ADMIRE

Center for Advancing Digital Health

IIHMR BANGALORE | Institute of Health Management Research

THINKAR Foundation

Startup Incubation Program

Your Idea Your Future

Program by

ADMIRE - Centre for Advancing Digital Health at Institute of Health Management Research Bangalore in collaboration with **Thinkar Foundation**

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About Us

ADMIRE – Centre for Advancing Digital Health @ IIHMR Bangalore

The Centre for Advancing Digital Health (ADMIRE) is dedicated to the transformation of healthcare by leveraging digital health technologies, including artificial intelligence and machine learning. ADMIRE's focus is to improve the quality of healthcare services, promote the universalization of health, and reduce inequities through cutting-edge research, education, and innovation at both national and global levels.

Thinkar Foundation

Thinkar Foundation promotes social digital ventures with an aim to democratize technology. Their programs impart relevant skills and helps teams build innovative solutions for local communities. They promote social partner ventures and mentor them to manage their impact programs for health, education, livelihood, agriculture, environment, society and culture through new age digital skills.

Program Overview

This comprehensive 26-week incubation program is designed to nurture innovative ideas into scalable startups.

The program is structured into three key phases:

1. **Pre-Incubation (6 Weeks):** Idea validation and readiness.
2. **Structured Incubation (13 Weeks):** Startup development and growth.
3. **Post-Incubation (7 Weeks):** Market readiness, evaluation, and Demo Day.

Program Support

Throughout all phases, participants will have access to:

- Mentorship and coaching.
- Coworking space and resources.
- Networking events and workshops.
- Access to investors and industry experts.

Program Outcomes:

- Validated and investor-ready startups.
- Strategic partnerships and market entry.
- Sustainable growth strategies.

Phase 1: Pre-Incubation (6 Weeks)

Week 1-2:
Ideation and Problem Definition

Activities:
- Identify and define the problem statement.
- Conduct market research to validate the problem.
- Ideation workshops.
- Introduction to design thinking principles.

Deliverables:
- Problem-solution fit analysis.
- Market research report.

Week 3-4:
Solution Validation

Activities:
- Develop a minimum viable product (MVP) concept.
- Test the concept with early adopters.
- Customer discovery and feedback sessions.

Deliverables:
- MVP concept document.
- Customer feedback report.

Week 5-6:
Business Model Development

Activities:
- Introduction to Lean Canvas/Business Model Canvas.
- Revenue stream exploration.
- Cost structure planning.

Deliverables:
- Completed business model canvas.

Phase 2: Structured Incubation (13 Weeks)

Week 7:
Setting Goals and Orientation

Activities:
- Orientation and cohort networking.
- Define key performance indicators (KPIs).

Deliverables:
- ·Startup roadmap with milestones.

Week 8-10:
Product Development

Activities:
- Develop the MVP based on feedback.
- Iterative testing and refinement.
- Technology integration workshops.

Deliverables:
- Working MVP.

Week 11:
First Evaluation

Activities:
- Presentation of progress to mentors and evaluators.
- Receive constructive feedback.

Deliverables:
- Evaluation report with action points.

Phase 2: Structured Incubation (13 Weeks)

**Week 12-14:
Market and Customer
Acquisition**

Activities:
- Develop go-to-market strategies.
- Build and test customer acquisition channels.
- Marketing and branding workshops.

Deliverables:
- Customer acquisition strategy.

**Week 15-17:
Financial Planning and
Fundraising**

Activities:
- Financial modelling and forecasting.
- Investor pitch development.
- Fundraising workshops and mock sessions.

Deliverables:
- Detailed financial plan.
- Investor pitch deck.

Phase 3: Post-Incubation (7 Weeks)

Week 18-19:
Scaling Strategies

Activities:
- Strategies for scaling operations and distribution.
- Advanced customer retention strategies.

Deliverables:
- Scaling roadmap.

Week 20:
Final Evaluation

Activities:
- Comprehensive evaluation by mentors and stakeholders.
- Final refinements based on feedback.

Deliverables:
- Final evaluation report.

Week 21-25:
Demo Day Preparation

Activities:
- Refining investor pitch and presentations.
- Preparing for media coverage.
- One-on-one mentoring sessions.

Deliverables:
- Polished Demo Day pitch.
- Media kits.

