

Call For

Expression of Interest

To Collaborate With

Kerala Startup Mission's

**Design CoE & Design Incubator**

Ref # : KSUM/2023/PROJ/01

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# Introduction

Kerala Startup Mission (KSUM) is planning to set up a Design Center of Excellence (CoE) in Technology Innovation Zone, Kochi to work with startups, innovators, traditional industries and local institutions to create policies, solutions, systems and experiences that reimagine and redesign our lives. The CoE will focus on using design as a tool to derive more out of existing technologies and products and meet India's diverse design needs.

In this regard, KSUM seeks collaboration from reputed agencies, corporates, industry bodies and academic institutions in the area of design to partner with KSUM in this endeavour.

The purpose of this Call for Expression of Interest (EoI) is to connect with potential partner organisations specialised in design services, incubation, innovation and skilling to understand the areas in which these organisations would like to collaborate with KSUM and the services they can provide. The main scope of work includes

- incubating design ventures,
- access to design tools (hardware and software),
- providing design services and mentorship,
- promoting design acumen and imparting necessary technical skills, and
- planning/implementing specific design interventions for the benefit of the society.

It is expected that the partner organisations have sufficient staff, logistical capacity, and expertise in providing the above services. KSUM will be providing the space and partners will have access to the prototyping facilities in the campus including

- Super FabLab set up by MIT, USA,
- Graphene and IoT centres of Digital University of Kerala,
- Biotech lab set up by Rajiv Gandhi Centre for Biotechnology.

Interested organisations are invited to submit a brief proposal ***without any financials***.

Please note that this call for EoI is only intended to understand the services offered by interested entities. For the final selection of partners, an RFP will be floated subsequently in October. The respondents to this call for EoI will be invited to respond to the RFP and submit a detailed proposal along with financials. The final selection of partners will be based on the proposals submitted as part of the RFP and not this call for EoI.

## Background

Kerala Startup Mission was established with the aim of promoting and nurturing technology driven entrepreneurship in the state of Kerala. KSUM has been a pioneer in promoting and nurturing entrepreneurship through various first-of-its-kind initiatives that have garnered praise at both national and international levels. This approach is derived from a keen understanding of the strengths and constraints of the state and in turn aligns with the need to have a knowledge-intensive economy that is suited to Kerala's unique challenges and blessings.

In this regard, one of the major initiatives has been the establishment of the Fablab network and the world's first Super Fablab outside the MIT campus in Boston, USA. This was done with a view to position Kerala as a design and prototyping hub. This would in turn benefit entrepreneurs working on developing hardware products and the proliferation of digital fabrication and rapid prototyping would also unlock benefits of industry 4.0 transformation to MSMEs, corporates and more importantly to traditional industries and crafts thereby making them more competitive.

# Objectives

KSUM's Design Center of Excellence is intended to operationalise this transformation initiative and will become a hub that designs and implements meaningful, creative solutions and experiences integrating art, science, design, and engineering. Over time, Design CoE will become a repository of design knowledge, experience and information on products, systems, materials, design and production processes related to traditional as well as modern technologies and offer integrated design consultancy services and cutting-edge design solutions to startups as well as corporates.

In this regard, KSUM seeks collaboration and assistance from reputed design agencies, academic institutions, corporates and industry bodies in the area of design and relevant organisations willing to partner and contribute in this endeavour. The collaboration shall have the following four key focus areas:

1. **Incubation** : For companies working in the design space (product and service design), the CoE shall act as an incubator and launchpad where product and service ideas can be refined and incubation and mentorship can be provided. The incubation programs shall be run on a cohort basis with clear timelines and deliverables.
2. **Design Services** : The CoE can also be positioned to offer design and prototyping services to interested companies both within and outside the state (including startups, MSMEs and corporates) through professionals and academicians.
3. **Design Interventions** : The CoE shall also act as a hub to devise design interventions in civic amenities and public services to the benefit of the larger community.
4. **Skilling** : The CoE shall also undertake skilling and training interventions based on the industry demand through training and certification programmes of various durations.

# Submission

Interested organisations are requested to submit their expression of interest online in PDF format before 30th September 2023. The submission should be made in English or Malayalam and should include:

- Letter of Intent (LoI) to collaborate with KSUM's Design CoE project.
- Brief proposal capturing the support/services that can be provided by the applicant in-line with the objectives stated above.
- Suggestions/Recommendations on infrastructure requirements if any (cyber, physical, technical)
- Suggestions (if any) regarding the basket of activities to be included under the Design CoE.

Link for submission: <a href="https://zfrmz.com/wvDTs5NFzuaUgQ1IR5bo">https://zfrmz.com/wvDTs5NFzuaUgQ1IR5bo</a>
Deadline: 30th September 2023

KSUM may set up meetings with interested parties collectively or individually after the deadline for further discussions. It should be noted however that participation in this Call for Expression of Interest does not guarantee the organisation will be ultimately selected as a partner for the CoE.