



# Diversity & Inclusion Entrepreneurship Incubation Program

## Call for Applications **(2023)**

About the Program.....	1
Eligibility Criteria.....	1
How to Apply.....	1
Selection Process.....	2
Documents Required along with Application.....	2
Application Deadline.....	2
Terms & Conditions.....	2
FAQs.....	3

## About the Program

Surge Impact Foundation's Diversity & Inclusion Entrepreneurship Incubation Program is one of the first incubation programs in India curated exclusively for the members of the LGBTQIA+ community.

The objective of this program's 2nd cohort is to empower social entrepreneurs from the LGBTQIA+ community to scale their impact. The program offers a combination of financial and non-financial support to aspiring social entrepreneurs. This includes

1. Training and coaching for building entrepreneurial mindset
2. Leadership coaching to be an effective leader for your community
3. Access to community of advisors, investors and mentors across industries
4. Enterprise building boot camps led by expert trainers
5. Community of entrepreneurs for peer-to-peer learning
6. Access to alumni community
7. Seed grant based on opportunity for impact and feasibility of idea

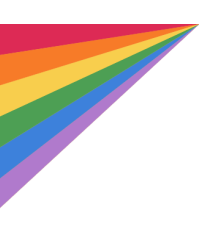
## Eligibility Criteria

In order to apply for the program, the applicant has to meet the following criteria:

1. Applicant must be an Indian Citizen.
2. Applicant must be a Resident of India.
3. Applicant must be above 18 years of age.
4. Applicant must be of the LGBTQIA+ Community or be working for the benefit of the LGBTQIA+ community.
5. Applicant must be a founder or co-founder of the organisation for which the application is being filled.
6. The organisation must have a prototype or a working model in place for the product / service being offered.

## How to Apply

1. Kindly go through the Program details and Eligibility Criteria thoroughly to see if the Program is suitable for your needs.
2. Once you have decided to apply, go to <https://surgeimpact.org/apply-here/>.
3. Fill out the interest form and submit it. The detailed application form will be sent to you via email once the interest form is submitted.
4. Read through the instructions and the application form carefully and enter your responses. Please make your answers as detailed as possible in order for us to understand you and your organisation better.
5. Once you are done answering all the questions, kindly check if you have missed any details before submitting.

- 
- 
6. You will get a confirmation email once you have successfully submitted the form.

## Selection Process

### 1. Application Form

The applicant needs to complete the online application form mentioned in the previous section and submit it before the deadline.

### 2. Preliminary Application Review

Preliminary review will be based on predefined criteria to check the eligibility of the applicant for the Program.

### 3. Application Screening

Application Screening is conducted to determine the suitability of the applicant for the Program. If required, the applicants will be contacted via email / phone call to gain more understanding about the applicant and the venture.

### 4. Final Selection Round

The shortlisted applicants will need to present their idea / venture to a panel of industry experts, following which the cohort for the Program will be finalised based on the recommendation of the panel and the initial application.

## Documents Required along with Application

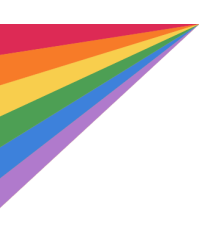

1. Government Issued ID

## Application Deadline

The deadline for submitting the application is **6:00 pm on Tuesday, 20th June 2023**.

## Terms & Conditions

1. Only one application can be submitted per Individual / Organisation.
2. The applicant needs to meet the Eligibility Criteria in order to be considered for the Program. In case an applicant does not meet the eligibility criteria, the application will be automatically cancelled.
3. The applicant will be the primary participant in the Program, if selected.
4. The activities of the incubatee organisation or any of the stakeholders cannot be outside the law

- 
- 
5. The activities of the incubatee organisation cannot involve political campaigning or advancement of religion.
  6. Personal research projects and academic research projects cannot be supported through this Program.

## FAQs

### **About the Program**

#### **1. What is an entrepreneurship incubation program?**

An entrepreneurship incubation program involves two key entities:

- Incubators: entities that provide support
- Incubatees: entities that receive support

Through entrepreneurship incubation programs, incubators provide selected early-stage enterprises/social ventures/individuals, known as incubatees, with the right resources, mentorship, coaching and network. This empowers incubatees to strengthen their operations, and scale up their impact.

#### **2. What is Surge Impact's Diversity & Inclusion Entrepreneurship Incubation Program?**

Surge Impact Foundation is launching a 9 - month Entrepreneurship Incubation Program for LGBTQIA+ NGOs, social enterprises and individuals. Through the program, social entrepreneurs from the LGBTQIA+ community can access the right resources, mentorship, technical and non-technical training, leadership coaching, and network to help them scale their impact. This contributes toward our core objective of helping social entrepreneurs with establishing the foundation for a sustainable and scalable organisation. Through this program, Surge Impact aims to empower LGBTQIA+ entrepreneurs to access and navigate the entrepreneurial ecosystem in India.

