



**Memorandum of Understanding  
between  
Kriti Management Solutions Pvt. Ltd.  
&  
S. K. N. Sinhgad School of Business Management**

This **Agreement** is entered into on Twenty Fifth day of October, 2017 between:

Kriti Management Solutions Pvt. Ltd. (hereinafter referred to as KMSPL), a private limited company incorporated under the Companies Act, 2013 having its registered office at 3-4, Swapnapurti Apartment, 512, Narayan Peth, Pune – 411 030.

and

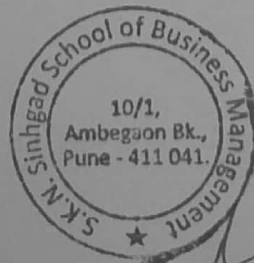
S. K. N. Sinhgad School of Business Management (hereinafter referred to as SKNSSBM), a management institute offering 2 year full time MBA programme which is recognized by AICTE Delhi, affiliated to University of Pune and approved by Government of Maharashtra State having its campus at 10/1, Ambegaon (Budruk), Off. Sinhgad Road, Pune - 411 041.

KMSPL & SKNSSBM have been individually referred to as 'PARTY' and collectively called 'PARTIES' hereafter.

Whereas SKNSSBM aims at achieving superiority in Management Education with credit at a nationwide & global level with a goal to develop a talented leadership, there is a constant need to keep the students up to date with the current market scenario. Through this agreement, both the PARTIES agree to promote an incubation center within the campus of SKNSSBM for developing "Innovation and Entrepreneurial Ecosystem".

Both the PARTIES agree to encourage the following activities amongst the students and alumni of Sinhgad Technical Education Society:

- Create an ecosystem that stimulates independent thinking and innovative ideas.
- Evolve innovative ideas for developing incubation centre for innovative or value added product, process or service.
- Help budding entrepreneurs in different stages of their Entrepreneurial journey, particularly at the stages of grooming and ideation, screening of business proposals / projects and selection of project proposals that can be adopted for incubation.
- Jointly organize seminars, workshops & capacity building programs, networking events, discussions, etc.

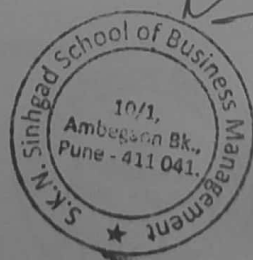


- SKNSSBM will help KMSPL to use its infrastructure facility, library and other resources for conducting short term training programmes as and when required.
- KMSPL will facilitate incubation facility for domain specific entrepreneurial training / opportunity.
- Together, both PARTIES will endeavor to promote 15 start-ups in first three years. This agreement will be reviewed every 3 years to evaluate progress made and quality of mutual cooperation.
- The financial arrangements and revenue sharing pattern would be decided through a separate agreement after the execution of Incubation Centre.

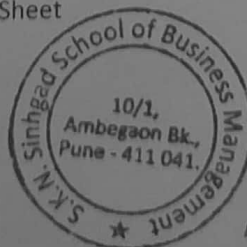
**Services to be offered to Incubatees / Participants:**

Below is a list of services (A to G) that KMSPL can provide to the Participant in association with SKNSSBM. Participant and PARTIES shall determine which specific services best fit the needs of the Participant and negotiate the fees associated with these services in a separate contract.

- A. **Business & Marketing Strategy Services:** KMSPL would work with the participants to create a well-defined business plan and marketing strategy based on extensive market research, competitive analysis, and their specific objectives.
- Develop Business Plan and Strategic Marketing Plan
  - Comprehensive Business Training
  - Market Research & Competitive Analysis
  - Go-to Market / Launch Strategy
  - Strategic Partnerships Identification & Introduction
  - Lead Generation & Sales Support
  - Management Team Setup
  - Advisory Board & Mentors
- B. **Business Operation Services:** Participant will be provided office space equipped with phone and fax, computers, conference area, secretarial and call-answering services, and assisted in setting up their bank account and line of credit.
- Company Setup – Sole Proprietor, LLP, Private Limited, Public Limited
  - Bank Account Setup
  - State and Central Business Licenses
  - Line of Credit
  - Merchant Services
  - Office Management Services
  - Employee Hiring – Hourly & Full Time
  - Secretarial Services
  - Bookkeeping Services



- C. **Legal Services:** KMSPL will assist the participant in any business contracts, employment agreements, trademark or intellectual property handlings and would ensure that they are in regulatory compliance with State and Central requirements.
- Business Contracts
  - Employment Agreements
  - Intellectual Property
  - Trademark
  - Regulatory Compliance
- D. **New Media Marketing Services:** KMSPL provides website development based on extensive market research and trend analysis, website hosting, and maintenance.
- Website Design and Development, Hosting, Maintenance
  - Custom Content Management System
  - PowerPoint Presentation Skills Training
  - Market Research & Trend Analysis
  - Complete Web Strategy (SEO, SEM, SMM, SMO, PPC) & Execution
- E. **Traditional Marketing Services:** Aside from their online marketing tactics, KMSPL will also provide advertising, direct mail and press releases services. KMSPL will assist the participants in locating trade shows and event planning that will help them most cost-efficiently reach their target market.
- Advertising – TV, Radio, Print
  - Direct Mail – Postcard, Letters, Coupons etc.
  - Signage/Logo
  - Tradeshow Identification, Collateral Materials and Sales Support
  - Public Relations
  - Print Collateral -- Brochure/Catalogs
  - Event Planning
  - Lead Generation and Sales Support
- F. **Accounting, Tax & Financial Management Services:** KMSPL will assist the participants in all month-to-month as well as year-end accounting and filings such as monthly bill payments, P&L statements, employee payroll, quarterly end reporting, GST compliances & Income tax filing.
- Reminder Email/Phone Calls for Accounts Receivables
  - Vendor Account Management & Bill Payments
  - Employee Payroll Services
  - Payroll and Employee Tax Processing
  - Bank Reconciliation
  - Monthly P&L and Balance Sheet



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- Management Reporting on Cash Flow and Funds Flow
- GST Filings
- Income Tax Returns

G. **Training Services:** KMSPL will provide sales and marketing training, as well as training on accounting software, invoicing customers and more.

- Accounting & Invoicing Software
- Sales & Script Training
- PowerPoint Presentation Skills Training
- Strategy, Branding, Product Positioning Training

**Fees and Revenue Sharing:**

Fee structure and revenue sharing models would be finalized between KMSPL and SKNSSBM through separate Agreements.


As regards the debt / equity / commission / royalty agreements with the start up, it would be taken up on case to case basis.

**Confidentiality:**

All parties agree to treat the information relating to the other organization as confidential pursuant to terms of this agreement. This agreement concerns information relating to various stages i.e. Grooming, Spark up, Incubation, Spin off to create vibrant entrepreneurial ecosystem. It includes and is not limited to (i) details as mentioned above, (ii) any information KMSPL mentors create during the above program, (iii) any information that SKNSSBM discloses under any of the above program.


Both PARTIES agree not to disclose any type of confidential material, knowledge or information. The PARTIES may like to share the information with each other but may decide not to disclose it to any third party. This NDA creates a confidential relationship between the parties to protect any type of confidential and proprietary information or trade secrets.

For,  
Kriti Management Solutions Pvt. Ltd.

  
Swapnil Kabra  
Director



For,  
S.K.N. Sinhgad School of Business Management

  
Dr. Rajashree Shinde  
Director

Date: 25<sup>th</sup> October 2017  
Place: Pune

