



Catalyse Tech 2025  
**Innovations in  
Climate Resilient Agriculture  
and Allied Technologies**



# CATALYSE TECH 2025

PROGRAM BROCHURE



JANUARY 2025



# Contents

|                                     |    |
|-------------------------------------|----|
| .....                               |    |
| About the Program                   | 01 |
| .....                               |    |
| Vision of Catalyse Tech 2025        | 04 |
| .....                               |    |
| Benefits of the Program             | 05 |
| .....                               |    |
| Eligibility Criteria                | 06 |
| .....                               |    |
| Timeline of the Program             | 07 |
| .....                               |    |
| Application Categories              | 08 |
| .....                               |    |
| Category 01: Ideators               | 09 |
| .....                               |    |
| Category 02: Builders               | 10 |
| .....                               |    |
| Category 03: Trailblazers           | 11 |
| .....                               |    |
| What is the TRL of your Innovation? | 12 |
| .....                               |    |
| Find your Application Category      | 13 |
| .....                               |    |
| How to Apply to the program?        | 14 |
| .....                               |    |
| How to Nominate someone else?       | 15 |
| .....                               |    |
| Comprehensive Support for Finalists | 16 |
| .....                               |    |
| Selection Criteria                  | 17 |
| .....                               |    |
| Program Expectations                | 18 |
| .....                               |    |
| Contact Us                          | 19 |
| .....                               |    |





# About the Program



## **Catalyse Tech 2025: Innovations in Climate Resilient Agriculture and Allied Technologies**

Catalyse Tech 2025 is a transformative program, a movement to ignite innovation and drive meaningful change in India's agriculture and allied sectors. It is designed to address the unique, real-world challenges faced by grassroots communities. By fostering collaboration, encouraging continuous learning, and leveraging purposeful technology, the program supports solutions that are practical, inclusive, and impactful.





With a strong focus on integrating hardware and technology, Catalyse Tech 2025 drives the creation of innovations that are accessible and impactful. These solutions don't just solve immediate challenges—they build long-term resilience, delivering measurable benefits for marginalized communities across the country.

The program offers mentorship, financial support, access to resources, collaborative opportunities and design expertise to drive technological innovations in the agriculture and allied sectors, fostering climate resilience and sustainable development.

Catalyse Tech 2025 is an initiative of SELCO Foundation, an organization dedicated to alleviating poverty through sustainable energy solutions. By focusing on underserved communities, SELCO Foundation drives socially, financially, and environmentally impactful innovations to promote inclusive and equitable development.

The Innovations in the Agri & allied sector play a crucial role in fostering climate resilience by helping farming communities, ecosystems, and industries adapt to the changing climate, reduce vulnerability, and mitigate environmental impacts.







At its heart, Catalyse Tech 2025 is a journey of discovery and growth. Every partner—officially onboarded or not—walks away with new knowledge, meaningful connections, and valuable insights. For those that become part of the journey, the program aims to be a game-changer, offering financial support, design expertise, and access to resources that accelerate R&D, prototyping, and the development of minimum viable products (MVP).

This is more than innovation; it's about building a thriving, resilient ecosystem where farmers, entrepreneurs, and innovators succeed together. Catalyse Tech 2025 is grounded in a deep commitment to systemic change on inclusive hardware-based R&D for agri-allied sectors, working to uplift grassroots communities and pave the way for a sustainable, equitable future for all.







The vision of Catalyse Tech 2025 is to empower communities, foster innovation, and create a sustainable, inclusive, and resilient ecosystem in agriculture and allied sectors, driving systemic change for a lasting impact.

# Benefits of the program



## ACCESS TO EXPERT GUIDANCE AND FEEDBACK

Showcase your idea or innovation to a panel of sector experts and receive valuable feedback to refine your solution. Participate in webinars, Q&A sessions, and feedback rounds designed to guide your journey.



## EXPOSURE AND NETWORKING OPPORTUNITIES

Get access to India's Agri-Tech ecosystem, including other like-minded innovators. Gain valuable insights about the sector while building relationships to amplify the reach and impact of your solution.



