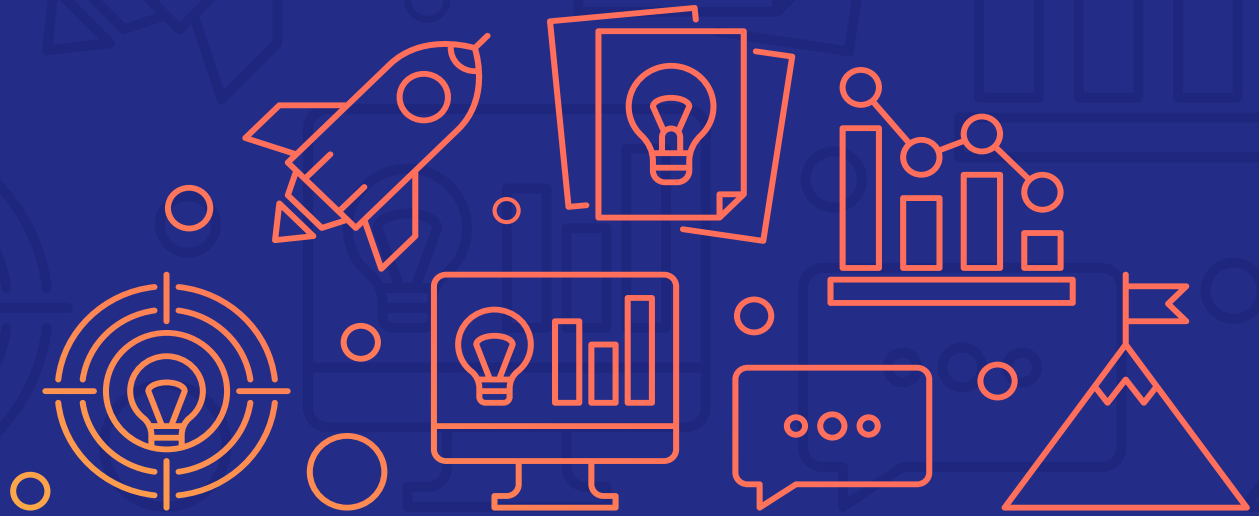




सत्यमेव जयते

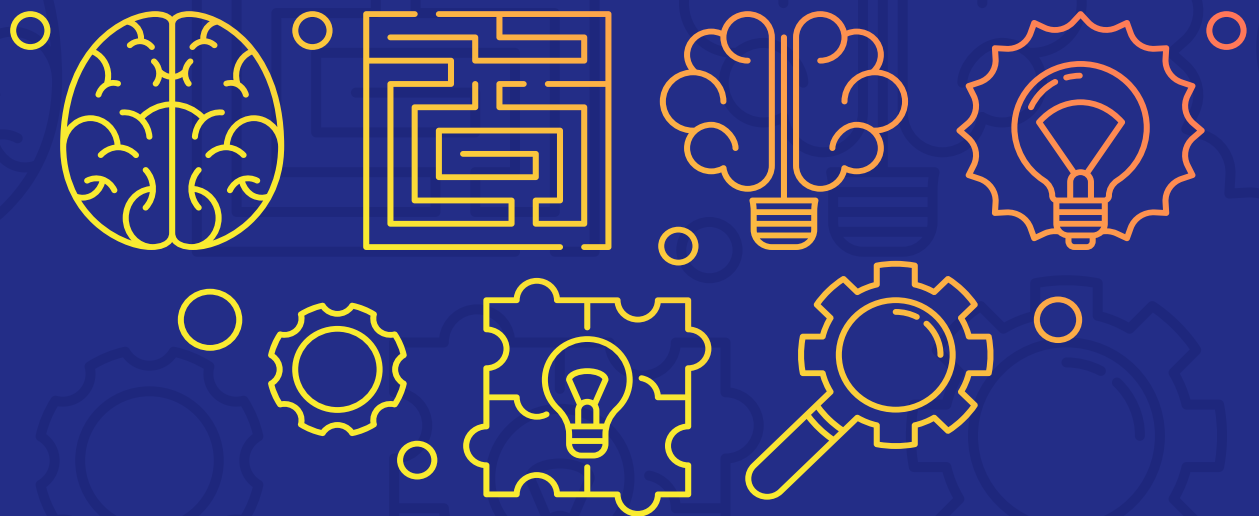
Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia



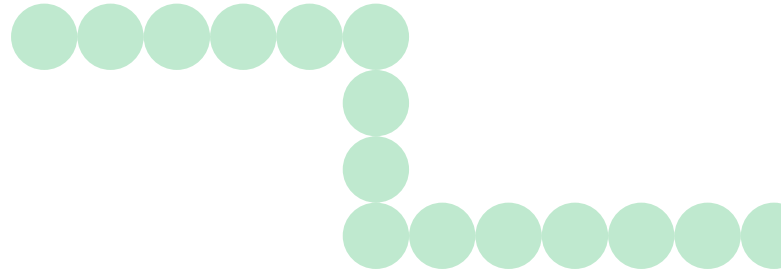
STARTUP INDIA KIT

Starter kit for budding entrepreneurs, visionaries, and dreamers!



