

## Reports & Publications

- Handbook on Inspirational Entrepreneurs - The Legacy and Recipes
- Unlocking Opportunities: India-UAE start-up ecosystem convergence
- Corporate Governance Charter for Startups
- Unicorn 2.0 - Adding the Next Trillion
- Social Tech Startup Compendium
- Women in Innovation: 1st and 2nd Editions
- India-Saudi Arabia Startup Ecosystem Report

## Awards & Recognitions

Through initiatives such as Startuppreneur Awards and Women in Innovation, the centre recognises and celebrates the achievements of India's top startups, fostering meaningful partnerships between established corporations and innovative startups.



"This Centre is a recognition of the fact that startups are important growth tools for both India Inc. and India." - Chandrajit Banerjee, Director General, CII

## About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

## Contact Us

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**Centre of Excellence for Innovation, Entrepreneurship & Startups**



CII is a force multiplier, uniquely positioned to catapult growth in the country by leveraging its 300,000 members connect, 500+ sectoral councils, 65+ offices in the nation, 8 international offices, and 300+ MoU's with international partners from over 100 countries. Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation.

**Mission:** Empower corporates to thrive by embracing innovation through startup connect simultaneously guiding startups to grow into renowned corporate leaders.

**Vision:** To be a world-class, state-of-the-art, corporate-driven, startup resource platform that enables growth of successful startups in India.

The CII Centre of Excellence for Innovation, Entrepreneurship, and Startups (CII CIES) is a pioneering industry-led initiative dedicated to fostering a thriving startup ecosystem in India. By leveraging CII's extensive corporate network and resources, CII CIES bridges critical gaps through the Startup Affiliation Programme, Capacity Building, Market Access, Policy Advocacy, and Global Linkages.

## Startup Affiliation Programme

Startup Affiliation Programme is designed to certify growth-stage startups, providing them with a powerful platform to connect with corporates, investors, and other key ecosystem enablers.

This certificate acts as a beacon, signalling to investors, corporates, customers, and partners that the startup has been rigorously vetted and meets industry-leading standards. An expert panel comprising of leaders from Academia, Investors, Accelerators ensure strict evaluation and affiliation approval.

The affiliated startups are provided opportunities to participate in Market Access Programmes, International Delegations, Roundtable Policy Discussions, and network with CII's Corporate members.

## Capacity Building Programme

These programmes are meticulously curated, aimed at addressing the unique needs of startups, providing them with the tools and resources necessary for sustainable growth.

**Family Offices:** Engaging with family-owned businesses, the Masterclass helps them in understanding the startup ecosystem, how valuations work, and the investment mechanisms to support with startups. This provides them to explore a new asset class for investing in Startups.

**C-Suite Executives:** Enabling C-Suite executives with the right tools to evaluate startups, the Masterclass helps understand how to work with startups to incorporate progressive technologies and identify the right fit to provide solutions for their organizations.

**Government Officials:** Helping Government officials understand the nature of the startup ecosystem and support in making their respective states conducive for startup growth and ease of doing business.



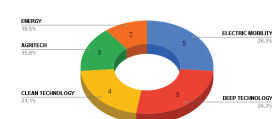
## Market Access Programme

The Market Access Programme connects startups with corporates, fostering collaboration through open innovation. This comprehensive suite of service is strategically designed to elevate an organisation through innovation, technology adoption, and retain competitive advantage globally. This programme offers a dynamic framework of facilitating market access for startups, focusing on co-creating and solving specific domain problems for Corporates.

**The Corporate Accelerator Programme** (16 weeks) enables rapid scaling by aligning startup solutions with industry needs.

**The Corporate Innovation Programme** (32 weeks) facilitates co-creation and pilot projects, driving sector-specific innovation and mutual growth.

Number of Problem Statements in each Focus area



The Corporate Accelerator Programme

Number of Problem Statements in each Focus area



The Corporate Innovation Programme

## Policy Advocacy

Regular and active engagement with central and state governments to represent diverse policy-related issues, along with providing feedback and recommendations on different sectors. Our areas of focus include taxation, workforce regulation, regulatory policies, and other key economic and industrial reforms.

## Global Engagements & International Collaborations

The overarching objective is to empower businesses by providing exposure to international markets and facilitating connections with innovation ecosystems worldwide through Delegations and curated programmes. We also collaborate with international corporates on bilateral market access programmes to foster cross-border partnerships and business expansion opportunities.

## New Innovation with Japan Programme (NINJA)

A platform to support Indian Entrepreneurs by providing them Market Access support through the NINJA Programme. NINJA is JICA's flagship programme to support entrepreneurs and startups across the world. Through this program, Japanese corporations are looking to engage with Indian startups that can solve their major challenges through Innovative solutions.

## ICONN – Catalysing Corporate Startup Connect

First of its kind virtual connect platform to catalyse strategic interactions between corporate and startups along with other key stakeholders to create an integrated, inclusive and vibrant entrepreneurial ecosystem in the country.

CII ICONN Alpha is an online app-backed, community driven resource forum for stakeholders in the startup space for establishing important linkages or alliances.

**812**  
Incubator  
Representatives

**5336**  
Corporate  
Representatives

**62**  
Academia  
Representatives

**20279**  
Active  
Startups



" This centre will increase the odds of entrepreneurial success in India."  
- Kris Gopalakrishnan, Chairman, CII CIES

## ICONN Summit 2024

**06**

Sectoral  
Tracks

**48**

Startups  
Exhibited

**200+**

Corporate  
Participation

ICONN Summit continues to be a premier platform for corporate-startup engagement, policy advocacy, and innovation leadership.

The flagship ICONN Summit 2024 was held at Hyderabad, as a platform to connect corporates, startups, investors, and enablers. The event featured six sectoral tracks – Defence Tech, Health Tech, Electric Mobility, Manufacturing Tech, Social Tech, and Agri Tech, over two days. The summit also facilitated thematic panel discussions, MoU exchanges, and the launch of new initiatives. It served as a pivotal platform for fostering collaborations and driving innovation across sectors. Over 40 innovations of startups from across the country, exhibited their products / solutions which were well engaged by corporates and investor communities.

