



## **RATHINAM ARUMUGAM INCUBATOR FOR SOCIAL ENTERPRISES**

**RATHINAM ARUMUGAM INCUBATOR FOR SOCIAL ENTERPRISES (RAISE)** located at Rathinam Technical Campus is focussing on incubating and supporting social enterprises working for the betterment of society in different sectors.

RAISE has roped in top class mentors and governing members who are best in class social entrepreneurs, PATENT holders, IIT / IIM Alumni, and an IAS officer. Through the unique five stage model identified by RAISE team to support early stage social ventures and ideas, about 40 to 65 ideas will be mentored every year. Over 3 years, we expect 63 mentees to graduate out with potential enterprises. RAISE team is very certain that at least 25 out of enterprises will break out into national and international success stories to produce 50 to 150 Crores worth of social impact & business next few years.

The incubator comprises of,

- **Incubator Advisory Board**
- **Incubator Leadership team**
- **Mentors**
- **Skill based volunteers**

### **Incubation Model:**

RAISE Incubator model: 5 Stage Model to Support Social Innovations/Ideas/Start-ups Social enterprises are most different from for-profit businesses when they are just starting up.

We have identified and developed a five stage model of support to support early stage social ventures and ideas:

- **Co-working spaces**

The provision of shared office space provides new social enterprises with a base for their operations as well as access to vital social networks, peer support and sources of information and expertise

- **Social enterprise support programmes**

Personal development of the founding social entrepreneur is the heart of the Rathinam Incubator for social enterprises programme. We provide support to help him or her develop the skills and capabilities they need to run a successful social enterprise

The success of a social enterprise, particularly in its early years, is often down to the quality of its leadership and management. Building a successful enterprise in any sector, whether commercial or social, relies on having access to a broad range of skills and expertise, either within the organization or through external support. Social entrepreneurs face a particularly tough set of challenges. As well as developing and managing a commercially viable business they also aim to serve unmet social needs.

RAISE propose to develop a Social Leadership Development Program as a part of the incubation Support services.

- **Impact accelerators**

Access to finance is often one of the biggest barriers facing new social enterprises. Without a track record it can be an uphill struggle to persuade funders and investors to put money into a new venture. We address this head on, by offering loans and grants by partnering with various funding agencies and corporate CSR on social impact investing. With the growth of the social investment market, there has also been a shift in the focus of that support towards building the capacity of the social enterprise to become investment ready. Rathinam Incubator for Social Enterprises will also offer services of Capacity building of existing social enterprises

- **Social venture prizes and competitions**

The prizes and competitive nature of our incubator are intensively designed to spur participants to turn their fledgling ideas into focused, practical and actionable business plans.

- **Impact angel investor networks.**

Venture capital networks have existed for many years to invest in early-stage for-profit ventures. In recent years, a growing number of investors have sought to invest in social ventures in order to generate both a financial return and a social impact. In other words rather than donating money to a good cause they are investing their money in a good cause. Typically these „angel investors“ will provide a level of mentoring and strategic expertise to the social enterprises in which they have invested. Rathinam Incubator for social enterprises is developing a network of social impact investor has already helped two social enterprises No Food Waste & Edudharma.com to raise Series of Funding round for their business models. And organizations such as No Food Waste, Edudharma.com, No Dumping etc mentored by RAISE have helped stimulate a culture of social entrepreneurship throughout society.

RAISE will support activists, entrepreneurs and change-makers within India who have a good understanding of societal problems and feel passionate about solving them. We evaluate not only the idea but also the people behind it. The simple reason for this is that RAISE is all about a community of social change people. We work with troublemakers through several incubation cycles each year.

**Social enterprises incubated at RAISE;**

- **No Food Waste**
- **Edudharma**
- **No Dumping**
- **Toilet First**
- **City Sense**

**Teams that make it into our incubation programme will receive:**

- Access to our design workshops;
- Support from mentors and specialists;
- Access and Support to prototype and develop Minimum Viable Product
- Market access and test beds in Urban and Rural areas
- Fundraising to help your venture reach scale and sustainability through our crowd funding platform and network of impact investors