

## How is IIMK LIVE involved?

While the IIMK Alumni Association drives the program within the alumni network, IIMK LIVE – a business incubator established by the institute with the support of the Department of Science and Technology, Govt - drives the program on campus. As part of the fellowships, IIMK LIVE commits to provide business incubation support by way of providing state-of-the-art co-working space at LIVE HIVE, professional business services, access to other institutional resources such as knowledge and network resources. Selected enterprises at LIVE will be considered bona fide startups and may use the affiliation to benefit from government schemes and programs for startups and to promote the business by appropriately using the tag 'Incubated at IIMK LIVE'.

## What is the selection process for this program?

All applications will be reviewed by an expert panel of industry experts, successful entrepreneurs and mentors. Shortlisted applicants will be asked to present the start-up idea and the business plan to the selection committee at the IIMK Campus. Selection will be based on multiple criteria to evaluate business potential and the need for the grant. The decision of the selection committee will be final. Selected startups will have to sign an agreement with IIMK LIVE.

## How to apply?

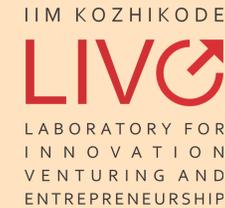
Visit [www.iimklive.org](http://www.iimklive.org) and apply online. Clarify your doubts by writing to [enquiry@iimklive.org](mailto:enquiry@iimklive.org) or visit the IIMK LIVE office on campus.

## What is the last date to apply?

November 15, 2019

## Contact us

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IIMK Campus PO, Kozhikode 673570  
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**IIMK Alumni Association**

Presents

# STAYIN' ALIVE

## Start-up Survival Grant

FAQs

### **What is the idea behind the STAYIN' ALIVE Fellowship initiative?**

PGP students at IIMK have been responding to the changing economic environment with a higher interest in entrepreneurship. Some graduates want to start their ventures immediately after they complete their program. Starting up is not only risky but also demands survival support in the initial phase, especially after the cost of a full-time management program at IIMK. STAYIN' ALIVE is not a funding or seed grant. It is a fellowship grant provided to pursue an entrepreneurial venture.

### **What is the STAYIN' ALIVE Fellowship initiative?**

STAYIN' ALIVE is a fellowship initiative jointly presented by IIMK LIVE – a Business Incubator and Entrepreneurship Development Center hosted by IIM Kozhikode and the IIM Kozhikode Alumni Association. Full-time PGP students of IIMK, who wish to start their own entrepreneurial business ventures, may apply for survival grants and business incubation.

### **Who is eligible to apply for the survival grant?**

Second year PGP students of IIMK who are passionate about starting their own venture and willing to drop out of the placement program may apply for this fellowship grant.

### **How much survival grant funding is available?**

Up to Rs. 50,000 per month for up to 12 months depending upon the assessment of each individual application. This grant will be disbursed through IIMK LIVE on a monthly basis as survival grant for the entrepreneurs. This is subject to the progress made every quarter.

### **Is it possible to apply individually for this fellowship?**

Yes. You may apply individually or as a team for this fellowship.

### **How many entrepreneurs would be supported under this initiative?**

This will depend purely on the number of participating alumni and the quality of the business plans of the proposed start-up enterprises.

### **Can I sit for the campus placements?**

If you are selected and accept the fellowship offer, you are NOT eligible to sit for the placements. However, if your venture does not succeed, as per the institute's placement office policy of placement holiday, you may be considered for placements within a maximum of two years after passing out.

### **When does the incubation and fellowship grant commence?**

The incubation program and the fellowships will commence from June month onwards.

### **When will the names of the selected fellows be announced?**

The shortlisted candidates will be announced by end of November. Pitch presentations will be held in the middle of December and the final list of recipients will be announced by end of December. If you are not selected, you may participate in the campus placement process.

### **What are the liabilities of receiving the grant? Do I have to return the fellowship grants?**

The survival grant is provided with the intention to support a fellow PGP student of IIMK in his/her start-up journey to promote alumni fellowship and entrepreneurship on campus. There are no liabilities linked to the grant. However, there will be terms to enable participating alumni to continue to support the venture by investing at a discount on a future fund raise or to get a return on the funding once the venture is successful. These will be negotiated on a case to case basis with the selected candidates.

### **How do alumni get involved?**

IIMK alumni who wish to support entrepreneurship and want to commit to the fellowship towards the IIMK alumni community may contact the Alumni Association. The IIMK Alumni Association will invite alumni every year to participate in the STAYIN' ALIVE fellowship round. In addition, participating alumni may also nurture the venture through advisory support of selected candidates, workshops on entrepreneurship for interested students as well as other mentoring support.