T-Hub

World's Largest Innovation Hub and India's Leading Startup Incubator

Indian Institute of Management Kozhikode

Research Report (February 2025)

Globalizing Indian Thought

Research Team

Prof. Debashis Chatterjee

Director,
IIM Kozhikode

Professor Debashis Chatterjee has taught leadership classes at Harvard University and at the Indian Institutes of Management (IIM) Calcutta, Lucknow and Kozhikode for more than two decades. He has been awarded the prestigious Fulbright Fellowship twice for Pre-Doctoral research and Post-Doctoral work at the Kennedy School of Government at Harvard University.

His published works include eighteen books including Karma Sutras, Leading Consciously, (Foreword by Peter M Senge for both the books) and Timeless Leadership (Wiley) that have been translated into several international languages. His book Invincible Arjuna has also emerged as a path-breaking book in recent times. His latest work 'Leadership Chronicles' published by Penguin Books, is a tribute to his pioneering efforts towards 'Globalzing Indian Thought'.

He has served as a leadership coach to political leaders and CEOs of major Indian organizations. He has trained more than fifty thousand managers globally in Fortune 100 Corporations and over twenty-five thousand school principals and teachers. He has also served as the Dean of S.P. Jain School of Global Management in Singapore. A pioneer in the field of Asian models in leadership, Professor Chatterjee served as the Director of the Indian Institute of Management (IIM) Kozhikode for the first term from 2009-2014 and a second term from 2018-2023. He served as Leadership Centre Head and Dean (International Relations) at IIM Lucknow. Prof. Chatterjee is credited with transforming IIM Kozhikode from an obscure regional school to an institution of national impact and global recognition. He also served as the Director General of IMI Delhi, India's first corporate-sponsored business school and as an Independent Director on the Boards of several multinational and Indian Companies. Prof. Debashis Chatterjee was the Mentor Director of IIM Amritsar from June 2018 to July 2019. He has been reappointed as the Director of IIM Kozhikode for a third five-year term.

Prof. Vidushi Pandey

Assistant Professor
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Prof. Vidushi Pandey holds a Ph.D. in Information Systems and specializes in Social Media, Data Analytics, and Digital Business. With a decade of experience in research and academia, Prof. Pandey has contributed to numerous esteemed international journals, including Information Systems Frontiers, Information Technology for People, Information Development, and Information Technology for Development. Her teaching case has been published by Ivey Publications and is also featured by Harvard Publishing. Prof. Pandey has a robust track record of delivering a wide range of courses, encompassing full-time and executive formats for postgraduate, doctoral, and executive MBA programs at IIM Kozhikode. Additionally, she is actively involved in developing and conducting Management Development Programs tailored to various industry sectors, utilizing both offline and online modes of delivery.

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Prof. Arqum Mateen brings a robust mix of industry and academia to IIM Kozhikode, where he is a member of the Quantitative Methods & Operations Management Area. A Ph.D. from IIM Calcutta, with experience in energy, IT, and pharmaceuticals industries, he focuses on how technology and strategic operations drive sustainable business models. His multiple award-winning research has been featured in leading journals, and he has trained executives from top global organizations, coaching them on fostering competitive advantage through innovation and operational excellence.

Executive Summary

T-Hub, an innovation hub and ecosystem enabler founded in Hyderabad, India in 2015, has become a national leader in fostering entrepreneurship and innovation. This document outlines T-Hub's journey, its core pillars, impact, and plans for the future.

Vision and Strategy

- T-Hub aims to create a unique ecosystem that encourages risk-taking, collaboration, and out-of-the-box thinking.
- Nurturing a diverse set of startups across various sectors.
- A public-private partnership ensuring operational freedom and government support.

Initial Challenges and Approach

- Hyderabad's initial infrastructure and market conditions were not ideal for startups.
- T-Hub's initial focus was on creating a co-working space and acting as a plug-and-play system for startups.
- T-Hub generated revenue through co-working spaces, partnerships with corporations, and government grants.

Evolution and Growth

As T-Hub matured, it introduced:

- Programs to support early-stage startups and helped them scale.
- Open innovation aimed to foster collaboration for creating ideas that aligned with the innovation landscape.
- Internationalization efforts to help startups go global through partnerships and delegations.
- The corporate innovation division to facilitate collaboration between startups and corporations.

Impact and Contributions

- T-Hub has successfully incubated over 2000 startups, created over 25,000 jobs, and helped startups raise more than 2 billion USD.

T-Hub has established itself as a leader in innovation across four pillars: Startup Innovation, Government Innovation, Corporate Innovation, and Academic Innovation.

- T-Hub also has a Funding Desk to help startups apply for grants and pitch to investors.
- Exemplifying the vision of being 'Incubator of Incubators', T-Hub started the initiative Kickstart for incubation set up at academic institutes and has incubated AIC (Atal Incubation Centre). and MATH CoE (Machine Learning and Artificial Intelligence Technology Hub CoE) to support start-ups in specific focus areas.
- Many startups associated with T-Hub have successfully raised funding from marquee VC funds and through shows like Shark Tank India. Additionally, some founders have been featured in prestigious lists like Forbes 30 Under 30.
- T-Hub has helped in growth of 11 soonicorns and 58 minicorns.

Startups	2000+
Jobs Created by T-Hub Associated Startups	25,000+
Funding Raised by T-Hub Associated Startups	$ 2 Billion +

Way Ahead

T-Hub recognizes the need to adapt and evolve to stay ahead of the curve. Here are some key areas they are focusing on:

- **Enhancing Startup Acceleration:** Expanding the scope of acceleration programs to be more focused and intensive with the goal of enabling more startups to achieve minicorn, soonicorn, and ultimately unicorn status.
- **Optimizing Corporate Innovation Programs:** Improving profitability and effectiveness of corporate innovation programs.
- **Strengthening Stakeholder Cohesion:** Building stronger connections and collaboration among all participants within the ecosystem.
- **Securing Late-Stage Funding:** Facilitating

access to funding beyond the early stage for scaling startups.

- **Centralized Support System:** Establishing a central desk to assist startups with company formation, space acquisition, registration, and community engagement.

- **Internationalization Strategy:** Better assessment of Indian startups' readiness for international expansion and developing improved Go-To-Market (GTM) programs. Additionally, attracting foreign startups to India with promising opportunities.

- **Supporting Global Capability Centres (GCCs):** Assisting multiple gobal companies in setting up their Global Capability Centers (GCCs) in India by providing expertise in market entry, talent acquisition, regulatory compliance, and infrastructure support, thus enabling multinational corporations to leverage India's resources and innovation ecosystem.

Key Takeaways

- T-Hub's success lies in its unique approach, public-private partnership model, and focus on collaboration across different stakeholders.
- It has played a pivotal role in transforming Hyderabad into a thriving innovation hub.

From Humble Beginnings to an Innovation Powerhouse:

THE BIRTH OF
T-Hub

In the early days of Telangana, a state formed from Andhra Pradesh in 2014, a vision was ignited to transform Hyderabad into a global innovation hub. Seeking expert guidance, the state leadership met with B. V. R. Mohan Reddy, the Founder & Chairman of multi-national technology firm CYIENT and future founding director of T-Hub.

The seasoned leader recognized the limitations of simply attracting established corporations to fuel the state's growth. He proposed a disruptive vision: nurturing a dynamic start-up ecosystem. Established giants already had their sights set on other locations, and Hyderabad, at that point, might not have been a top contender.

> **"**
>
> *You may not expect each startup to create thousands of jobs, but the combined impact of a thousand startups can generate as many jobs as some large companies do. There is ample evidence worldwide that startup growth plays a key role in employment generation.*
>
> *That's an opportunity T-Hub chose to pursue for the growth of the newly formed state of Telangana.*
>
> **"**
>
> **BVR Mohan Reddy**
> *Founder Chairman of CYIENT and Founding Director of T-Hub*

The state leadership resonated with the bold proposal. Instead of chasing a few large players, Telangana could empower a multitude of home-grown innovators. A thousand nurtured start-ups, it was argued, could create far more job opportunities than a single large corporation. This forward-thinking strategy would become the cornerstone of T-Hub's philosophy.

The vision didn't stop there. In the days that followed, a brainstorming session was convened at the Indian School of Business (ISB) board room. Renowned experts, including the then Dean of ISB (Ajit

Ranganekar) and the then CEO of the Centre for Innovation and Entrepreneurship at IIIT Hyderabad (Srinivas Kollipara), as well as the Director of IIIT Hyderabad (P.J. Narayanan) joined forces to shape the initial vision. United by their belief in Hyderabad's potential, the group grappled with a crucial question: How could they position Hyderabad as a global innovation hub?

The discussion yielded a three-pronged strategy, designed to differentiate Telangana and ignite a startup revolution:

1. A Unique Selling Proposition (USP): Fostering a Culture of Innovation Unlike Any Other

Telangana, the youngest state in India, wouldn't just mimic existing models. The focus would be on creating a unique ecosystem that encouraged risk-taking, collaboration, and out-of-the-box thinking. This could involve

- **Industry-specific Innovation Clusters:** Tailored programs and resources catering to specific sectors with high-growth potential, like life sciences, artificial intelligence, and clean energy.
- **Mentorship by Industry Veterans:** Pairing experienced entrepreneurs and investors with budding startups to provide guidance and accelerate growth.
- **Access to Cutting-Edge Technology:** Facilitating access to advanced research facilities, prototyping tools, and cloud computing resources to help startups translate ideas into reality.

