



ATME

College of Engineering



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NISP Committee

Minutes of Meeting

Date:20-April-2022

As per the guidelines of Ministry of Education Innovation Cell (MIC), the second meeting of National Innovation and Startup Policy (NISP) Committee at ATME College of Engineering, Mysuru was called by Institution's Innovation Council (IIC) President Dr. Yathisha L.

The objective of this meeting was the following:

- To officiate the Institute Innovation and Start-up policy ratified by the Academic Council
- To identify Key Performance indicators for identifying NISP institute policy

The council consisted of the following members

| Sl. No. | Name | Position | Contact Details |
|---------|------------------------------------------------------------------------|--------------------------------|-----------------|
| 1 | Dr. L BASAVARAJ, Principal, ATMECE | Chairman | 9448285651 |
| 2 | Dr. Yathisha L, Associate Professor, Dept. of ECE, ATME | President, IIC, ATMECE | 99022 38768 |
| 3 | Dr. Prakash Kuravatti K, Associate Professor, Dept. of ECE, ATME | Vice-President, IIC, ATMECE | 96117 54666 |
| 4 | Mr. Abhilash G, Assistant Professor, Dept of ECE, ATME | Coordinator, NISP, ATMECE | 9986721213 |
| 5 | Mrs. Bharathi B, Assistant Professor, Dept of CV, ATME | Member | 8496009262 |
| 6 | Mr. Hemanth Assistant Professor, Dept of ME, ATME | Member | 7026251531 |
| 7 | Dr. Satish K R, Assistant Professor, Dept of EEE, ATME | Member | 9611982696 |
| 8 | Mrs. Sushma V, Assistant Professor, Dept of CSE, ATME | Member | 8147504344 |

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| | | | |
|----|----------------------------------------------------------------|-----------------------------|------------|
| 9 | Mr. Manjunath K, Assistant Professor, Dept of ECE, ATME | Member | 9738403734 |
| 10 | Mr. Sunil Kumar H V, Director, Vivartan Technologies LLP. | Industry Expert | 9886716583 |
| 11 | Ms. Uma Maheshwari, Design Engineer, FrenusTech Pvt Ltd. | Industry Expert & Alumni | 8971879402 |

The Key points identified during the meeting were as follows:

- The Ratified Policy is attached herewith (in the Annexure). This needs to be shared with institutes stake holders and is to be authorized for circulation and publication.
- The Key Performance indicators for the NISP institute policy were based on the official MoE guidelines. These have been identified and attached herewith (in the Annexure).
- The objectives of the action plan for implementing the Institute Innovation and Start-up Policy was also identified during this meeting and is attached herewith (in the Annexure).

The next meeting of NISP Committee will be for the preparation of an Action Plan and hence meeting will be carried prior to the preparation of the CoE for the next academic year.

Abhilash G.

NISP-Coordinator,
Asst. Prof., Dept of ECE

Dr. Mathisha L

President IIC,
ATMECE

Dr. Basavaraj L

Committee Chairman,
Principal, ATME

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Annexure

Key Performance Indicators for the Measurement of NISP

Entrepreneurship

Revenue per Employee

This is calculated as a company's total revenue divided by its current number of employees. It is an important ratio that roughly measures how much money each employee generates for the firm.

Revenue Growth Rate

Revenue Growth Rate is an indicator of how well a company can grow its sales revenue over a given time period. While the revenue is an actual number, the revenue growth rates simply compare the current sales figures (total revenue) with a previous period.

Repeat Business

Repeat business is when a customer transacts with the company repeatedly. In the best-case scenarios, these customers become loyal supporters of the brand and shop with the regularly over time.

Value

Personal values that an entrepreneur needs are attributes such as honesty, passion, determination, and confidence.

Profitability

Profitability is the primary goal of all business ventures. This is simply a product or revenue transaction between the business and the lender to generate revenue for operating the business or buying assets. Expenses are the cost of resources used up or consumed by the activities of the business.