## COMPREHENSIVE MENTORSHIP

Access up to 60 hours of personalized expert guidance tailored to your innovation stage. Receive hands-on support for research, prototyping, testing, and scaling.



## REAL-WORLD VALIDATION

Test and pilot your solutions in real-world conditions, collaborating directly with target communities to ensure impact and feasibility.



## ACCESS TO RESOURCES

Leverage a rich knowledge database, specialized skill sets, and the expertise of sector professionals to support MVP development, testing, and refinement.

For all applicants

For finalists



# Eligibility Criteria

These are the minimum requirements for entering the program.



## TECHNOLOGICAL INNOVATION

The solution must include a technological component that demonstrates originality and/or addresses a gap in the sector, with the potential for meaningful impact.



## HARDWARE INTEGRATION

Innovations must incorporate hardware / phygital elements to deliver practical, on-ground solutions (solutions can also be phygital in nature).



## IMPACT ON FARMERS

The solution must create a measurable and observable impact on farmers, whether directly or indirectly.



## PROBLEM IDENTIFICATION AND SOLUTION CONCEPTUALIZATION

Applicants must have identified a relevant and pressing problem and conceptualized a solution that addresses it.



## REGISTRATION OF ENTERPRISE TO MOVE FORWARD IN THE PROGRAM

Entrepreneurs can apply even if their enterprise is unregistered. However, registration is mandatory to progress beyond the initial stages of the program.





# Timeline of the program

|                                  |  |
|----------------------------------|--|
| 15 JANUARY 2025                  | Call for applications starts.<br>The application portal goes live!   |
| 20 JANUARY TO 05 FEBRUARY 2025   | Webinars, Q&A Sessions & other activities.<br>Dates to be announced soon!  |
| 15 FEBRUARY 2025                 | Deadline for submission of applications.   |
| TILL 22 FEBRUARY 2025            | Review & shortlisting of Applications  |
| 22 FEBRUARY 2025 - 02 MARCH 2025 | Up to 90 mins of Jury preparation sessions for selected applicants   |
| 03 MARCH 2025 - 05 MARCH 2025    | Jury Presentations commence. Shortlisted participants present their ideas to the jury for evaluation.  |
|                                  | Selected innovators are notified and onboarded to begin their journey with Catalyse Tech 2025.   |
| 22 MARCH 2025                    | Due diligence & service agreement signing  |
| 01 APRIL 2025 - 30 MARCH 2026    | This is the program phase when participants dive into building and testing their MVPs with dedicated mentorship, resources, and real-world validation. |



There are **three application categories** for the program based on the stage of development of your innovation.

Catalyse Tech 2025 supports innovators at every step of their journey. Whether you're building from scratch, improving an existing model, or refining a product ready for scaling, we're here to guide you with the resources, expertise, and collaboration you need to make an impact.

You can find your fit with the three application categories based on the readiness of your Innovation or TRL (Technology Readiness Level). Let's take the next step—together.



# 01

## Category 01: Ideators

FOR INNOVATIONS IN TRL 03



This category is for innovators who **have identified a pressing problem and conceptualized a solution but haven't yet built or tested it**. If you're ready to move from an idea to a tangible model, this is the right category for you.



### HAVE DONE INITIAL RESEARCH (R&D)

To understand the problem you are solving



### HAVE A SOLUTION OR TECHNOLOGY CONCEPT

To address the problem you have identified



### NEED SUPPORT TO DEVELOP A FEASIBLE PROTOTYPE

To bring your concept to life or demonstrate feasibility of your solution

# 02

## Category 02: Builders

FOR INNOVATIONS IN TRL 04, TRL 05, TRL 06



This category is for innovators who **already have a working prototype or Proof of Concept (POC) that has been tested in a controlled environment**. If you're ready to refine and validate your model in real-world settings, this is where you belong.



### **BUILT & TESTED A PROOF OF CONCEPT (POC)**

Basic working version created and tested in a controlled environment



### **READY TO REFINE & IMPROVE PROOF OF CONCEPT**

Your POC shows promise but needs refinement and broader testing.



