP2020 guidelines) would adhere to the institute's standard practices, SOPs, rules & regulations, ethics, and processes and also to the requirements of NBA, NAAC, NIRF, ARIIA.