2. Inclusive Innovation: Empowering Diverse Sectors and Individuals

T-Hub wouldn't be an exclusive club for a select few. The goal was to create a level playing field that fostered innovation across diverse demographics and sectors. This would involve:

- **Bootcamps and Workshops:** Democratizing access to knowledge and practical skills by providing targeted training programs for aspiring entrepreneurs from all backgrounds.

- **Focus on Women-Led Startups:** Addressing the gender gap in entrepreneurship by offering specialized programs and funding opportunities for women founders.
- **Outreach Programs:** Establishing partnerships with universities, colleges, and incubators across the state to identify and nurture talent from all corners of Telangana.

3. Government-Led Infrastructure: Providing the Launchpad for Success

Unlike most startup ecosystems that developed organically, T-Hub would be a pioneering effort with backing from the Telangana government. This commitment would translate into:

- **Dedicated Co-working Space:** Providing startups with a physical space equipped with the necessary infrastructure and facilities to collaborate and innovate.
- **Streamlined Regulatory Processes:** Simplifying the process of starting and running a business to reduce administrative burdens on entrepreneurs.
- **Access to Funding:** Facilitating connections with venture capitalists, angel investors, and government grant programs to provide startups with the financial resources they need to scale.

This commitment to fostering innovation from the ground up was a defining moment. A space within the IIIT Hyderabad campus was designated as the physical home for T-Hub. This marked the beginning of an extraordinary journey, one that would not only transform Hyderabad's startup landscape but would also set a national standard for nurturing innovation and entrepreneurial spirit. T-Hub, aptly named to represent a confluence of ideas and collaborations (Technology + Hub), would become a vibrant ecosystem where a multitude of startups could flourish.

Setting-up a Team and Mode of Operation

T-Hub, aka the Technology Hub, is an innovation hub and ecosystem enabler located in Hyderabad, the capital city of Telangana, founded in 2015 through a public-private partnership. Govt. of Telangana, IIIT Hyderabad, ISB, NALSAR, Cyient, and Tech Mahindra are among the founding partners of T-Hub whose collaborative efforts brought the idea of T-Hub to fruition. The core pursuits of T-Hub lie in promoting and scaling entrepreneurship and driving innovation across the country and beyond borders.

The initial vision of T-Hub was to expand itself as the "mother of all incubators", helping the creation of incubators, with an underlying aim of transforming Hyderabad as one of the top cities for startup innovation. Hyderabad was already a major city and the capital of undivided Andhra Pradesh, which then became the capital of the newly formed state of Telangana. For a city well known for its culture and history, positioning itself as an innovation hub for startups in a highly competitive landscape was a challenging task. With other Indian cities like Mumbai, Bangalore, Delhi, Chennai, and Pune being considered 'ideal' for startup ecosystems, Hyderabad was way off the league at the time. Most startups with funding typically went to one of these cities, with Bangalore being the favorite spot.

> *If you look at all over the world, most entrepreneurship ecosystems have happened organically. The difference that we were proposing with T-Hub was that the development of the infrastructure was to be aided by the government. We wanted to promote innovation that was inclusive. This was unique. Both hard infrastructure, like buildings and space, and soft infrastructure, which is people, were to be provided by the government initially.*

Ajit Rangnekar
Former Dean, ISB Hyderabad

T-Hub was set up on a public-private partnership model (PPP), with both the private sector and government having designated roles and responsibilities. While this is the case, it was decided that the government will not have a controlling stake over T-Hub for operational freedom and autonomy in day-to-day affairs. Regardless of the integrated cooperation with the state, the founders were keen on building and maintaining a modus operandi that aligns with industrial values while also catering to the needs of the government. To this end, a common understanding was developed between the state government and T-Hub that the majority of the governing members will be from the private sector, with the proposed ratio being 6:4, with six members from the corporate sector and four from the government. To further strengthen the sense of operational autonomy, the founders decided to register T-Hub as a Section-8 not-for-profit company, enabling them to have primary control of T-Hub while simultaneously being involved in and benefitting from the state.

With the initial framework being set up, the following assignment before T-Hub was to onboard the directors in accordance with the pre-decided ratio. As per the plan, the board directors had to be from industry, government and academia, whose expertise and experience bring the desired value to the growth and evolution of T-Hub. To fulfil this objective, the selection process followed a sequential approach, where the first selected

Director would select the second, the second would select the third and so forth. In line with this plan, the first Director, BVR Mohan Reddy, a veteran business leader and the former Chairman of Nasscom, selected Chintalapati Srinivasa Raju, Founding CEO & MD of Dun & Bradstreet Satyam Software (later became Cognizant Technology Solutions) and the founder of iLabs Group, as the second board member, and the process followed till the selection of the all the board members from private sector. The list included Shashi Reddi, Managing Partner and Founder, SRI Capital and Raman Kumar, Founder and former CEO of MModal Inc. Each one of these members was obliged to provide a corpus contribution of INR 1 crore. From the government's side, Jayesh Ranjan, IAS, Special Secretary, Department of Information Technology, Electronics & Communications (ITE&C) and Department of Industries & Commerce, was nominated. In addition, educationalists, including the Director of the Indian School of Business (ISB), the International Institute of Information Technology (IIIT), and the National Academy of Legal Studies and Research (NALSAR), were onboarded. This approach not only ensured that T-Hub had a hold on its operations without government's administrative control but also facilitated the requisite representation and involvement of the government.

> *From the time T-Hub was conceptualised to it becoming fully operational and thriving, it took us less than 18 months. This indeed was a remarkable public-private partnership in which all stakeholders came together and focused on placing Telangana and Hyderabad at the forefront of innovation in the start up space. The unique thing that bound us all was this unwavering confidence in our agenda to make T-Hub one of the most successful public-private partnerships in the country.*

Raman Kumar
*Founder & Former CEO MModal Inc,
Board Member, T-Hub*

To facilitate its operations, T-Hub needed a suitable building, which they found on the IIIT Hyderabad campus. Three unfinished buildings were available, and one was selected for renovation, with funding provided by the state government. The design was focused on fostering a sense of community and collaboration within the T-Hub ecosystem. A central atrium was created to connect the building's spaces, encouraging interaction across teams. Additionally, coffee corners with seating, whiteboards, and projector screens were set up on each floor, providing informal spaces for discussions and project collaboration. These features helped cultivate a culture of bonding and shared innovation at T-Hub.

With stupendous growth in its activities, a need for a new location and 'home' was felt, which culminated in its present set up. The original T-Hub campus operated from November 2015 until June 2022, while the new T-Hub 2.0 building was inaugurated on June 28, 2022. The T-Hub Phase-II building, located in Raidurgam, Knowledge City, Hyderabad, is recognized as the largest cantilever structure in India. Its innovative design features a substantial cantilever, extending 34 meters on the north side, 26 meters on the south, and 9 meters on both the east and west sides, all supported by four central hollow RCC core walls. This showcases contemporary capabilities in steel construction and architectural innovation. The building has a total built-up area of 5,85,000 square feet and is a T-shaped, 10-storey structure. Drawing inspiration from Hyderabad's iconic Charminar, it features world-class interiors with flexible office spaces, collaboration zones, meeting rooms, and a dedicated cafeteria. Additionally, the dual skin façade protects against sun radiation and incorporates green spaces, enhancing its sustainable design.

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Before conceptualization of T-Hub, government had a meeting with start-up founders in Hyderabad and a question was asked that what are your pain points which you think that the government can help you with or can solve for you? One of the key points which the startups mentioned was that they would like to be in Cyberabad (a tech focused corporate region in Hyderabad) but we just can't afford the space and therefore we are forced to be in the outskirts of the city. Similarly, many other points came out of the discussion. At the end of the discussion government was convinced that all the challenges start-ups spoke about have a solution and we can intervene for each of them. T-Hub became the vehicle to address all these concerns, and the first step was to create a state-of-the-art yet affordable co-working space for the start-ups.

