



தமிழ்நாடு தமில்நாடு TAMILNADU 24 JUN 2026

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MEMORANDUM OF UNDERSTANDING

Between

CAUVERY INNOVATION & INCUBATION FORUM

And

LAMPPOST DIGITAL

For Collaborative Industry Engagement for Student Innovation & Entrepreneurship
Readiness

Digital Growth | Innovation Support | Women Entrepreneurship Enablement

This Memorandum of Understanding (MoU) is entered into on this day of 20.08.2026 between Cauvery Innovation & Incubation Forum, represented by its authorized signatory, hereinafter referred to as the "Cauvery Innovation & Incubation Forum", and Lamppost Digital, an Udyam MSME-registered digital growth, technology, and automation company based in Trichy, Tamil Nadu, represented by its authorized signatory, hereinafter referred to as "Lamppost Digital".

The Cauvery Innovation & Incubation Forum and Lamppost Digital may hereinafter be individually referred to as a "Party" and collectively as the "Parties".

For Cauvery Innovation and Incubation Forum

S. S. S.
Director



For Lamppost Digital

K. Shaktishri
Managing Partner

1. Purpose of the MoU

The purpose of this MoU is to support the incubation, entrepreneurship, and student innovation initiatives of Cauvery Innovation & Incubation Forum.

Through this collaboration, Lamppost Digital may provide practical industry guidance to selected students and student teams in digital readiness, business clarity, branding, AI awareness, automation, and market-facing communication.

The objective is to help students understand how academic projects, ideas, or prototypes can be shaped into practical, market-ready business possibilities.

2. Nature of Association

Lamppost Digital is open to associating with Cauvery Innovation & Incubation Forum as an:

- Industry Knowledge Partner
- Digital Mentoring Partner
- Student Innovation Support Partner
- Women Entrepreneurship Enablement Partner

The association may be formalized through this MoU based on mutual discussion and the Cauvery Innovation & Incubation Forum's internal process.

This MoU may define the broad areas of collaboration, coordination process, student engagement approach, responsibilities, and future opportunities.

The MoU may be valid for an initial period of one year from the date of signing and may be renewed based on mutual interest.

3. Proposed Areas of Engagement

The following areas may be considered under the proposed association based on student needs, institutional priorities, academic calendar, and mutual availability.

3.1 Student Innovation & Entrepreneurship Guidance

Lamppost Digital can guide selected students or student teams on idea clarity, problem-solution fit, target audience, market need, value proposition, and basic business direction.

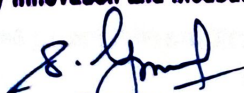
3.2 Digital Readiness

Lamppost Digital can provide awareness and guidance on website development, MVP (Minimum Viable Product), UI/UX and development, user journey, and Go-to-Market Strategy (GTM).

3.3 Branding & Communication Clarity

Lamppost Digital can support students in improving naming direction, brand understanding, positioning clarity, message clarity, project storytelling, pitch communication, and market-facing presentation.

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3.4 AI, Automation & Digital Tools Awareness

Lamppost Digital can conduct awareness sessions or practical discussions on how AI tools, automation and digital systems are used in modern business growth. The focus will be on helping students understand how digital tools can reduce manual effort, improve communication, and create structured processes.

3.5 Pitch & Presentation Readiness

Lamppost Digital can support selected students in improving pitch structure, problem statement clarity, solution explanation, audience relevance, digital readiness explanation, and go-to-market direction.

3.6 Women Entrepreneurship & Selfpreneurship Enablement

Lamppost Digital can support sessions and mentoring conversations that encourage young women to explore entrepreneurship, self-employment, digital careers, and future-ready business opportunities. The focus will be to help women students build confidence, practical awareness, and clarity on starting small, validating ideas, and using digital platforms effectively.

3.7 Selective Industry Exposure

Based on mutual feasibility, selected students may be given limited industry exposure through observation, guided tasks, project-based learning, or structured visits to Lamppost Digital. Such exposure will be planned only for shortlisted students and will be subject to confidentiality, practical scope, and internal approval.

3.8 Internship / Project-Based Learning Possibilities

Where suitable, Lamppost Digital and Cauvery Innovation & Incubation Forum may explore internship, field exposure, or project-based learning opportunities for selected students. The scope, duration, eligibility, and responsibilities for such opportunities can be discussed separately based on requirement and feasibility.

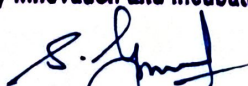
3.9 Joint Events & Knowledge Sessions

Lamppost Digital may collaborate with the Cauvery Innovation & Incubation Forum for mutually planned workshops, awareness programs, panel discussions, innovation showcases, and entrepreneurship-related sessions.

Topics may include:

- From Student Project to Market-Ready Idea
- Digital Readiness for Young Entrepreneurs
- AI and Automation for Future Businesses
- Branding Basics for Student Innovators
- Women Selfpreneurship and Digital Opportunities
- How to Present an Idea to the Market
- Building Digital Systems for Early-Stage Business Ideas

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4. Expected Value for Students

The proposed association can help students:

- Think beyond academic projects and understand practical business possibilities.
- Improve clarity on target audience, user need, and value proposition.
- Learn the basics of digital presence, branding, AI tools and automation.
- Present ideas more confidently in reviews, competitions, incubation discussions, or funding presentations.
- Build awareness of entrepreneurship, self-employment, digital careers, and women-led business opportunities.
- Gain practical exposure to how businesses use digital systems, marketing, and automation in the real world.

