



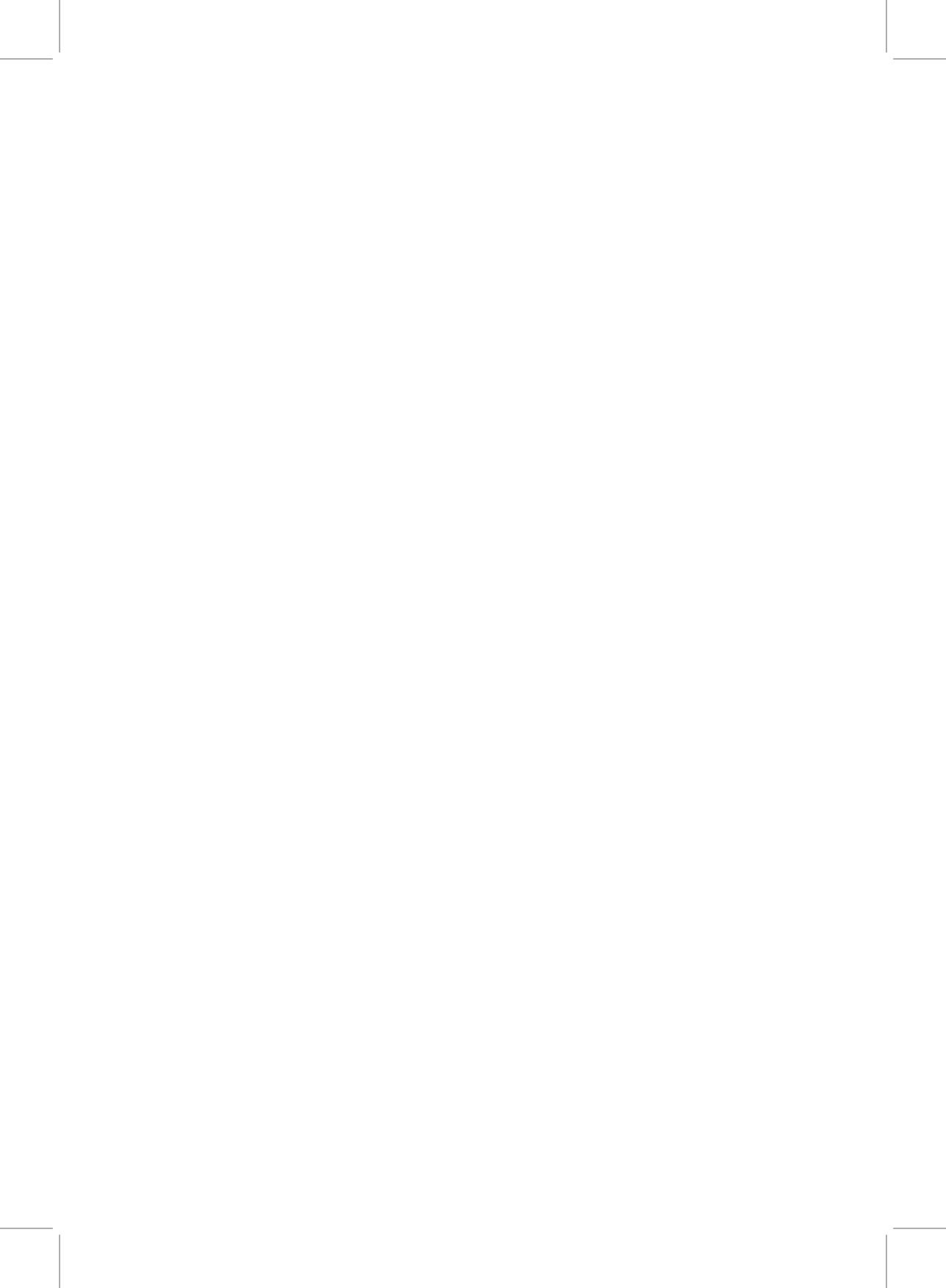
Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade