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Jayesh Ranjan, IAS
Special Chief Secretary
Department of Information Technology, Electronics & Communications (ITE&C) and Department of Industries & Commerce, Board Member, T-Hub

Inside, the building is thoughtfully designed to foster collaboration and innovation. It includes around 2,000 workstations, divided into fixed, flexible, and private office models, catering to various workstyles. The interiors are carefully crafted with bright colors, natural lighting, and international-standard office furniture to create an energizing atmosphere. For instance, the MATH (Machine Learning and Artificial Intelligence Hub) floor is predominantly blue to inspire creativity. T-Hub 2.0 also features collaboration zones, open workspaces, spacious courtyards, a cafeteria and multiple floors dedicated to event spaces. Additionally, the building incorporates eco-friendly features like solar power, water recycling, and ample parking for 500 vehicles across two basements. Overall, T-Hub 2.0 stands as a symbol of innovation, sustainability, and functionality.
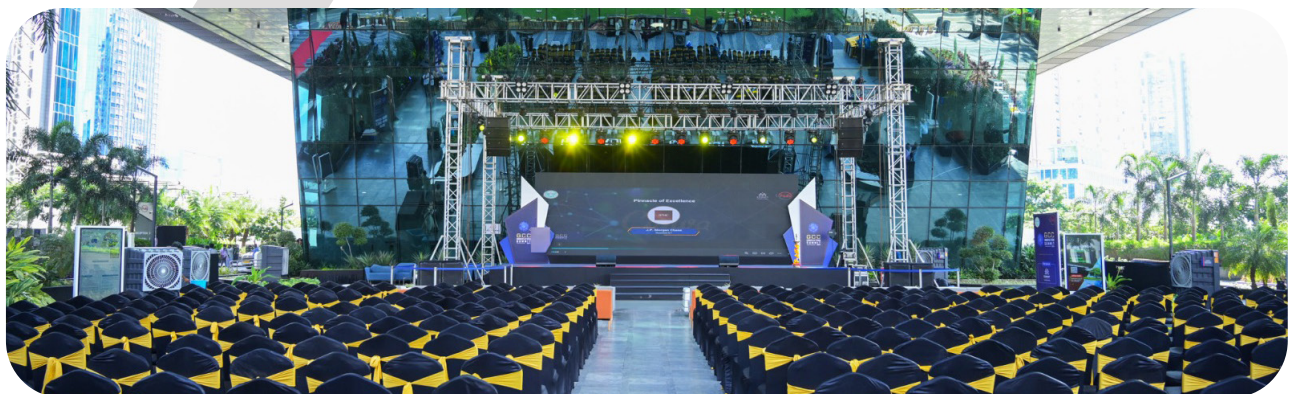
The Innovation Journey

One of the key ideals that guided T-Hub's journey was of "Open Innovation". The concept of open innovation enables T-Hub to promote the ideation, dissemination and implementation of ideas. Open innovation within T-Hub seeks collaboration, both internal and external, for the creation of ideas that correspond to the innovation landscape.

To further address the prevailing challenges, T-Hub focused on setting up an ecosystem where important stakeholders can come together and engage in value co-creation. The four key stakeholders identified were: Start-ups, Government, Corporates & Academia. T-Hub set up its operations in a manner that brings these stakeholders together and promotes value co-creation with-in them.

The innovation at T-Hub can broadly be categorized into four pillars, i.e., Startup Innovation, Government Innovation, Corporate Innovation and Academic Innovation.

Pillar one -
Startup Innovation

To onboard the first set of stakeholders –the startups, T-Hub setup a co-working space where startups and individuals could work under a single roof. This plug-and-play system not only helped onboard many startups within the ecosystem, making it a co-working space, but also helped generate initial revenue. However, attentive to the early-stage dynamics of the startups, T-Hub was careful not to burden the startups financially, procuring unjust profits from them.

In addition to the co-working facilities, T-Hub also provides end-to-end support to the startups it incubates during different stages of the journey. T-Hub has equipped itself to do so with the help of a comprehensive framework guiding its concept of startup innovation, consisting of the "6Ms and 2Ps," namely Money, Methodologies, Market Access, Mentorship, Motivation, Manpower, Policy Advisory and Partnerships (see exhibit.1). Within the 'M frame', T-Hub provides the necessary financial support to the startups, helps them weave growth strategies, and provides networking opportunities along with a steady motivational environment and the necessary human resources. The 'P' frame, on the other hand,
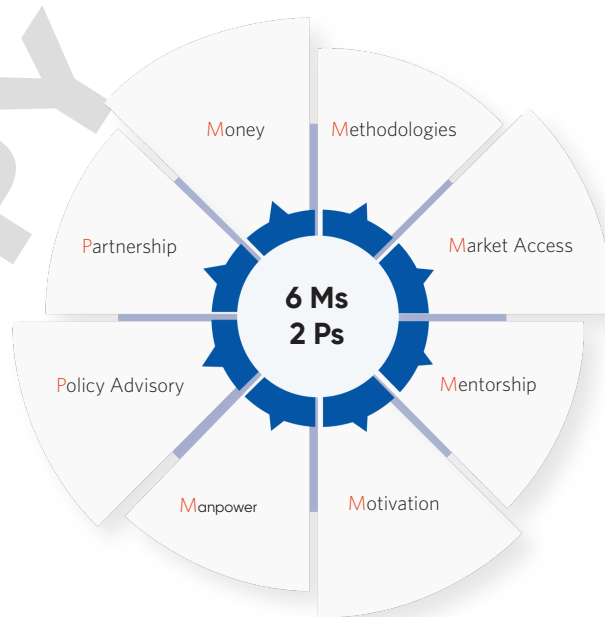

Exhibit 1. The 6Ms and 2Ps of Innovation (Source: T-Hub)

extends opportunities for strategic partnerships with and between industries, academia, and the government, and it provides policy advice. With these Ps and M's combined, T-Hub has furnished its startups with a growth-oriented environment.
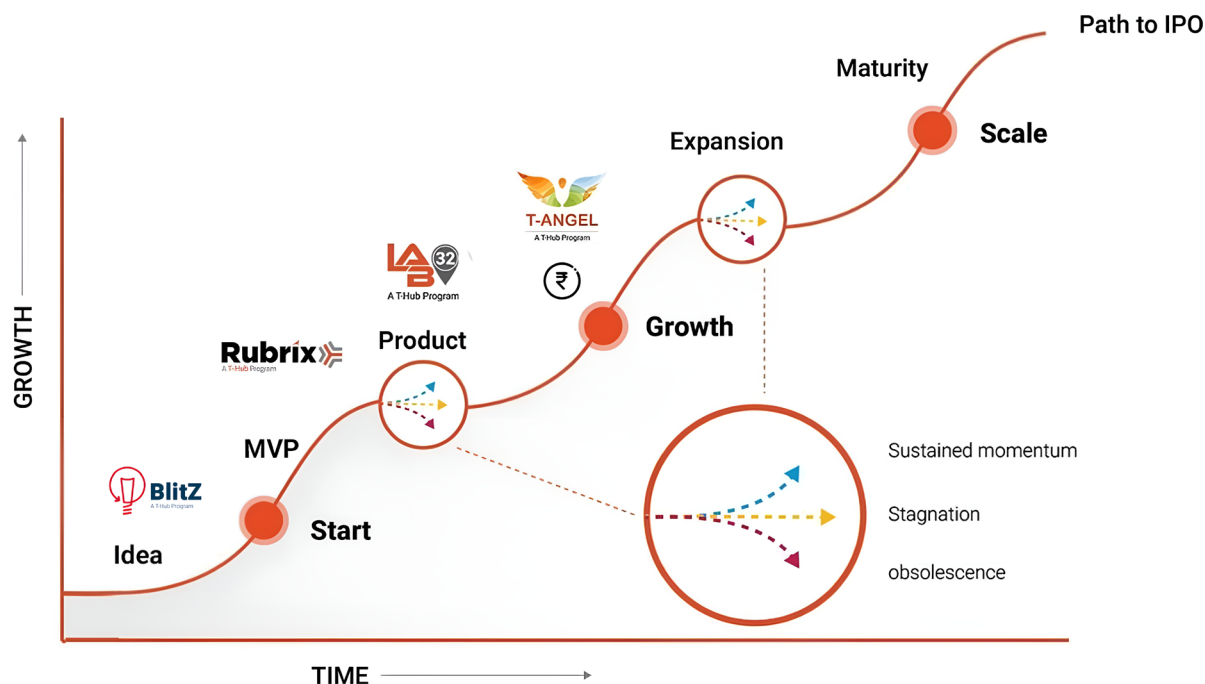
Exhibit 2. Incubation and Accelerator Programs (*Source: T-Hub*)

