

MEMORANDUM OF UNDERSTANDING

Between

**NAVOTTHAN STARTUP FOUNDATION,
Rajkiya Engineering College, Kannauj, U.P.**

and

**SM BUSINESS VENTURES – Delhi Angels
Den, Delhi**

03rd July 2024



**MEMORANDUM OF UNDERSTANDING
Between**

**NAVOTTHAN STARTUP FOUNDATION,
Rajkiya Engineering College, Kannauj, U.P.**

&

SM BUSINESS VENTURES – Delhi Angels Den (DAD), Delhi

**TO FACILITATE
COLLABORATION FOR UPSKILLING ENTREPRENEURS FOR MENTORING
& THE CAPITAL RAISING JOURNEY**

This Memorandum of understanding (MOU) is effective as of 03/07/2024 to establish an affiliation by and between:

NAVOTTHAN STARTUP FOUNDATION (A unit of NAVOTTHAN STARTUP FOUNDATION, Section 8 company) having its office located at Rajkiya Engineering College, Bela Road, Tirwa, Distt. Kannauj, Uttar Pradesh, Pin: 209732, which aims at fostering and stimulate promising innovators, aspiring entrepreneurs, and early-stage start-ups at its incubation center. It provides Mentoring, Technology, Infrastructure & Funding support to startups across India. (Party 1)

And

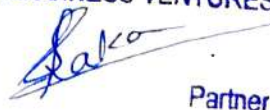
SM BUSINESS VENTURES – Delhi Angels Den (DAD), A Partnership Firm and having its registered office at 161, First Floor, Rajendra Bhawan, Rajendra Place, New Delhi -110008, India which aims at assisting Startups, MSMEs, Brands, Fortune 500 companies with Strategy, Business Consulting, Mentoring, Branding, Sales & Marketing, Fundraising, IPO assistance (Party 2)

Both parties (Party 1 & Party 2) agree to collaborate as Ecosystem Partners for the promotion of the programs & services offered by both parties. **NAVOTTHAN STARTUP FOUNDATION** and **Delhi Angels Den (DAD)** are

For Navotthan Startup Foundation


- Navotthan Startup Foundation
Director

For SM BUSINESS VENTURES


Partner



hereinafter referred to as "Parties" collectively and "Party" individually, wherever the context so requires.

1. Effective Date and Duration

This MOU becomes effective as of July 03rd, 2024, and shall remain valid for three (3) years. The Parties may extend the MOU by mutual written agreement. Either Party may terminate this MOU with three (3) months' prior written notice to the other Party.

2. Areas of Collaboration

- **Promotion:** Parties shall actively promote mutually agreed-upon programs within their respective networks, utilizing online and offline channels, including social media and targeted communications.
- **Programmatic Support:** Parties shall collaborate on program delivery, as mutually agreed upon from time to time.
- **Events and Engagement:** Parties shall invite each other to relevant events and support each other in workshops, conferences, and mentoring activities.
- **Co-Promotion:** Parties shall co-promote their strengths and offerings within their respective networks, potentially including the use of logos in promotional materials with prior consent.
- **Mentorship Support:** Parties shall explore opportunities for collaborative mentorship within their areas of expertise and first session will be pro Bono while other all sessions will be at honorarium basis as per the mentorship policy of the Incubator.

3. Intellectual Property and Confidentiality

- Each Party retains all rights to its respective intellectual property (IP), including but not limited to copyrights, trademarks, methodologies, and know-how, whether developed prior to or during this MOU.
- Parties agree to maintain the confidentiality of all information exchanged under this MOU, including reports, deliverables, client information, and electronic files.
- Neither Party shall use the other Party's IP without express prior written consent.

4. Terms of Agreement

- Parties shall conduct all activities under this MOU in compliance with applicable laws and their respective organizational regulations.
- This MOU is non-exclusive. Parties retain the right to enter into agreements with other entities.
- This MOU is valid for three (3) years from the date of signature and may be extended by mutual agreement.
- Either Party may terminate this MOU with three (3) months' prior written notice.
- Parties shall resolve disputes through mutual consultation.

For Navolthan Startup Foundation

Director

For Navolthan Startup Foundation

Director

For SM BUSINESS VENTURES

Partner



5. Authorization

Each Party represents that it has the full authority to enter into this MOU. Parties agree to collaborate in good faith.

Signatures

Party 1 - NAVOTTHAN STARTUP FOUNDATION

For Navotthan Startup Foundation
Dr. S.K. Ratra
Director

NAVOTTHAN STARTUP FOUNDATION

Distt. Kannauj, Uttar Pradesh, India

For Navotthan Startup Foundation
Dr. Ravish Singh Raut
Director

NAVOTTHAN STARTUP FOUNDATION

Distt. Kannauj, Uttar Pradesh, India

Party 2 - SM Business Ventures - Delhi Angels Den (DAD)

For SM BUSINESS VENTURES

Shweta Raka
Partner

Ms. Shweta Raka

Managing Partner

SM BUSINESS VENTURES- Delhi Angels Den (DAD)

Delhi, India