

## IIMB invites applications for first cohort of healthcare incubation programme

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The N S Raghavan Centre for Entrepreneurial Learning (NSRCEL), the startup hub at IIM Bangalore, invites applications to the first cohort of the Healthcare Incubation Programme. The programme is designed to support ideation to proof-of-concept stage ventures who have the potential to increase access and affordability of healthcare in India.

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Dr Devi Prasad Shetty, Chairman, Board of Governors, IIMB and Chairman & Executive Director, Narayana Health, launched this programme. Dr Shetty said, "Start-ups can change how healthcare is delivered by making it safer for patients, more affordable, and more accessible to all."

"Our unique approach of integrating doctors, hospitals and labs into the program will enable us to combine IIMB's business mentorship with on-the-ground medical expertise under one roof, something that will be hugely valuable to entrepreneurs," said Professor Venkatesh Panchapagesan, Chair, NSRCEL and faculty, Finance & Accounting, IIMB.

With the NSRCEL healthcare incubation programme, both clinicians and hospitals can engage with start-ups, and mentor and monitor the progress of those start-ups which can contribute to their strategic objectives.

Early-stage ventures will be shortlisted for a three-month long pre-incubation phase of the programme, where they will be guided by mentors through need assessment, one-on-one interactions and workshops.

Post pre-incubation, the ventures will be given an opportunity to pitch to NSRCEL for a 12-month incubation programme.

The participants of the NSRCEL Healthcare Programme will receive continued support after programme completion through webinars, masterclasses, guest lectures, and workshops.