A vital component that empowered the movement of startup innovation at T-Hub came in the form of the variety of flagship programs it hosts. Though several such programs are available at T-Hub, The Lab-32 program, Blitz, RubriX and T-Angel are prominent among them. T-Hub has designed these programs for four important inflexion points where failure probability is high in the lifecycle of the startups (See Exhibit 2). The Blitz, a 45-day sprint program at T-Hub, helps individuals, be they college students, employees at a corporate office or entrepreneurs, validate their startup ideas. This program is designed to transform their initial ideas into "tangible prototypes", largely benefitting the startups in their ideation or seed stage. Upon graduating from the BlitZ program, the startups have an option to enroll in the Rubrix program, where the entrepreneurs are supported in developing the 'Proof of Concept' (PoC) into a 'Minimum Viable Product (MVP)'. In the next phase, the Lab32 program prepares different cohorts become market-ready through a hundred-day rigorous marketing program, which involves close mentorship and access to resources. About 286+ startups have benefited from this initiative and have collectively raised approximately 412 million US dollars. Following this they are admitted to the T-Angel set-up. In the T-Angel program, T-Hub prepares startups to be innovation-ready with the help of a curriculum crafted by industry experts. Startups can choose to further enhance their global footprint with help of T-Bridge program which helps Indian startups go global. Overall, T-Hub successfully incubated more than 2000 startups, its associated startups created more than 25,000 jobs, and onboarded over 80 investors, helping the startups raise funds that exceeded 2 billion USD (See Exhibit 3).
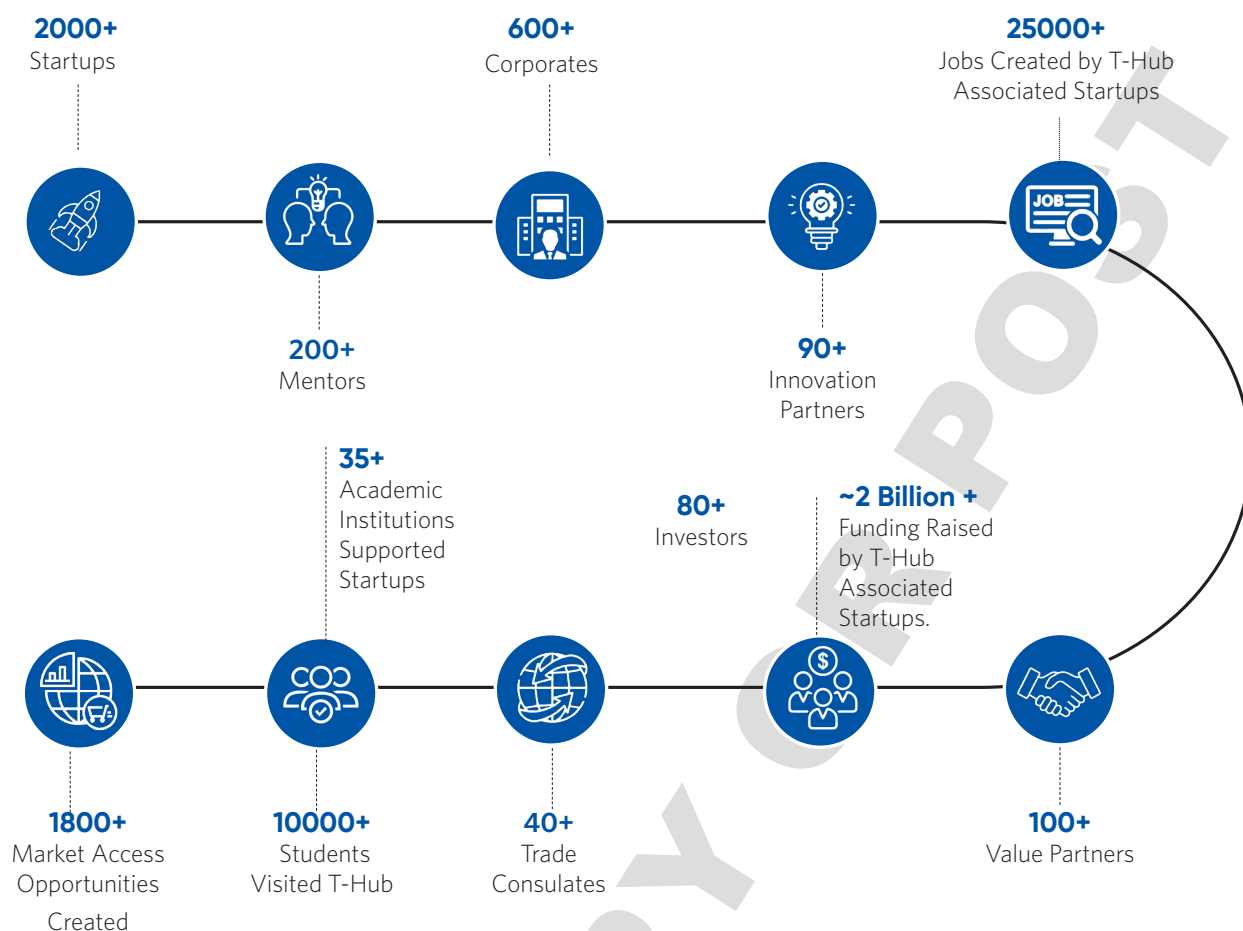
2000+
Startups

600+
Corporates

25000+
Jobs Created by T-Hub
Associated Startups

200+
Mentors

90+
Innovation
Partners

35+
Academic
Institutions
Supported
Startups

80+
Investors

~2 Billion +
Funding Raised
by T-Hub
Associated
Startups.

1800+
Market Access
Opportunities
Created

10000+
Students
Visited T-Hub

40+
Trade
Consulates

100+
Value Partners

Exhibit3. The T-Hub journey of Impact (Source: T-Hub)

A notable aspect of startup innovation services offered at T-Hub is its mentorship programs, where the startups are connected to mentors whose expertise aligns with the scope of their respective projects (see Exhibit 4). T-Hub has onboarded several mentors whose expertise covers a broad spectrum of areas as a fundamental step to developing a well-functional mentorship system. This mentorship system operates by identifying the requirements of the startups and connecting them with a mentor whose skills and expertise would cater to fulfilling their requirements. T-Hub's role here is that of a matchmaker. This service, called 'pro-bono mentoring', is free and levies the startups with no fees. For corporate and other in-house programs, where startups need more rigorous and detailed mentoring, T-Hub provides 'consulting mentoring', which is chargeable. This type of mentoring is provided when the startups are working towards achieving a specific goal or milestone.

Need — Arise from program teams, community and ecosystem

Identify — Retrieve from existing pool or source from inbounds and referrals

Engage — Mentor-Mentee match based on need gap analysis

Feedback — Collect two way feedback from mentor and mentees

Re-Engage/Disengage — Future Connects or Activity/ Feedback based Disengagement
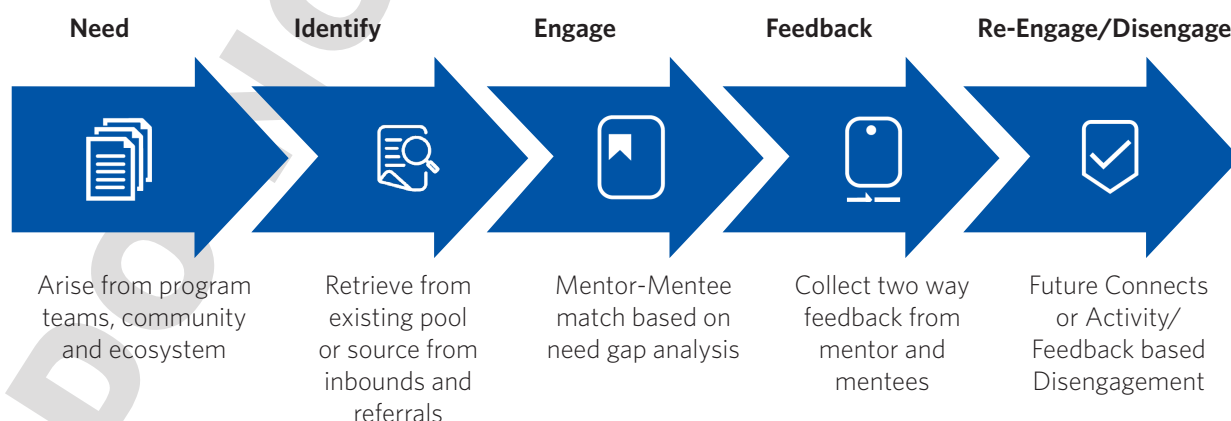
Exhibit 4. Mentors' Engagement with the startups *(Source: T-Hub)*

Pillar two -
Government Innovation

The value that T-Hub brings to the government is multilayered. As an ecosystem that incubates hundreds of startups, it facilitates job creation and provides a significant boost in tax revenue. Further, it adds towards achieving the broader goal of putting Hyderabad on the global map by inviting investments from large corporations from different parts of the world, enhancing Hyderabad's overall economic outlook. Collaboration with T-Hub also provides a flagship for the government to highlight its advancements in startup ecosystems and demonstrates Hyderabad's advances in entrepreneurship, innovation and technology.

The present-day engagement of T-Hub with the government focuses on a diverse array of aspects corresponding to startup and innovation, mainly building on the motto of "Nation-Building Through Innovation." T-Hub follows a structured methodology in its collaborative innovation endeavours with the government, emphasizing I) Assessment, II) Sensitization, III) Engagement, IV) Development, V) Performance, and VI) Future Strategy (see Exhibit.5). T-Hub collaborates with government entities such as iDEX (Innovation for Defense Excellence) and MeitY (Ministry of Electronics and Information Technology) on building pioneering startups. It also manages in-house government incubators for AIC (Atal Incubation Centre), and DST (Department of Science and Technology), helping them nurture cutting-edge ideas of innovation. T-Hub's engagement with different state governments, such as Odisha (O-Hub), Bihar (B-Hub) Tamil Nadu's Technology Hub (iTNT) and Jammu & Kashmir State Hubs, helps these respective states nourish the regional ecosystem and promote startup culture.

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Government has a lot of focus on job creation. So one of the metrics of measurement of success for T-Hub is number of jobs we created in the last 8-9 years. Especially in the last 4-5 years more than 25,000 jobs have been created by the startups and we have enabled that by helping startups grow. Upskilling is another focus for government. So that's another area that we focus on working with various universities and colleges. In fact, our goal is also to build hubs like T-Hub in colleges and universities. Thus, T-Hub plays an instrumental role in helping government address many of its policy goals.