March, 2020

Startup India Benefits



STARTUP INDIA RECOGNITION

DPIIT-RECOGNISED STARTUPS ARE ELIGIBLE FOR THE FOLLOWING BENEFITS:

- Intellectual Property Rights (IPR) benefits
- Relaxation in public procurements norms
- Self-certification under Labour & Environment laws
- Fund of Funds for Startups (FFS)
- Faster exit for Startups

DPIIT-RECOGNISED STARTUPS MAY APPLY TO IMB FOR THE FOLLOWING BENEFITS:

- Section 80 IAC: Income Tax exemption for 3 out of 10 years

STARTUP INDIA HUB

RESOURCES

LEARNING AND DEVELOPMENT PROGRAMS

Step-by-step guide to starting a business in India

GOVERNMENT SCHEMES

Centralized repository of all government schemes for the startup ecosystem actors

STATE STARTUP POLICIES

Single point to access all notified startup policies by the respective state governments

PRO BONO SERVICES

Get free applications, cloud credits, legal, and banking support from our partners

KNOWLEDGE BANK

A quick walkthrough on all things startup, including company registration, investor engagement, legal considerations, etc.

TOOLS AND TEMPLATES

A repository of sample templates for all legal & HR documents, investor decks, deeds, contracts, etc.

NETWORKING

Connect with people from the startup ecosystem on the portal

IDEA BANK

Brainstorm innovative ideas for the listed problem statements on the website

PROGRAMS & INITIATIVE

Apply for acceleration, mentorship programs, and other challenges across the globe

Benefits Of DPIIT Recognition

1. INTELLECTUAL PROPERTY RIGHTS (IPR)

To promote awareness and adoption of IPRs by Startups and facilitate them in protecting and commercialising the IPRs, Startup India provides access to high-quality intellectual property services and resources, including:

Fast-tracking of startup patent applications

The patent application of startups is fast-tracked for examination and disposal. The process is much faster for recognised Startups

Panel of facilitators to assist in IP applications

Facilitators are responsible for providing general advisory on different IPRs, and information on protecting and promoting IPRs in other countries. Central Government bears the entire fees of the facilitators for any number of patents, trademark or designs, and startups only bear the cost of the statutory fees payable

Rebate on Filing of application

Startups are provided with an 80% rebate in filing of patents vis-a-vis other companies, bringing down the cost from INR 8,000 to INR 1,600. This helps them cut down on costs in their early years. 50% rebate is also provided in filing of trademarks vis-a-vis other companies decreasing the cost from INR 10,000 to INR 5,000



Want to protect your innovative idea? Scan the QR code to contact the IPR facilitators.



8320

Applicants Received
Fee Benefits



1031

IPR Facilitators

2. RELAXATION IN PUBLIC PROCUREMENT NORMS

Government of India has authorised its ministries, departments and public sector undertakings to relax norms in all public procurements. Startups are entitled to avail exemption on:

- Prior Turnover
- Prior Experience
- Earnest Money Deposit



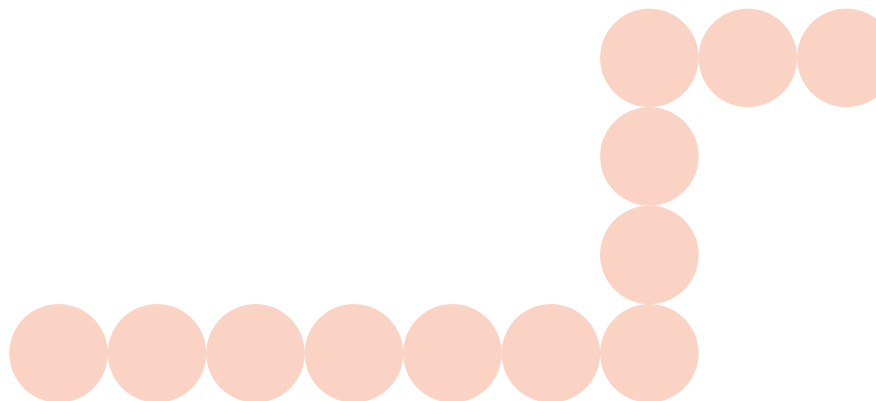
To know more about public procurement, scan this QR code.

