

icreate Launches Grooming & Incubation Program

icreate – where we seek, and amplify

Anyone, serious about entrepreneurial pursuits to build rapidly scalable ventures through innovative ideas, owes it to oneself to learn about icreate and see if it can help them go farther in life and reach there faster. [icreate](#) is seeking its first group of 25 such aspiring individuals to bet on – see if YOU could be one of them.

The pursuit of entrepreneurship is always a mixed bag. While raising money, or acquiring resources or aligning with major players is no longer out of reach for people with ideas for scalable businesses, the speed of technology changes and relentless pursuits by many to join in, has also resulted in a very competitive environment. So ideas have now become perishable; sit on it for a while, and soon they are worthless!

The ecosystem - incubators, Government grants, angel funding, VC's, mentors - to support such entrepreneurial pursuits and gain from it has also sprung up. While these bridge the gaps for those with strong ideas and established teams, they often fall short for many start-ups.

The scenario at such start-ups is different. Entrepreneurial pursuits at this stage are mired with uncertainties and need an environment to experiment and to fail fast. Also due to uncertainties, what is needed is "the ability to, and resources for," solving the problems as they spring up. That requires expertise with empathy, to help one deal with the challenges as they pop up.

Working together in such a failure tolerant, problem solving mode requires building a relationship of trust and mutuality. This cannot be transacted, it has to be evolved and built over time.

icreate [model](#) is built on solid proven experiences of the founders from their endeavours to build such relationships to help budding entrepreneurs to blossom into owners of viable businesses. icreate is commencing its search for "people who can be betted on" for its first batch of individuals/projects commencing from Thursday, February 7, 2013. (icreate bets on individuals; with or without a team - with or without an idea).

International Centre for Entrepreneurship and Technology (icreate) is set up as a public private partnership in Gujarat, to encourage and support next generation entrepreneurs irrespective of where they come from - leveraging innovation and technology to create rapidly scalable businesses for local/global markets.

Give yourself a chance; [check out what icreate has to offer](#). It may prove decisive.

(www.icreate.org.in/groomingandincubation.html)