#### **3. What are the highlights of the program?**

Social entrepreneurs selected for the program can access the following:

- Personal leadership coaching: To support the social entrepreneur as a soundboard and an advisor for any guidance required through their journey as an entrepreneur

- Access to investors and mentors across industries
- Training Bootcamps: SIF will conduct boot camps through Internal and External experts on various business, technical and non-technical training sessions. These will include topics like the theory of change, design thinking, pitching, finance and budgeting, milestone setting, navigation through the legalities of running an organisation, etc. The program design is flexible and specific topics will be selected based on the specific needs of the cohort.
- Peer-to-peer learning: Only an entrepreneur knows best what another entrepreneur experiences. Through peer-to-peer learning, SIF wishes to facilitate the founders of the incubatee organisations to learn from other entrepreneurs in the ecosystem. This would not only facilitate the exchange of ideas and best practices but also strengthen the network of the incubatee social entrepreneurs
- Market linkages: Support and network to establish strong market linkages to enable incubatee organisations to sell or expand the sale of their products and services
- Alumni support: The selected social enterprises will be provided access to the alumni group of SIF. This will strengthen the network of the incubatee organizations further, thereby enabling to increase the channels through which
- Financial Support

**4. How will being selected for this program help incubatee organisations, i.e. the applicants' social ventures being supported by Surge Impact through this program?**

Incubatee organisations or individuals will receive wide-ranging support & benefits from being a part of the program. These include:

- **Skills**
  - Help founders identify gaps in their skills sets and need to onboard new founders/teams/partners as required for the social venture
  - Upgrade founder skills to help them reach the next level
  - Increase founder confidence
  - Help organisations and founders make their ideas and models more presentable and marketable to various stakeholders especially funders/donors
- **Organisational Sustainability**
  - Increase the ability of the organisation to make a large/more sustainable impact
  - Help organisations and founders translate their ideas and skills into a viable model
  - Strengthen the operations of organisations to help make them more sustainable

- Provide the organisation with methods and tools to capture and measure their impact, especially in terms of SDGs
- Help the organisation devise a better governance structure for their functioning
- **Funding and Network**
  - Plugging the founder and the organisation into relevant funders and partner networks
  - Increase awareness of various relevant government schemes and funding opportunities
  - Connect founders to relevant government departments/officials and CSR/corporates
- **Awareness building at an ecosystem level**
  - As an ecosystem player working with a diverse group of grassroots-level organisations and their beneficiaries, a wide range of companies, and government & enforcement authorities, Surge Impact Foundation is in a great position to facilitate insightful conversations around Diversity & Inclusion with relevant stakeholders across the spectrum.
  - This will help in generating awareness about Diversity & Inclusion (D&I) at an ecosystem level and also in mobilising more funding for D&I entrepreneurship.

#### **5. What is Surge Impact's focus for areas of work or geographies?**

NGOs, for-profit social enterprises or individuals onboarded by Surge Impact for the entrepreneurship incubation program must be focused on areas that contribute to the attainment of the Sustainable Development Goals (SDGs). To know more about SDGs, please visit <https://sdgs.un.org/goals>.

#### **6. Will this program be conducted virtually or in person?**

The program will be conducted in a hybrid manner. While the one-on-one mentoring of founders/individuals will be online throughout the course of the program, the bootcamps for technical and non-technical training with internal and external industry experts and trainers will be done in person.

#### **7. Does an applicant need to pay an application fee to apply to this program?**

No. No application fee is required to be paid by an applicant. Only the interest form needs to be submitted by those who wish to access the application form. The interest form can be accessed [here](#).

## **8. Who is an ideal candidate for the program?**

Anyone from the LGBTQIA+ community or working for the benefit of the community and is keen to learn how to conduct business at the grassroots, while looking to sustainably solve a problem or a market gap and make a social or environmental impact would be an ideal candidate for the program!

## **9. Is the program flexible enough to incorporate my training needs?**

Yes, the program design is flexible and specific topics will be selected based on the specific needs of the incubatees.

## **About the Application Process**

### **10. What would I need to fill in the application form?**

We recommend you fill in the application form through a laptop or a personal computer as using either of the two devices would be convenient. However, if you do not currently have access to the same, you could choose to fill in the application form via your smartphone.

If you have any difficulty in filling out the application form, kindly send a WhatsApp message to the Surge Impact team on +91 6301624426 or email us at [diversity@surgeimpact.org](mailto:diversity@surgeimpact.org).

### **11. What is the information I need to keep prepared for the application form?**

Through the application form, we wish to learn more about you, your social venture, and the vision of the impact you wish to create through your social venture. You will also be asked to describe your target beneficiaries, and the challenge you aim to address/solve through your social venture.

### **12. Does the application need to be filled in one sitting?**

No, you can fill out the application in multiple sittings. All answers filled in by you in each sitting will be saved automatically if you are working with the same email address. You will also be able to go back to earlier sections of the application form to make changes if required.

**13. What if I am not comfortable filling out the application form in English and prefer to do so in my regional language?**

We highly recommend you take the help of a friend/family member/an acquaintance who knows English to fill in your application form.

If you do not have the required support system, kindly send a WhatsApp message to the Surge Impact team on +91 6301624426 or email us at [diversity@surgeimpact.org](mailto:diversity@surgeimpact.org).

**14. What does 'social venture' in the application form mean?**

'Social venture' in the form implies any of three - NGO, (OR) for-profit social enterprise, (OR) an individual applicant's idea/endeavour with a larger aim to benefit the LGBTQAI+ community.

**15. What if I have more doubts with regard to the questions on the application form as I fill it out?**

We would be happy to assist you in clarifying any doubts you may have with regard to the questions on the form as you fill out the application form. Please send a WhatsApp message to the Surge Impact team on +91 6301624426 or email us at [diversity@surgeimpact.org](mailto:diversity@surgeimpact.org) for any clarifications.

In case of any further queries regarding the program, please visit our [Website](#). You can also send us a WhatsApp message at +91 6301624426 or email us at [diversity@surgeimpact.org](mailto:diversity@surgeimpact.org).