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Sujit Jagirdar
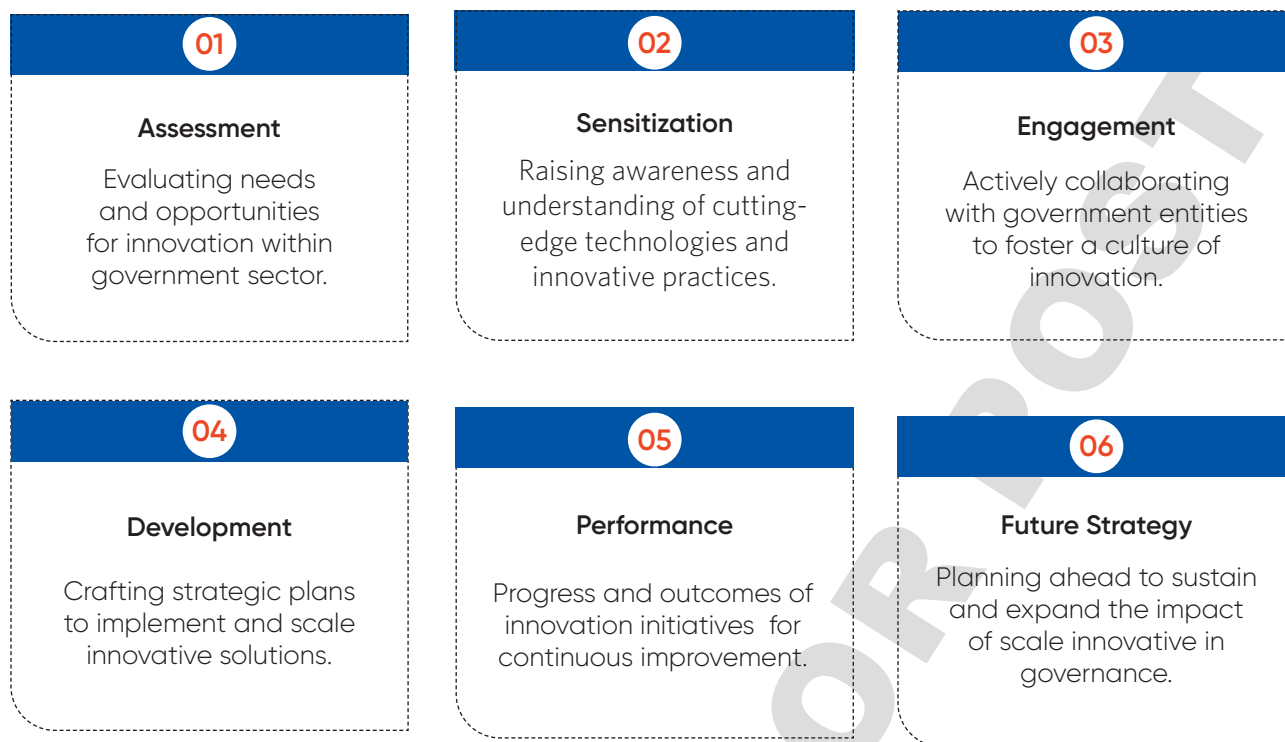*Chief Innovation Officer (CIO & Former Interim CEO),*
T-Hub

01

Assessment

Evaluating needs and opportunities for innovation within government sector.

02

Sensitization

Raising awareness and understanding of cutting-edge technologies and innovative practices.

03

Engagement

Actively collaborating with government entities to foster a culture of innovation.

04

Development

Crafting strategic plans to implement and scale innovative solutions.

05

Performance

Progress and outcomes of innovation initiatives for continuous improvement.

06

Future Strategy

Planning ahead to sustain and expand the impact of scale innovative in governance.

Exhibit 5. The T-Hub Methodology of Government Innovation *(Source: T-Hub)*

GOVERNMENT COLLABORATIONS

O-hub - T-Hub is a knowledge partner with EY to set up O-Hub in Odisha with the aim to replicate the innovation ecosystem of T-Hub in Hyderabad to foster a vibrant startup culture in Odisha.

DST - T-Hub, in partnership with DST, is setting up Centers of Excellence (CoEs) like the Machine Learning and Artificial Intelligence Technology Hub (MATH).

B-Hub - T-Hub is an Innovation and Outreach Partner for the Bihar Innovation Challenge 2023, focusing on solving local issues through innovative solutions.

AIC - In collaboration with NITI Aayog, T-Hub's AIC programs focus on startups in agriculture, healthcare, and education.

J&K Hub - T-Hub with JKEDI (Jammu and Kashmir Entrepreneurship Development Institute) aim to establish a startup hub in Jammu and Kashmir.

IFSCA - T-Hub collaborates with IFSCA to foster fintech innovation, offering startups regulatory sandboxes and market entry support.

iTNT - T-Hub with the IT&T Department aim to drive innovation in the information technology and telecommunications sectors in various states.

NPCI – T-Hub and NPCI launched a Centre of Excellence at T-Hub, focusing on digital payments, financial inclusion, and blockchain, aimed at nurturing fintech startups to enhance the digital payments ecosystem, particularly in rural areas.

COLLABORATED WITH **10+** Local Government Departments | **51+** Departments of other State Governments
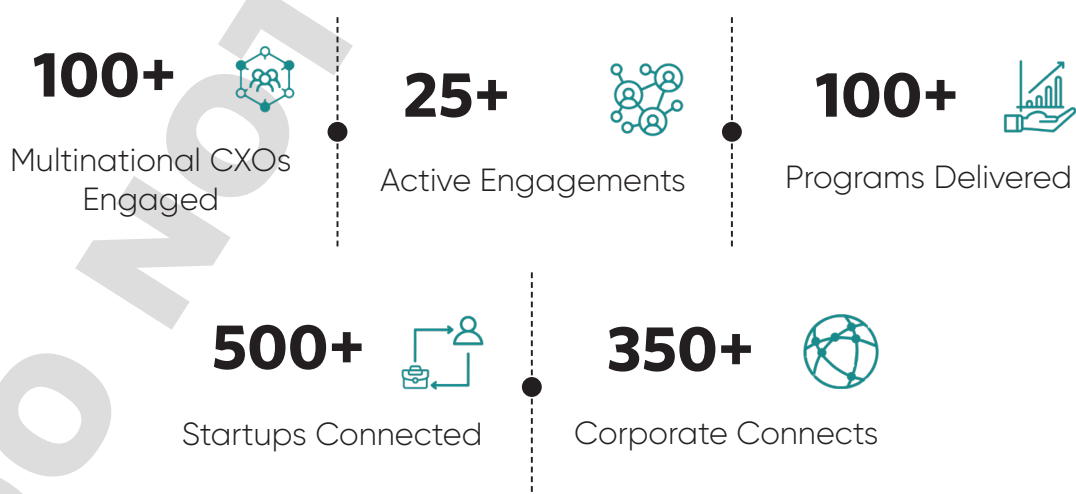
Pillar Three - Corporate Innovation

The corporate innovation program at T-Hub collaborates with corporations across industries at multiple levels, helping them navigate through the fast-paced technological changes. The T-Hub team has identified that a significant problem that the corporate world faces in relation to innovation is keeping up the life cycle of the innovation culture in the organisation. In a rapidly advancing technological scenario, novel innovations often become irrelevant in short span of time, and it becomes imperative for corporates to seek ways to shorten their innovation cycle and be innovation-ready. Internal bureaucratic procedures further exacerbate the problem. T-Hub helps the corporate teams address this concern, be innovation-ready, and confront evolving technological scenarios with caution and preparedness.
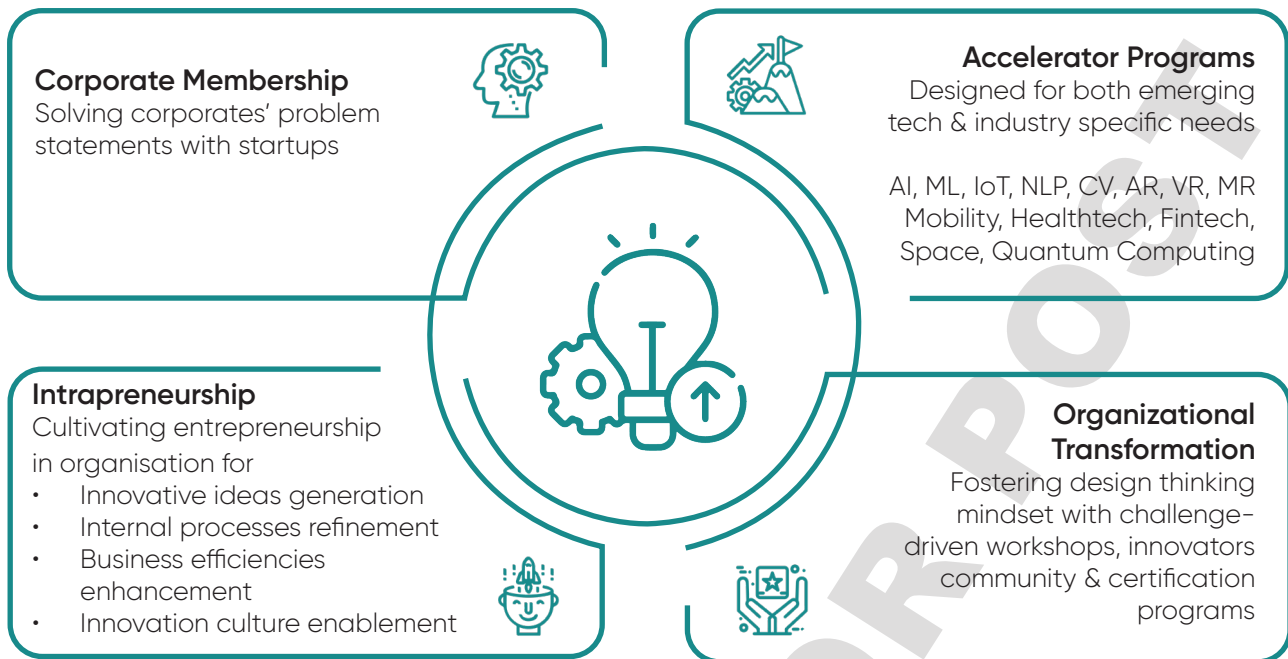
To help innovation in the corporate world, T-Hub offers several services. First, T-Hub assists corporates in fostering a culture of innovation within their ecosystem by training internal teams. Second, by setting up innovation cells within the companies, help is offered to structure the innovation plans, helping them identify problems and develop solutions. In addition, T-Hub's expertise is used to find solutions for problems at three distinct levels: i) The corporation understands the problem and has identified the solution, but it is beyond its capacity to execute the solution independently; ii) The corporate knows the problem but has no solution for it, iii) There are potentially unidentified problems within the corporation. Furthermore, T-Hub ensures its corporate allies are up-to-date about emerging and market-relevant innovations.