**INVEST INDIA**  
NATIONAL INVESTMENT PROMOTION  
& FACILITATION AGENCY

# GIVING WINGS TO YOUNG ENTREPRENEURS





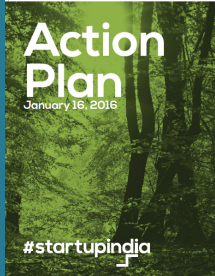
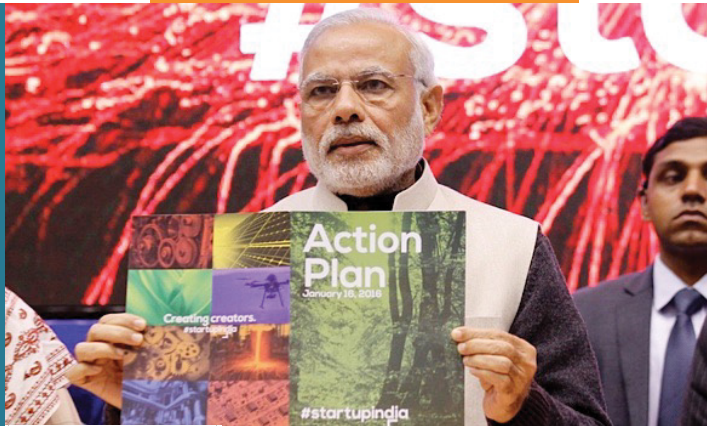
# WHAT IS STARTUP INDIA HUB

"Startup India Hub will be a single point of contact for the entire ecosystem and enable knowledge exchange and access to funding."

– Startup India Action Plan, Jan 2016



- The Hon'ble Prime Minister launched the Startup India movement on 16th January, 2016.
- Startup India initiative comes under Invest India, the official Investment Promotion and Facilitation Agency of the Government of India, mandated to facilitate investments into India.



## OBJECTIVES

### CONSOLIDATE

Bring all stakeholders to a common platform

Value proposition for all stakeholders

### GROW

Connect with the global ecosystem

Stimulate others to join the ecosystem

### FACILITATE

Access to information and knowledge

Handholding support

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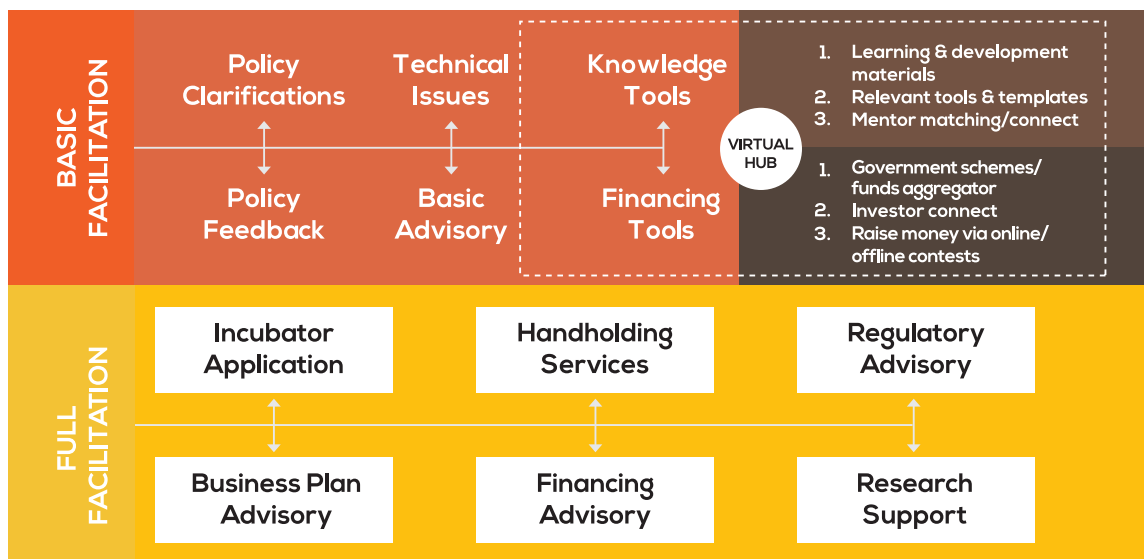


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# HOW WE HELP STARTUPS



MASS OFFERINGS	<b>CALL CENTRE</b> Toll Free Number <b>1800115565</b>	<b>EMAIL QUERY</b> Email ID and Website <a href="mailto:dipp-startups@nic.in">dipp-startups@nic.in</a> , <a href="http://startupindia.gov.in">startupindia.gov.in</a>	<b>TWITTER SEVA</b> Handle <a href="https://twitter.com/startupindia">@startupindia</a>
BESPOKE OFFERINGS	<b>RECOGNISED STARTUPS</b> (as per DPIIT definition)	<b>QUALITATIVE FILTER</b> (Innovative startups)	<b>DEDICATED FACILITATION OFFICER</b>





