

Dayananda Sagar University in association with **NITI Aayog** has established the **AIC-DSU Innovation Foundation** with a grant of Rs 10.00 Crore which is supported by over a dozen Industry-sponsored, State-of-the-art labs at its Kudlu Gate Campus on Hosur Road, Bengaluru. To support its expansion plans, AIC-DSU Innovation Foundation is planning to recruit accomplished and well-qualified/experienced individuals to fill up the following positions:

Incubation Manager:

Job Responsibilities and Requirements:

- Identify and select potential Incubatees/Startups for the incubation program and continuously maintain good support relationships with the incubatees.
- Assist start-ups in strategy, business plan development, and market analysis.
- Define deliverables, and their timelines and monitor the progress of start-ups.
- Analyse each potential start-up's financial statements, forecasts, and funding requirements, explore and successfully develop partnerships at the international and national level with institutions, associations, chambers of commerce, mentors, investors, VCs, Corporates, and other ecosystem enablers; nurture those networks and keep adding fresh names to the portfolio.
- Network with industry leaders, experts, academics, and experienced professionals to plan, conceptualize, curate and host different community events like boot camps, hackathons, talks by entrepreneurs, etc.
- Spread awareness about entrepreneurship through appropriate partnerships.
- Creating and establishing connections with the start-up community in Bangalore and beyond.
- Creating comprehensive activities, and partnerships, and preparing progress reports.
- Handle operations for the smooth functioning of the incubation program.
- Prior experience at an incubator is preferred.

Education: Bachelor's/Master's is essential. Other things being equal, preference will be given to B. Tech/BE and MBA qualifications.

Marketing Manager

Job Responsibilities and Requirements:

- Conceive and develop efficient and intuitive marketing strategies. Organize and oversee advertising/communication campaigns (social media, Newsletters, Emails, etc.), exhibitions, and promotional events.
- Write content for diverse marketing distributions (brochures, press releases, website material, etc.).
- Monitor the progress of campaigns using various metrics and submit reports of performance. Collaborate with managers in preparing budgets and monitoring expenses.
- Thorough knowledge of strategic planning principles and marketing best practices. Proficient in MS Office and marketing tools and familiarity with social media and webanalytics, excellent communication and people skills, should possess creativity and commercial awareness with strong organizational and time-management abilities.

- Proven experience as a marketing executive or similar role would be highly desirable.

Education: Bachelor's Degree/ Post Graduate is essential. Other things being equal , preference will be give to B. Tech/BE and MBA qualifications.

Lab Managers: Intel/NVIDIA/Texas Instruments

Job Responsibilities and Requirements:

- Should have mastery of NVIDIA/Intel/Texas Instruments Technologies.
- Must have experience in **IoT/AI/ML**-based projects.
- Organize Technical Training programs for Students and Entrepreneurs.
- Experience working with client stakeholders in defining roadmaps and requirements for various Projects.
- Determine and define project scope and objectives. Develop and manage a detailed project schedule and work plan. Predict resources needed to reach objectives and manage resources efficiently.
- Provide project updates consistently to various stakeholders about strategy, adjustments, and progress.
- Utilize industry best practices, techniques, and standards for the successful execution of projects. Monitor progress and make adjustments as needed.

Education: Bachelor's Degree/ Post Graduate in Computers, Electronics is essential.

Mentors:

Innovators/Industry veterans willing to handhold Startup entrepreneurs/Students and others with innovative ideas to realize their dreams are invited to send their Resumes in the area of their core expertise and willingness to join us as Mentors; either on a Full-time/Part-time basis.

CVs may be sent to: info@dsu.edu.in