5. Expected Value for Cauvery Innovation & Incubation Forum

The proposed association can support the Cauvery Innovation & Incubation Forum by:

- Strengthening industry-academia collaboration.
- Adding practical industry mentoring to innovation activities.
- Creating digital readiness and entrepreneurship learning opportunities for students.
- Encouraging women students to explore selfpreneurship, digital careers, and future-ready business models.
- Supporting workshops, mentoring sessions, pitch reviews, student exposure, and innovation showcases.
- Supporting documentation of student development, innovation engagement, and industry interaction activities.
- Building a practical bridge between academic learning and real-world digital business needs.

6. Role of Lamppost Digital

Lamppost Digital may support the association by:

- Conducting mutually agreed sessions, workshops, or mentoring discussions.
- Providing guidance in digital readiness, branding, business communication, AI awareness, and automation.
- Supporting selected student teams with practical mentoring inputs where feasible.
- Participating in mutually planned incubation or entrepreneurship-related activities.
- Providing selective industry exposure opportunities based on availability and suitability.
- Sharing practical knowledge from real business transformation, digital implementation, and structured growth experience.

For Cauvery Innovation and Incubation Forum


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For Lamppost Digital


Managing Partner

7. Role of Cauvery Innovation & Incubation Forum

Cauvery Innovation & Incubation Forum may support the association by:

- Identifying a faculty coordinator for the initiative.
- Shortlisting suitable students or student teams where required.
- Providing venue and coordination support for sessions.
- Managing student communication, attendance, and internal approvals.
- Supporting event documentation, photos, certificates, and reports where required.
- Coordinating with Lamppost Digital for scheduling and review discussions.
- Facilitating the MoU process based on the Cauvery Innovation & Incubation Forum's internal procedure.

8. Activity Planning and Coordination

Activities under this MoU can be planned periodically based on student requirements, academic calendar, institutional priorities, and mutual availability.

Each activity may be discussed and finalized in advance by the designated coordinators from both Parties.

This MoU does not create any fixed obligation for a specific number of sessions, workshops, internships, or activities unless separately agreed in writing by both Parties.

9. Scope and Commercial Clarification

The proposed association is focused on mentoring, guidance, awareness, and digital readiness support for selected students and incubation participants.

Lamppost Digital is open to contributing time and expertise for mutually agreed activities under the association.

This MoU does not create any automatic financial obligation for either Party unless a separate scope of work, activity proposal, or commercial agreement is mutually approved.

Any digital execution work required for the Cauvery Innovation & Incubation Forum, incubation cell, event promotion, or related works may be discussed separately.

10. Confidentiality and Practical Exposure

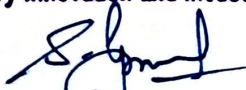
In case of industry exposure, observation, guided tasks, or project-based learning, both Parties shall ensure that confidentiality, professional conduct, and practical scope are maintained.

Students shall not be given access to confidential client information, internal business data, or live client work unless separately approved and governed by appropriate confidentiality terms.

11. Use of Name, Logo, Photos, and Public Communication

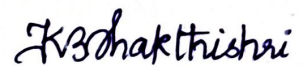
Both Parties may use names, logos, photographs, or activity-related communication for documentation, reports, certificates, social media, website, or public communication **only with mutual consent and appropriate approval.**

For Cauvery Innovation and Incubation Forum


Director



For Lamppost Digital


Managing Partner

12. Intellectual Property

Ideas, projects, prototypes, presentations, or materials created by students shall remain with the respective student or creator unless separately agreed otherwise.

Any materials, frameworks, processes, training inputs, presentation formats, or proprietary content shared by Lamppost Digital shall remain the intellectual property of Lamppost Digital unless otherwise agreed in writing.

13. Duration

This MoU shall be valid for an initial period of **one year** from the date of signing.

The MoU may be renewed or extended based on mutual discussion and interest of **both Parties**.

14. Review and Coordination

Both Parties may periodically review the progress of the association and discuss future areas of engagement.

A designated coordinator from each Party may be identified for communication, scheduling, student coordination, and activity planning.

15. Amendment

Any changes or additions to this MoU shall be made only through mutual written agreement between both Parties.

16. Termination

Either Party may terminate this MoU by giving 30 days written notice to the other Party.

Any ongoing activity already scheduled may be completed or closed based on mutual discussion.

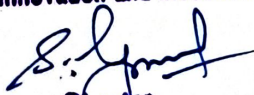
17. General Understanding

This MoU is intended to create a collaborative academic and industry engagement framework.

This MoU does not create a legal partnership, agency, employment relationship, or joint venture between the Parties.

Both Parties agree to work together in good faith for the benefit of student innovation, entrepreneurship readiness, and practical industry exposure.

For Cauvery Innovation and Incubation Forum


Director



For Lamppost Digital


Managing Partner

18. Signatures

In witness whereof, the Parties have signed this MoU on the date mentioned above.

For Cauvery Innovation & Incubation Forum

Name: Mr.S.Gopal

Designation: Director

Signature:

Director

Cauvery Innovation and Incubation Forum

(Section 8, Non Profit Organisation)

Cauvery College for Women,

Seal: Annamalai Nagar, Trichy.

Date: 20/08/2026

For Lamppost Digital

Name: Mrs. Shakthi Shri K B

Designation: Founder & Managing Partner

Signature:

K. Shakthi Shri
LAMPPOST DIGITAL

No.D-38, 10th Cross,

West Further Extension,

Seal: Thillai Nagar, Trichy - 620 014.

Date: 20/08/2026

Witnesses

Witness 1

Name: Mrs. S.Sona

Designation: Incubation Manager, CIIF

Signature:

Sona

Witness 2

Name: Mr. Gopi M

Designation: Executive Director - Lamppost Digital

Signature:

G. S. M.

For Cauvery Innovation and Incubation Forum

S. Gopal
Director



For Lamppost Digital

K. Shakthi Shri
Managing Partner