Defence and aerospace, automotive, health tech, manufacturing, sustainability, and fintech are some industries that T-Hub collaborates with. T-Hub fosters collaborations between startups and corporates, helping organizational transformation. The solution accelerator at T-Hub mediates the discovery of innovative solutions faced by the corporates. On the other hand, the startup accelerator programs help startups get funding from corporations and CSR initiatives. T-Hub's internal innovation acceleration program aims to foster innovation and intrapreneurship within corporations.

Corporate Innovation

100+
Multinational CXOs Engaged

25+
Active Engagements

100+
Programs Delivered

500+
Startups Connected

350+
Corporate Connects

Gyanodaya
CENTRE FOR PEDAGOGICAL INNOVATION AND PUBLISHING
INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Corporate Membership
Solving corporates' problem statements with startups

Accelerator Programs
Designed for both emerging tech & industry specific needs

AI, ML, IoT, NLP, CV, AR, VR, MR Mobility, Healthtech, Fintech, Space, Quantum Computing

Intrapreneurship
Cultivating entrepreneurship in organisation for
- Innovative ideas generation
- Internal processes refinement
- Business efficiencies enhancement
- Innovation culture enablement

Organizational Transformation
Fostering design thinking mindset with challenge-driven workshops, innovators community & certification programs

Sectors in Focus

Aviation	Manufacturing	Automotive	BFSI
BOEING, Collins Aerospace	APOLLO TYRES LTD, Panasonic	MARUTI SUZUKI, Hero	HSBC, DBS

IT & ES	Government	Healthcare	Energy
aws, Capgemini	NPCI, Ministry of Science and Technology	NOVARTIS, Medtronic	ONGC, NRL

Consumer	FMCG	Consulting	Other
SAMSUNG, PEPSICO	INSPIRE, ITC Limited	EY, BCG	BERKADIA, experian

Pillar Four - Academic Innovation

Academic innovation is another core component in the innovation landscape of T-Hub. T-Hub's collaboration with academia primarily aims to bridge the gap between impactful innovation and academic research while also aiming to promote job creation in academic spaces. The understanding that academic research happening across the country has the potential to foster innovation laid the foundation for the T-Hub academia collaboration. A broader gap between research publishing and product development was to be bridged.

Three components, in particular, guide academic innovation within T-Hub. First is the indispensable change from job seeking to job creation i.e. shaping more job creators whose ventures would subsequently create more employment opportunities. Second is the necessity to comply with the rapidly changing and transient technology

> "
> *How can we leverage the research that is happening in academia to benefit the startup ecosystem as well as the corporates who are trying to solve some problem? Many a times there is deep research that happens in academia, but there's gap in translation to practice. So that's where we come into picture, because we are one of India's largest business incubator. Hence there is an opportunity for us to really work on the translation part.*
> "
>
> **Sujit Jagirdar**
> *Chief Innovation Officer (CIO & Former Interim CEO), T-Hub*

that shapes and dominates the market. In an ever-changing world of technological innovation, T-Hub believes it is essential to remain up-to-date and upskilled. Third is the commercialization of academic research. Despite the plethora of research being produced in India, there is a visible need for more when it comes to their commercialization. Ajit Rangnekar (Former dean, ISB and Director, RICH) and B V R Mohan Reddy's (Founder Director, T-Hub) observation in this regard elucidates much of T-Hub's take on why academic innovation and collaboration with academia is necessary in the current context of the country.

T-Hub finds opportunities to bridge this gap, and in doing so, they have envisioned many programs that will continue to make an impact. Many initiatives within the T-Hub ecosystem strengthen T-Hub's efforts to promote academic innovation. T-Hub prepares students and aspiring entrepreneurs for the market through the Entrepreneur Training Program. This program acquaints them with the relevant knowledge and skills to make their products market-ready. T-Hub's engagement with different universities marks another notable initiative. Under its initiative Kickstart, T-Hub searches for areas of improvement within the university ecosystems and guides the setup of "state-of-the-art incubation centres". Besides, it connects students, startups, and academic institutions and provides them with mentorship under experienced mentors. Thus, T-Hub has forged a strong connection with academia and explored its potential to facilitate innovations.

T-Hub's Value Partners

T-Hub has partnered with select organizations to support startups with essential resources like credits, discounts, and expert services. These value partners help startups access critical solutions, fostering growth and innovation within the ecosystem. The selection process encompasses four steps – identification of potential partners, evaluation by an internal experts, discussion and negotiation encompassing startup friendly credits/ discounts etc., followed by onboarding in which an MoU is signed to bring the concerned organization in the Value Partners pool.

Selection Process

Identification

Scout for various category Value Partners based upon the need analysis.

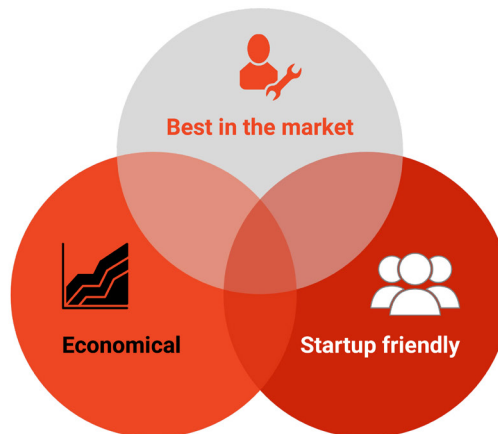**Evaluation**

Evaluation by Internal Committee.

Best in the market

Economical

Startup friendly

Negotiation

Negotiate startup-friendly credits/discounts.

On-Boarding

MoU exchange to be part of Value Partners pool.

Value Partners

aws | ICICI Bank | Google | Microsoft | eazydiner

freshworks | MedPlus | Razorpay | HDFC BANK | kairos

HubSpot | ZOHO | salesforce | MathWorks | HACKERTRAIL

keka | OpenWeaver | the philosopher's stone (STRATEGY INTERNAL CULTURE CONTENT DESIGN) | pnb punjab national bank पंजाब नैशनल बैंक | COMPASS LAW ASSOCIATES

tellable Crafting stories you can share | plum | OYO | cityflo | TEMPUS LAW ASSOCIATES

Evolution and Growth

Having firmly established itself as a cornerstone of the Indian startup ecosystem, T-Hub is poised to embark on its next phase of evolution, a journey that extends beyond national borders and explores innovative models of incubation. T-Hub's success in nurturing and accelerating Indian startups has provided a robust foundation for its ambitious vision: to become a global force in innovation and a launchpad of incubators. This dual approach – international expansion and incubator enablement – represents a significant step in T-Hub's evolution. It underscores the organization's commitment to not just supporting individual startups but also strengthening the entire infrastructure that fuels innovation. By embracing this broader vision, T-Hub is positioning itself as a key player in shaping the future of entrepreneurship on a global scale.
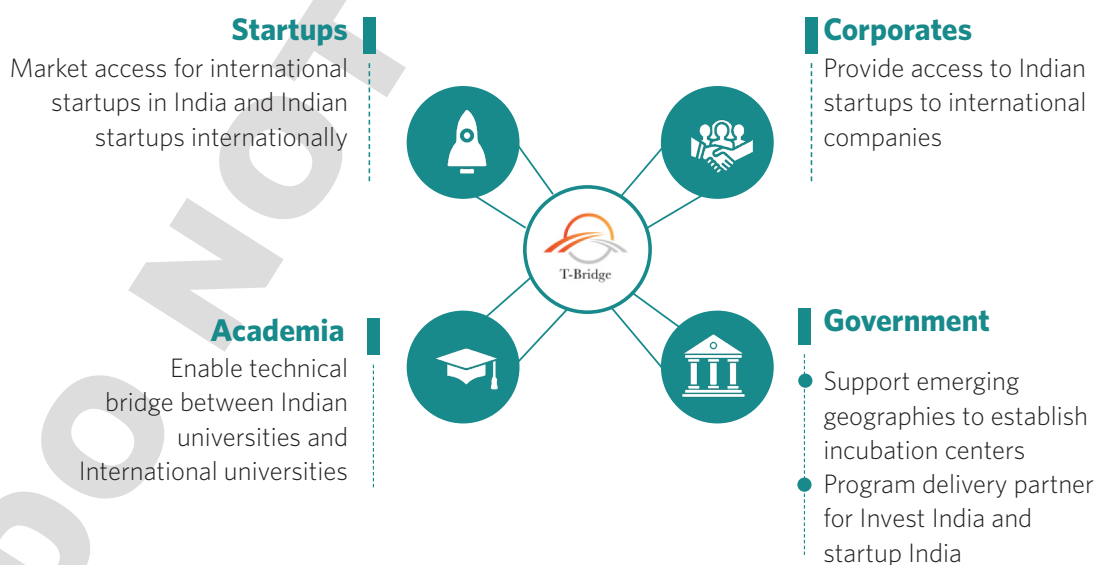
Internationalization