### **NEED SUPPORT IN BUILDING A MINIMUM VIABLE PRODUCT (MVP)**

For testing with real users of your solution.



# 03

## Category 03: Trailblazers

FOR INNOVATIONS IN TRL 07



This category is for innovators who have **already created an MVP and are ready to field test it in pilot projects**. If you're looking to refine your solution based on real-world feedback and prepare it for broader adoption, this is your stage.



### HAVE COMPLETED THE PROOF OF CONCEPT (POC) STAGE

Successfully validated your solution in a controlled & relevant real-world environment



### BUILT A MINIMUM VIABLE PRODUCT (MVP)

Have developed a functional MVP that is ready for testing in pilot settings.



### NEED SUPPORT TO REFINE THE MVP

Working to improve the MVP based on user feedback to prepare it for wider implementation.



# What is the Technology Readiness Level (TRL) of your Innovation? How is it related to your application category?

Technology Readiness Levels (TRLs) are **stages that show how ready your innovation is** for real-world use. They start from just an idea (early stage) and go up to a product that is fully tested and ready for the market (final stage).

They help you understand which stage your innovation is at right now. They guide you on what steps you need to take next to develop your idea further. For the program, knowing your TRL helps us match your innovation with the right support and opportunities.



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**TRL 01**  
Idea Stage

You've identified a problem and thought of a solution, but no research or testing has started yet.

**TRL 02**  
Research Stage

You're studying the problem and exploring possible solutions, but there's nothing tangible yet.

**TRL 03**  
Concept Visualization

Your idea is taking shape through sketches or diagrams, but no physical prototypes exist.

**TRL 04**  
Proof of Concept

A basic model or prototype is created to show your idea can work in controlled settings.

**TRL 05**  
Prototype Development

A working prototype is built and tested in environments similar to real-world conditions.

**TRL 06**  
Prototype Validation

The prototype is improved and tested in real-world conditions to ensure it performs as expected.

**TRL 07**  
MVP Creation

A functional version of your solution, a minimum viable product (MVP), is created with essential features and is ready for testing with early users.

**TRL 08**  
Pilot Testing

The MVP is tested in real-world settings or pilot projects, and feedback is collected for further improvements.

**TRL 09**  
Full Deployment

Your solution is fully refined, tested, and ready for large-scale production or commercial use.

You can be an Ideator!

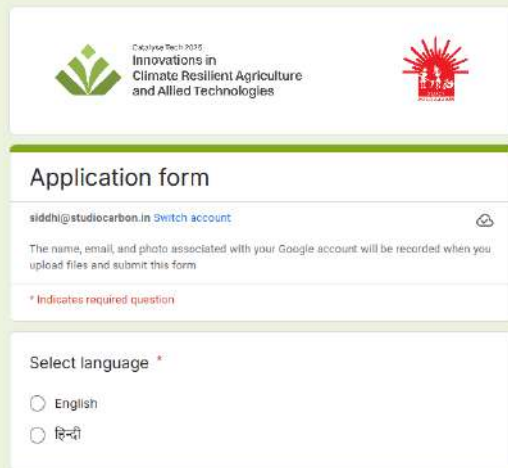
**You are an Ideator!**  
Category 01

**You are a Builder!**  
Category 02

**You are a Trailblazer!**  
Category 03

You can be a Trailblazer!

# How to Apply to the program?



01

## CLICK THE APPLICATION LINK

Use this link below to directly access the application form.

<https://forms.gle/zyMqK4owwMGpSt3j7>

02

## REVIEW THE PROGRAM DETAILS

Read through this program brochure carefully to understand the program's objective, eligibility criteria and timelines.

03

## CHOOSE YOUR TRACK

Select the category that fits your stage of innovation:

Category 1: Ideators

Category 2: Builders

Category 3: Trailblazers

04

## FILL OUT THE FORM

Provide all required details in the form, about yourself and your innovation, the problem you are addressing and the solution you propose.


05

## SUBMIT YOUR APPLICATION


Ensure all sections are completed and submit the form by February 15, 2025.