# FIRST POINT OF CONTACT

for the entire ecosystem



## INVESTORS/ MENTORS

- Opportunity to invest in/mentor startups
- Access to the Indian market, regulatory advisory for foreign VCs/mentors

## INCUBATORS

- Incubatee flow
- Regulatory advisory
- Marketing/presence on the hub

## ACADEMIA

- Dedicated API on the Startup Hub
- Online entrepreneurship content
- Joint events, exchange programmes

## STATES/ GOVERNMENT

- Policy advisory
- Online hub and open API to share information on state grants, schemes & policies

## CORPORATES

- Strategic incubator advisory
- Knowledge & implementation partner
- Marketing/presence on the hub

## GLOBAL PARTNERSHIPS

- Mobilising Global Capital for Indian Startups
- Enabling Indian Startups to expand to new geographies
- Collaboration with stakeholders to establish India as a Global Startup Destination

# GOVERNMENT INITIATIVES



## HANDHOLDING

### LEGAL SUPPORT

Self-certification and compliance of 9 environment and labour laws through Startup India web portal/mobile app

### IPR

Fast track startup patent applications panel of facilitators to assist in filing IP applications, government to bear facilitation costs 80% rebate in filing of patents

### EXIT PROCESS

As per Insolvency and Bankruptcy Bill 2015 ("IBB"), startups with simple debt structures may be wound up within a period of 90 days

## FUNDING/INCENTIVES

### FUND OF FUNDS

SIDBI Fund of Funds for investment into startups<sup>[1]</sup>; set up by the Government with an initial corpus of INR 2,500 Cr and a total corpus of INR 10,000 Cr over a period of four years

### SEED FUND SCHEME

With an outlay of INR 945 crore, the Seed Fund Scheme shall provide financial assistance to startups for proof of concept, market entry, commercialization, etc. It will support an estimated 3,600 entrepreneurs through 300 incubators in the next 4 years.

### TAX EXEMPTIONS

- IT exemptions for 3 years
- Capital Gains Tax exemption to people investing such gains in the Government recognised Fund of Funds
- Tax exemption on investments above Fair Market Value (FMV)

• If working towards innovation, development or improvement of products or processes or services

OR if it has a scalable business model with a high potential of employment generation or wealth creation

## CAPACITY DEVELOPMENT

### INDUSTRY/ACADEMIA

31+ Innovation Centres, 13+ Startup Centres, 7 Research Parks with plans to set up 7 more, 500+ Atal Tinkering Labs, 898 Incubators, 190 Corporates and Accelerators, 731 Mentor Connects, 58 Government Connects and 117 Investors on board

### CORPORATE PARTNERSHIPS

With the objective to encourage engagement between industry and entrepreneurial community, Startup India has launched several partnerships with prominent corporates.

- 150+ challenges
- 5500+ winners benefited
- Over INR 35 Cr in cash and other incentives

### GOVERNMENT PROCUREMENT

To boost procurement from startups, some benefits offered to startups in Government procurement to simplify and boost participation.

- Over 10,000 startups have registered on GeM to enable access to over 48k government buyers
- Over 88,000 orders have been successfully delivered by startups on GeM Portal
- A cumulative revenue of INR 4,027 Cr. has been achieved by startups on GeM Portal

[1] Eligibility Criteria:

An entity shall be considered a "Startup" –

- If incorporated as either Private Limited Company or Registered Partnership Firm or Limited Liability Partnership
- If incorporated or registered in India not prior to 10 years
- If turnover for any of the financial years has not exceeded INR 100 Crore

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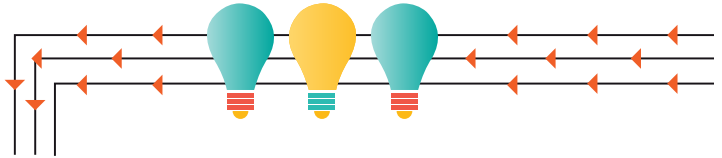


# #startupindia

## Overview of the Startup India portal

The Startup India portal is a one-of-its-kind online platform for stakeholders of the entrepreneurial ecosystem in India to discover, connect and engage with each other. The portal will host startups, investors, funds, mentors, incubators, accelerators, government bodies, academia, and general users. The development of the portal was formally announced during the first anniversary event of the 'Startup India' campaign by the Hon'ble Commerce & Industry Minister Smt. Nirmala Sitharaman on 16th Jan, 2017.