Within the broader internationalization framework, T-Hub helps startups go global, ensuring they receive adequate exposure to the international market under T-Bridge – the international arm of T-Hub. T-Hub collaborates with international trade offices, startup ecosystems, and global innovation hubs to facilitate international partnerships. It also assists governments in drafting innovation policies and establishing national incubation centers within their regions. Two things have been perpetually done to expand T-Hub's international networks and collaboration. First, T-Hub team travels to different parts of the world, seeking potential collaborations with start-ups, corporates, governments and academic at regular intervals. The second method is signing MoUs (Memorandum of Understanding) with incubators of repute across the globe. T-Hub has signed MoUs with several international partners, including the French Government (Bureau De France), Innovate UK, Japan International Cooperation Agency (JICA), and organizations in the USA such as FalconX, RedBerri, and Startup Runway.

The vision of T-Bridge is to help Indian start-ups set their footprints at strategically identified international locations. At the same time T-Hub also aims to help international start-ups & ventures choose Hyderabad as their landing ground. The Global Incubator Program, powered

International Programs

Startups
Market access for international startups in India and Indian startups internationally

Corporates
Provide access to Indian startups to international companies

Academia
Enable technical bridge between Indian universities and International universities

Government
- Support emerging geographies to establish incubation centers
- Program delivery partner for Invest India and startup India

by Innovate UK and executed by T-Hub, is one such groundbreaking initiative aimed at enabling UK-based startups to establish a strong foothold in the Indian market while contributing to India's ambitious NetZero goals. Focused on fostering cross-border collaboration and innovation, the program leverages T-Hub's expertise in ecosystem building and Innovate UK's vision to create impactful global partnerships. Through tailored interventions, including Go-To-Market (GTM) strategy development, sales pitch preparation, regulatory guidance, and market connections, the program accelerates cross-border collaboration.

The inaugural Cohort 01 (Jan–Sep 2024) featured 10 startups across sectors like Air Quality, EVs, Battery Management, and Green Building Certification, achieving key milestones such as 84 meaningful connections, customized GTM plans, and 02 Demo Days with stakeholders like GMR, Adani Power, and Jaguar Land Rover. With impactful mentorship, partnerships, and insights into Indian markets, T-Hub aims to incubate 40–45 UK startups by 2026, fostering innovation and contributing to India's ambitious NetZero goals, while strengthening the Indo-UK innovation corridor.

T-Bridge's Impact

International Market Access for
300+
Indian Startups

Indian Market Access for
200+
International Startups

Innovation Partner for
40+
Countries

Conducted Programs
25+
Global Accelerators

Led
100+
International Interventions

Delivered
25+
Market Access Programs

T-Hub: An Incubator of Incubators

T-Hub has always looked at itself as a launch pad for the tech ecosystem. Accordingly, it envisions itself as an incubator of incubators.

The move to engage with various governments, as explained in the previous section, is also an attempt to foster the ecosystem at a grand scale. There are multiple other programs on which the organisation is working on to further create impact.

Atal Incubation Center (AIC) T-Hub Foundation

AIC T-Hub Foundation is a collaboration between Atal Innovation Mission (AIM) and T-Hub, established to cultivate a vibrant culture of innovation and entrepreneurship across India. It primarily supports deep-tech startups focused on developing cutting-edge solutions in various sectors, including healthcare, sustainability, EV/mobility, semiconductors, and space technology. AIC T-Hub offers a range of programs and resources to empower startups, providing access to mentors, investors, industry experts, and a thriving ecosystem of fellow entrepreneurs. With a strong emphasis on innovation and commercial success, AIC T-Hub aims to drive meaningful impact by fostering new ideas and supporting high-potential startups.

MATH CoE (Machine Learning and Artificial Intelligence Technology Hub CoE)

As an organization on the path of continuous excellence, T-Hub is always on the lookout for the next big thing on the horizon. As a manifestation of this philosophy, it launched, MATH (Machine Learning and Artificial Intelligence Technology Hub), a collaboration between T-Hub and the Department of Science and Technology (DST), which serves as a Center of Excellence for AI and ML innovation. Its vision, "AI Everywhere," focuses on empowering startups and scaling AI-driven solutions globally. MATH aims to incubate over 150 startups annually and create 500 AI-related jobs by 2025. Startups benefit from access to cutting-edge infrastructure, mentoring, and resources that enable rapid commercialization, bridging the gap between innovation and market readiness.

> "
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> *If you look at T Hub as just an incubator, it will not be able to fulfill its mission. Because India is just too big. Even Hyderabad is too big actually for that purpose. So, at some level, it has to play a role in terms of being able to seed other incubators and spreading it. I think that's really core to the scale up goal for T Hub.*
>
> "

Sashi Reddi
Managing Partner and Founder
SRI Capital , Board Member, T-Hub

START-UP STORIES

Various cases can be cited to demonstrate how T-Hub's ecosystem, comprising the facilities mentioned above and services, has impacted startups.

AdOnMo, arguably India's largest digital screen network, that offers digital screens inside communities, elevator lobbies and IT parks, serves as one such example. AdOnMo joined T-Hub in its seeding stage with only 20 lakhs INR in hand. Once enrolled in T-Hub, the tag of being a T-Hub startup helped the recognition of AdOnMo, especially among clients and within government circles. The major support AdOnMo received was through the endless networking opportunities T-Hub provided and the various events they hosted. AdOnMo was able to meet with many corporates out there hungry for innovation, many of whom later became clients for them.

> "
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> *T-Hub provided us with a great platform to showcase our work. When IKEA launched in Hyderabad, their CEO and marketing head visited T-Hub to explore startups and met us in the process. That meeting led to IKEA becoming our first significant client, which helped us attract more clients and investors.*
>
> "
>
> **Sandeep Bommireddi**
> *Co-Founder, AdOnMo*

BlueSemi, a health tech company, makes another interesting case. Its product, Eyva, was in its ideation stage when the company started. Initially, Sunil Maddikatla, the founder, found it challenging to explain his ideas to others, especially those from a non-technical background. Turning his ideas into a practical business concept required many rounds of explanation and refinement. Then CEO of T-Hub, presented as a saviour with his expertise in deep tech. Collaborating with him proved effective in providing a convincing analogy to people who did not grasp his concept earlier. With different venture capitalists and corporates with tech backgrounds visiting T-Hub regularly, Sunil felt his ideas were understood and recognized better. T-Hub was an ideal platform for Sunil to expand his networks, forge valuable connections, and invite investments. The first fund for the company was given by an individual who visited T-Hub and was impressed by the idea. Within a month, they were able to close a deal.

Furthermore, the informal networking opportunities provided by T-Hub, including the meetings with different founders, significantly impacted the company's visibility.

Monitra Healthcare stands as another compelling example of T-Hub's impact on the Indian startup ecosystem. They are revolutionizing cardiac care with their AI-powered wearable patch, a small device that represents a giant leap forward in early diagnosis. This patch allows for continuous, remote heart monitoring, capturing vital data and transmitting it to a secure cloud platform. Here, sophisticated AI algorithms analyze the data, identifying subtle anomalies that could indicate developing cardiac issues – that traditional methods might easily miss. This real-time, proactive approach to cardiac monitoring is crucial for timely intervention and ultimately, saving lives.

Their early success story is inextricably linked to their engagement with T-Hub. T-Hub's program helped Monitra refine their business strategy, scale their operations, and ultimately, bring their life-saving technology to market more rapidly. The support from T-Hub wasn't just about funding; it was about fostering a collaborative environment where innovation could thrive. By connecting Monitra with the right people and providing them with the necessary tools and knowledge, T-Hub empowered them to overcome challenges and realize their vision of transforming cardiac care. Its success underscores T-Hub's commitment to nurturing deep-tech startups and driving meaningful change in critical sectors like healthcare.

Dhruva Space is another upcoming name in space and defense sector which benefitted from their collaboration with T-Hub. As per the founders, partnering with T-Hub was a transformative experience for Dhruva Space. T-Hub played an instrumental role in supporting Dhruva Space during its formative stages by leveraging Telangana's dynamic ecosystem. Through extensive mentorship, funding, and market access, T-Hub enabled Dhruva Space to scale sustainably within the Space and Defence sectors.

The impact of T-Hub on the investment landscape within Telangana and across India cannot be understated. T-Hub provided Dhruva Space with invaluable resources and mentorship, facilitating crucial connections with industry leaders worldwide. This support has been pivotal in Dhruva Space's growth as a leading private space company in India.

Even today, T-Hub continues to empower Dhruva Space by fostering relationships with government agencies and international organizations. These connections have strengthened Dhruva Space's position within the deep tech community. The journey from being an incubated startup to becoming a role model in the field showcases the indispensable role that T-Hub plays for pioneering companies like Dhruva Space.