Week 26:
Demo Day Preparation

Activities:
- Present startup to investors, industry experts, and stakeholders.
- Networking and partnership opportunities.

Deliverables:
- Investor interest and partnerships.

Program Support

Throughout all phases, participants will have access to:

- Mentorship and coaching.
- Coworking space and resources.
- Networking events and workshops.
- Access to investors and industry experts.

Program Outcomes

- Validated and investor-ready startups.
- Strategic partnerships and market entry.
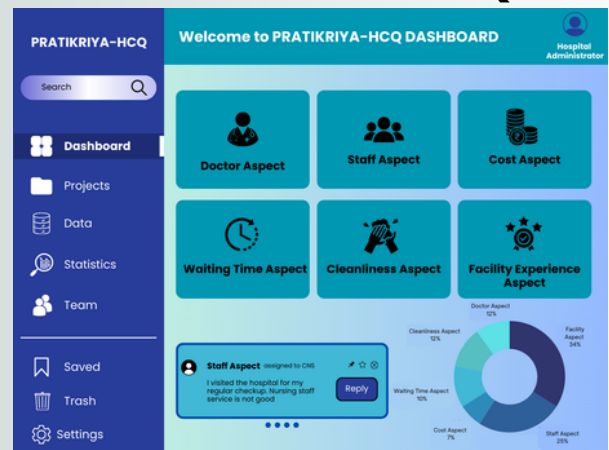- Sustainable growth strategies.

Our Achievements

Our Startup

Prototypes Developed

PRATIKRIYA-HCQ

"**Problem Statement** - Healthcare facilities often struggle with outdated feedback systems that rely on paper-based surveys and disjointed digital data. These methods lead to delayed responses, fragmented data, and a lack of actionable insights, hindering efforts to improve patient care and satisfaction. Without an efficient, centralized approach, identifying and resolving patient concerns becomes a complex and time-consuming challenge."
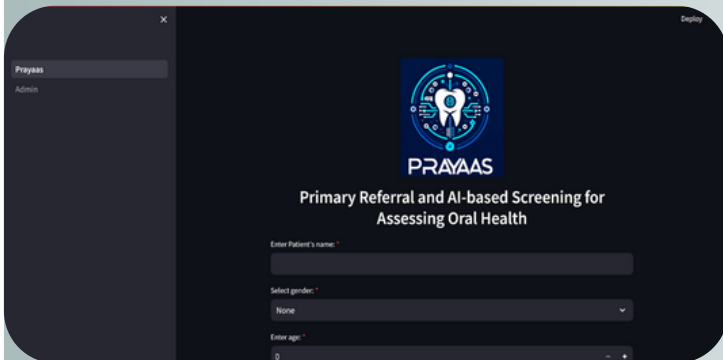
PRAYAAS is an AI-based solution developed to support the backbone of public health infrastructure, enabling early detection of Oral Premalignant Disorders (OPMDs), particularly in resource-limited settings. Using advanced deep learning technology, the platform analyzes intraoral images captured via smartphone cameras, making community-wide screening programs more accessible and scalable. Built on the efficient and reliable DenseNet201 architecture, PRAYAAS ensures accurate identification of high-risk cases while maintaining a lightweight design suitable for mobile applications. With ongoing improvements, it aims to empower frontline healthcare workers, streamline early diagnosis, and significantly enhance outcomes at the primary care level, becoming a vital tool in the fight against oral cancer.

IIHMR BANGALORE

Institute of Health Management Research (IIHMR)-Bangalore, established in 2004, is the South Campus of IIHMR Jaipur Group. IIHMR-B is the first educational Institute in India to be accredited by NABET as Hospital and Healthcare Consultant Organization for NABH standards. Our aim is to provide leadership and competency building among health/hospital managers, planners, decision-makers, trainers, and research scientists at the national and international levels. The Learning and Development Centre at IIHMR Bangalore aspires to bridge the gap in skills and knowledge between professionals/students and the healthcare Industry. The team at IIHMR Bangalore leverages on the collective strength of adjunct and visiting faculty, research officers and networked industry experts. This multidisciplinary team consists of Doctors, Public Health experts, IT specialists, Social Change Innovators, Data Analysts, Health and Hospital Management Specialists who are equipped and up skilled to conduct high-end research projects and to address emerging healthcare issues.

For More Details....

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Program Fee: 12,000 INR

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