Client Satisfaction

Customer satisfaction is a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Month-over-Month Growth



Month-over-month (MoM) growth shows the change in the value of a specific metric as a percentage of the previous month's value. Month-over-month growth is often used to measure the growth rate of monthly revenue, active users, number of subscriptions, or other key metrics

Year-Over-Year Performance

Year-Over-Year (YOY) is a frequently used financial comparison for comparing two or more measurable events on an annualized basis. Looking at YOY performance allows for gauging if a company's financial performance is improving, static, or worsening.

Rate of Attrition

A company's attrition rate is the rate at which people leave. If we break it down, it is the number of people who have left the company, divided by the average number of employees over a period. Typically, it is expressed as a percentage (%).

EBITDA

Earnings before interest, taxes, depreciation, and amortization (EBITDA) is a measure of a company's overall financial performance and is used as an alternative to net income in some circumstances.

Content Marketing ROI

Content marketing ROI is a percentage that shows how much revenue we gained from content marketing in comparison to what we spent. ROI is said to be one of the most important measures of successful content marketing because it's directly tied to revenue.

Cost per Acquisition

Cost Per Acquisition, or "CPA," is a marketing metric that measures the aggregate cost to acquire one paying customer on a campaign or channel level. CPA is a vital measurement of marketing success, generally distinguished from Cost of Acquiring Customer (CAC).

Innovation

Innovation rate

Innovation rate = revenue share of innovations / total turnover * 100.

This figure represents the innovation activity in relation to sales. And it also shows whether new developments are successful on the market or not, because it measures the sales we already achieved with the innovations.



Innovation rate = number of innovations/ number of products * 100

This key figure represents how important the business is to innovation, because we relate the number to the entire range. However, together with the innovation rate, it becomes much clarity of own innovation and success. However, both metrics do not answer the question of what we mean by an innovation.

Degree of innovation:

Degree of innovation = newness of the purpose-medium combination With this formula, we can now specify uniqueness of the development.

Start-up

Opportunity

A startup, like any business, needs to understand its market. Thorough market research allows a startup to understand its potential customers and if they have a market sizable enough to make the sales that are required to become profitable.

Income

The vital metric start-ups should track is income. Some key revenue metrics include MRR (monthly recurring revenue), the amount of revenue that startup makes that recurs monthly; ARR (annual recurring revenue), the amount of revenue that recurs annually, annual revenue per customer and the customer lifetime value.

Customer acquisition

Customers are the lifeline of startup, so it's always a good idea to be laser-focused on some customer metrics. This includes customer acquisition costs (CAC). We calculate CAC by determining an amount of time and then dividing the costs for marketing and sales by the number of new customers gained during that time period.

Funding health

One of the main reasons startup's fail is they run out of cash. Therefore, metrics that track a startup's funding health are imperative. One metric every startup should track is their burn-rate- the rate a company is spending its cash or how much cash leaves the company monthly.

Customer engagement



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It's important for every startup to define what they mean by "active" users when they are tracking customer engagement. Generally, customer engagement metrics track the number of unique users who engage with a startup's product.

Loyalty

It's certainly cheaper for a startup to retain the business of a customer that's already been acquired than to market and sell to a brand-new customer. That's precisely why measuring customer loyalty is important. Startups need to track churn rate, which illustrates how well we retain.

Abhilash G.

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Annexure

Objectives for an Action Plan

The action plan is the identification and organization of suitable events/courses/activities over the next few years to achieve the following objectives:

- To promote new technology/ knowledge/ innovation-based start-ups.
- Enhance the culture of an organization which fosters an environment of understanding employees better.
- Partnerships between institution and industries which drives innovation economy.
- To build the cultural gap between industry and institution.
- To accomplish the streamline of workflows and to reduce costs and optimize outputs.
- To measure business growth and performance of innovation.
- Upgrading practices, achieving efficiencies and better results, and building on existing structures.
- To discover a common ground and reach an agreement to settle a matter of mutual concern, resolve a conflict and exchange value.
- To cultivate, maintain and increase a company's market share by satisfying a consumer demand.
- To simplify marketing and sales process.
- To make industry or institute more efficient and to provide better customer service.

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