> "
> *T-Hub provides a world-class workspace that our team loves and clients admire. It has also connected us with valuable partners in marketing, legal, and other fields, helping us accelerate our business growth.*
> "
>
> **Aparna Bhogu**
> *Co-Founder, Monitra Healthcare*

> "
> *There's no overstating the impact that T-Hub has had on our journey. Their commitment to growth, inclusivity, and innovation has been critical. T-Hub provided us with resources and mentorship, helping us build connections with global industry leaders. Today, our growth from a young startup to a mentor in the space and defense sectors is a testament to the foundational support that T-Hub offers to companies like ours.*
> "
>
> **Sanjay Nekkanti**
> *Chief Executive Officer &*
> *Co-founder, Dhruva Space*

HEAR FROM THE CORPORATE PARTNERS

Accelerating Innovation: Maruti Suzuki's Collaboration with T-Hub

Maruti Suzuki, the largest passenger vehicle manufacturer in India, is at the forefront of transforming the automotive industry with its innovative startup initiatives. Driven by the mission to provide the Joy of Mobility, Maruti Suzuki seeks partnerships that enhance its innovation journey. Engaging with T-Hub was a strategic decision, motivated by T-Hub's exceptional access to a vibrant startup ecosystem and its collaborative approach involving startups, industry, and academia. The geographical location of T-Hub in Hyderabad further amplifies this advantage, allowing Maruti Suzuki to tap into a rich pool of innovation.

The collaboration with T-Hub has significantly impacted Maruti Suzuki's business model and operations. Through startup scouting, approximately 20% of the startups Maruti Suzuki collaborates with are referred by T-Hub, underscoring the strength of their partnership. Additionally, T-Hub has facilitated numerous innovation ideation workshops, bringing together subject matter experts to collaborate on various themes within Maruti Suzuki. These initiatives have driven creative solutions and fostered a culture of innovation within the company.

Maruti Suzuki values entities like T-Hub for their role as a nurturing ground for startups and as platforms that unite various stakeholders, including government, academia, and non-profit organizations. These entities provide the domain expertise, mentorship, and co-creation opportunities essential for developing innovative solutions, making them invaluable partners for large corporations seeking to foster growth through innovation.

Looking into the future, Maruti Suzuki foresees a profound long-term impact from its initiatives with T-Hub. The partnership exemplifies how the synergy between two organizations can shape a better tomorrow. While T-Hub continues to promote entrepreneurship at the grassroots level, Maruti Suzuki remains committed to supporting, nurturing, and guiding startups. This collaboration not only enhances Maruti Suzuki's product and service offerings but also helps startups evolve into business partners, creating a dynamic ecosystem of innovation and growth.

> "
>
> *Over the last 4 years of being innovation catalyst for Maruti Suzuki, T-Hub has offered a holistic approach that fosters innovation and integrates advanced technologies into the automotive industry. Through them, it's like we have an Innovation outpost in the ecosystem itself.*
>
> "

Maruti Suzuki

Empowering Growth:
Enmovil's Strategic Engagement with T-Hub

Enmovil, a burgeoning startup specializing in smart logistics solutions, sought to penetrate the market and connect with target customers effectively. In its nascent stages, Enmovil recognized the challenges it faced in establishing these connections independently. This is where T-Hub, with its extensive network, became an invaluable partner, enabling Enmovil to seamlessly reach potential customers and accelerate its market entry.

T-Hub has played a pivotal role in Enmovil's growth and innovation journey. By facilitating connections with major corporations like Maruti Suzuki, whose innovation programs are channeled through T-Hub, Enmovil gained significant visibility. This exposure not only helped Enmovil get onboarded as a vendor but also expanded its business opportunities, a feat that would have been challenging to achieve otherwise.

The support from T-Hub has profoundly influenced Enmovil's business model and operations. T-Hub's efforts in enhancing Enmovil's brand awareness and market presence have been instrumental. By acting as an extended marketing arm, T-Hub has frequently connected Enmovil with potential customers, thereby boosting its market reach and operational capabilities during its crucial early stages.

Looking ahead, Enmovil envisions T-Hub as an intrinsic part of its ongoing growth journey. Enmovil anticipates that the continued partnership with T-Hub will deliver substantial value to its operations, supporting each step of its evolution and reinforcing its position in the logistics sector. This collaboration not only accelerates Enmovil's current initiatives but also lays the foundation for sustained success and innovation in the future.

> "
>
> *For startups that have limited access to funds and are to be frugal in early stages, T-Hub is the lifeline to keep the engine moving and enable in multiple ways, be it accounting, finance, legal, investor or customer connects.*
>
> "

Ravi Bulusu
CEO of Enmovil Solutions

T-Hub's Inception: IIIT Hyderabad & A Vision for Hyderabad's Startup Ecosystem

IIIT Hyderabad, as a founding partner of T-Hub, played a crucial role in conceptualizing and structuring the initiative, contributing to its early success and growth. From its inception, T-Hub was hosted on IIIT Hyderabad's campus, where it benefited from the institution's established ecosystem of innovation and academic excellence. This collaboration was a natural progression for IIIT Hyderabad, which had already developed one of India's largest incubators by 2014.

While T-Hub did not directly drive IIIT Hyderabad's internal growth strategies, its presence had a transformative impact on Hyderabad's startup ecosystem. By drawing in critical stakeholders, especially from the corporate sector, T-Hub has significantly elevated the city's profile in the national startup landscape. As a result, Hyderabad is now recognized as a burgeoning startup hub, attracting attention and investment from across the country. This broader visibility has positioned the city as an essential contributor to India's technology and innovation landscape.

The foundational insights were integral to T-Hub's initial framework and success. The T-Hub team, building upon these insights, has expanded the initiative's scope, creating an extensive platform for corporate innovation. This platform has not only served as a springboard for startups but also as a vital mechanism for corporates seeking innovation partnerships to stay competitive in today's fast-paced market.

> **"**
>
> *Looking ahead, we hope to see Hyderabad firmly established on the global startup map, with many successful startups emerging from the ecosystem T-Hub continues to nurture.*
>
> **"**
>
> Ramesh Loganathan
> *IIIT Hyderabad*

Way Ahead

"

Without strategy, execution is aimless and without execution, strategy is useless. Startups, corporates, government, internationalization, verticalization, expansion within and outside India.... getting this balance right is the key to T-Hub's success and future growth.

"

Srinivas Rao Mahankali
Former Chief Executive Officer (CEO) , T-Hub

T-Hub is gearing up to drive deeper innovation and transformation in the startup ecosystem by focusing on specific high-potential domains and sectors. These include Artificial Intelligence and Machine Learning (AI & ML), Automotive, Aerospace and Defense, Fintech, Healthcare, Semiconductors, and Sustainability. By concentrating efforts on these areas, T-Hub aims to nurture specialized innovation and foster cutting-edge solutions tailored to these industries.

A significant emphasis will be placed on acceleration initiatives, with the goal of enabling more startups to achieve minicorn, soonicorn, and ultimately unicorn status. T-Hub will bolster startup journeys by providing them with high-quality resources, tailored mentorship, and funding opportunities that scale their growth exponentially.

The development and engagement of Global Capability Centers (GCCs) will also take center stage. Strengthening ties between startups and GCCs will foster meaningful collaborations and open doors for innovative joint ventures.

Additionally, T-Hub plans to expand its reach by focusing on Tier 2 and Tier 3 cities, recognizing the untapped entrepreneurial potential in these regions. This regional inclusivity will unlock innovation beyond metro cities, creating a more balanced and diversified ecosystem.

Engagement with the academia sector plays a pivotal role in T-Hub's future strategy. By forging strong partnerships with universities and research institutions, T-Hub seeks to bridge the gap between academic advancements and industry requirements, empowering startups with cutting-edge research, ideas, and talent.

Internationalization will remain a priority, with a focus on preparing Indian startups for global expansion. This includes assessing their readiness and offering enhanced Go-To-Market (GTM) programs to ensure successful cross-border scaling. Equally, T-Hub aims to attract international startups by showcasing the immense opportunities in the Indian market.

T-Hub is steadfast in its vision to create a thriving, interconnected innovation ecosystem that leverages these strategic priorities to nurture the next wave of entrepreneurial success.

Impact Recognition

Nation's Best Technology Business Incubator (2023)

Awarded by:
DPIIT, Ministry of Commerce and Industry,
Govt. of India

India's Best Incubator (2022)

Awarded by:
Dept. of Science & Technology,
Govt. of India

About IIMK

The fifth IIM to be established by Govt. of India in 1996, IIMK started its academic journey in 1997 with its flagship Postgraduate Program (PGP). The Institute is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Doctoral Programme in Management (PhD), Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme, the Indian Business Museum and six other Centres of Excellences encompassing diverse areas. IIMK is ranked 3rd as per NIRF India Rankings 2024: Management. The institute also made its global debut for its flagship MBA and EMBA programme in the 2020/21 QS World University Rankings. In 2023, IIM Kozhikode also broke into Top-100 in Financial Times Ranking for Masters in Management (MBA) and gained 9 spots in 2024 to reach global #68. The Institute also attained global rank #70 in the FT Open Enrollment Programme for 2024. The Institute is globally accredited by EQUIS (EFMD) and AMBA (UK).