Built on a gamification based model, Startup India portal is a dynamic and interactive platform to facilitate information discovery, entrepreneurial learning & development, networking, mentorship, funding and lots more for Startups and other stakeholders. The objective is to reduce the knowledge asymmetry and create a conducive environment for startups to flourish in an engaging ecosystem. It also serves as the dedicated technological infrastructure for all (government & private) entities to engage with the booming Indian startup ecosystem.



## SALIENT FEATURES OF THE STARTUP INDIA INITIATIVE

### PROGRAMS

Participate in competitions, workshops, hackathons and other events run by government organizations and corporates on the hub to access funding, mentorship and deals.



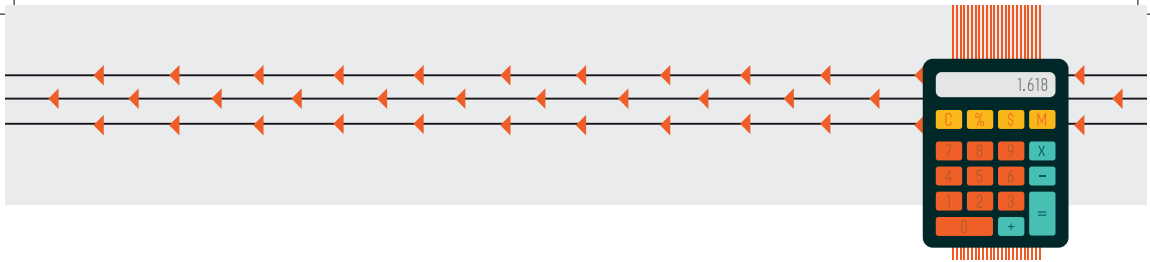
### LEARNING & DEVELOPMENT

Access an assortment of special learning programs like the Startup India Learning Program, Introduction to AI, Introduction to Data Analytics and lots more.

### KNOWLEDGE BANK

Increase your knowledge about the important aspects of entrepreneurship through impactful reading materials and specially curated videos on topics like company registration, investor engagement, innovation and business and much more.





#### GOVERNMENT SCHEMES

Explore and apply to the right government scheme or grant from various ministries and government departments for your startup.



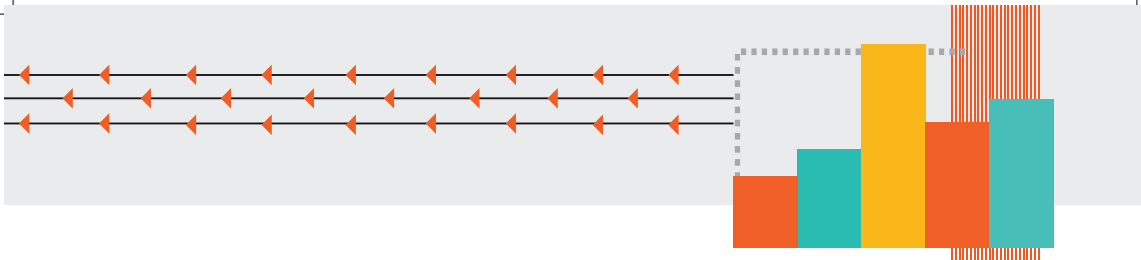
#### NETWORKING AND ENGAGEMENT

Discover and connect with startups and enablers of the entrepreneurial ecosystem in India, including investors, mentors, incubators, accelerators and government bodies. A user can connect with up to 3 other stakeholders in a week.



#### TOOLS & TEMPLATES

To build a successful business, you need the right resources. Download the ready-made templates on Human Resources, Legal and Pitch Deck Guidelines etc. to save your valuable time from non-core activities and focus on building your startup.

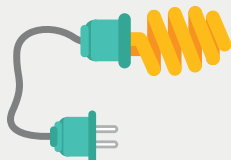


#### NEWS FEED AND BLOGS

Stay on top of the latest developments in the startup world and read inspiring startup success stories that fuel your dream.

#### DISCUSSION FORUM

Wish to have other users' perspectives on your startup queries? Post all your questions on the dedicated forum to get answers from the community.



#### OPEN API PLUG-N-PLAY MODEL

The Hub is the first government website in India to be built on an open API architecture allowing seamless integration of content from Government and private stakeholders across India and world.

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KINGDOM OF BAHRAIN**



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