# How to Nominate someone else?



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## Catalyse Tech 2025: Nominate a changemaker

Let's make innovation happen together! Nominate someone with the vision, drive, and potential to create impactful solutions. Whether they have a bold idea or an initiative aligned with the program's goal of fostering sustainable, practical, and inclusive innovations for agriculture and allied sectors, this is their opportunity to drive meaning

abdefg.xyz@gmail.com [Switch account](#)
🔒

📧 Not shared
🔗

**Nominee name**

**Contact Number**

**Email ID**

Submit
Clear form

Never submit passwords through Google Forms.

## 01

### CLICK THE NOMINATION LINK

Use this link below to directly access the nomination form.

<https://forms.gle/Khg7suLJ3jUMWD3Q9>

## 02

### SHARE NOMINEE DETAILS

Add the nominee's name, contact information, and area of work or innovation.

## 03

### SUBMIT THE NOMINATION

Complete the form and submit it by February 15, 2025. Our team will reach out to the nominee for further steps.



### NEED-BASED SUPPORT

Finalists will receive tailored financial support based on their needs, enabling them to build and test Minimum Viable Products (MVPs).



### DESIGN MENTORSHIP

Each finalist will benefit from the personalized design mentorship, including expert sessions and guidance.



### ACCESS TO NETWORK OF EXPERTS

Participants will connect with leading sector experts & stakeholders to gain valuable insights and guidance.



### INNOVATION SUPPORT

Assisting participants to enhance and accelerate their innovations effectively.



### FIELD TESTING SUPPORT

Finalists will receive need-based assistance to test their solutions with real users and refine products based on feedback.

# Comprehensive Support for Finalists



# Selection Criteria

Standards used to evaluate and choose the ideal innovators.

- 
- 01 PROBLEM RELEVANCE**  
The solution must address a clearly defined, critical problem in agriculture or allied sectors, aligned with SELCO's goals of sustainability, resilience, and inclusivity.
- 
- 02 INNOVATION AND UNIQUENESS**  
The solution must be novel, disruptive, and integrate technology or indigenous practices for transformative impact.
- 
- 03 FEASIBILITY & READINESS**  
The solution must be technically viable, scalable across various contexts, and supported by a realistic implementation and resource plan.
- 
- 04 IMPACT POTENTIAL**  
The innovation should create measurable social, environmental, and economic benefits, aligning with the Sustainable Development Goals.
- 
- 05 CONTEXTUALIZATION**  
The solution must be designed to meet the unique needs of the specific communities or sectors it targets, ensuring relevance and effectiveness.
- 
- 06 ENVIRONMENTAL FOCUS**  
The innovation should contribute to the restoration, sustainability, and resilience of ecosystems, promoting long-term environmental benefits.
- 
- 07 TEAM AND CAPABILITY**  
The team behind the innovation should have the skills, experience, and commitment to execute the project and realize its vision effectively.
- 
- 08 BONUS CONSIDERATIONS**  
Solutions incorporating inclusivity, localization, indigenous knowledge, and forward-thinking approaches will receive additional recognition.



# Program Expectations

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## **MVP DEVELOPMENT**

Participants must be capable of building and testing a refined Minimum Viable Product (MVP) within the program timeline.

## **COMMITMENT TO ACCOUNTABILITY**

Applicants are expected to commit to regular progress reporting, milestone reviews, and adherence to the program's service agreement.

## **ALIGNMENT WITH OBJECTIVES**

Solutions should align with the goals and focus areas of Catalyse Tech 2025, addressing critical challenges in agriculture and allied sectors.

## **BASELINE RESOURCES**

Participants should possess basic resources to independently advance their project, with the program providing targeted financial and technical support to bridge critical gaps.





# Have a question? Contact Us



**[catalysetechrnd@selcofoundation.org](mailto:catalysetechrnd@selcofoundation.org)**

Got questions or need more information? Drop us an email and we'll get back to you as soon as we can!



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Prefer quick and easy communication? Message us on WhatsApp for prompt assistance.



**[www.catalysetech.org/catalysetech-25/](http://www.catalysetech.org/catalysetech-25/)**

Explore more about the program and stay updated on our website.