DPIIT recognised startups can now get listed as sellers on the Government of India's largest e-procurement portal: Government e-Marketplace.

Get recognised and visit gem.gov.in/startup_runway to avail the benefits!

Recognised Startups can also become preferred bidders on CPPP portals, which sees over 2,00,000 tenders every year.

Visit eprocure.gov.in and etenders.gov.in to know more about Government Department Procurement.



3. SELF-CERTIFICATION UNDER LABOUR & ENVIRONMENT LAWS

To reduce the regulatory burden on Startups, thereby allowing them to focus on their core business & keep compliance costs low.

- Startups are allowed to self-certify their compliance under 6 Labour and 3 Environment laws for a period of 3 to 5 years from the date of incorporation
- In respect of 3 Environment laws, units operating under 36 white category industries(as published on the website of Central Pollution Control Board) do not require clearance under 3 Environment related Acts for 3 years.



27 States

Offer self-certification to startups under 6 Labour laws



Apply for Labour law certificate by scanning this QR code.

4. FASTER EXIT FOR STARTUPS

Ministry of Corporate Affairs has notified Startups as 'fast track firms' enabling them to wind up operations within 90 days vis-a-vis 180 days for other companies. An insolvency professional shall be appointed for the Startup, who shall be in charge of the company for liquidating its assets and paying its creditors within 6 months of filing an application in this regard.



Ministry of Corporate Affairs guidelines on winding up: scan this QR code to know more.

TAX EXEMPTION

Startups incorporated on or after 1st April 2016 can apply for income tax exemption. The Inter-Ministerial Board validates the innovative nature of the business for granting Income Tax Benefits and is constituted by representatives from DPIIT, DBT, and DST.



5. TAX EXEMPTION FOR 3 YEARS

- The recognised startups that are granted an Inter-Ministerial Board Certificate are exempted from income-tax for a period of 3 consecutive years out of 10 years since incorporation
- Startups incorporated on or after 1st April 2016 can apply for income tax exemption

6. EXEMPTION FOR THE PURPOSE OF CLAUSE (VIIB) OF SUB-SECTION (2) OF SECTION 56 OF THE ACT

- A DPIIT recognized startup is eligible for exemption from the provisions of section 56(2)(viib) of the Income Tax Act
- The Startup has to file a duly signed declaration in Form 2 to DPIIT {as per notification G.S.R. 127 (E)} to claim the exemption from the provisions of Section 56(2)(viib) of the Income Tax Act



Have a Startup?
Get recognised by
scanning the below
QR code.

7. FUND OF FUNDS FOR STARTUPS

To provide equity funding support for development and growth of innovation driven enterprises, the government has set aside a corpus fund of INR 10,000 Cr managed by SIDBI. The fund is in the nature of Fund of Funds, which means that the government participates in the capital of SEBI registered Venture Funds, who invest twice the amount in startups. The flow of funds is Government > SIDBI > Venture Capitals > Startups



INR 3123.20 Cr

Committed to 47 VC Firms
INR 3476.02 Cr invested in
323 Startups



To contact the various AIFs for funding support, scan this QR code.



Now the employment generation is not confined merely to government services or factories, with job seekers becoming job creators.

We are proud of the hard work and innovative ideas of our youth!



SHRI PIYUSH GOYAL,

Hon'ble Minister of Commerce & Industry,
Government of India.

Startup India Portal



Startup India provides free resources to startups to help them scale faster, better, and stronger. Log on to our resources section in www.startupindia.gov.in to navigate your way through the competitive startup world.



3,85,227+

USERS ON THE HUB



3,06,237+
Evangelists and
Entrepreneurs



80
Investors



118
Accelators



45
Govt. Bodies



558
Mentors



450+
Incubators



77,648+
Startups

Learning and Development Program



2.6 Lac+

People enrolled in the Upgrad Course

Start with an idea, end with a business plan!

To guide budding entrepreneurs through the journey of their startup venture, Upgrad offers a free 4-week program on the key areas of starting up by 40+ top founders of India. Upon completion of the course, an acknowledgement certificate for the learnings in the program is also provided. The website hosts a variety of courses, including 3500+ paid courses from Udemy that are made available on the portal for free.



To start your free course today, scan this QR code.

Government Schemes

Many Government departments are working to promote entrepreneurship in India. Startup India has collated over 100 schemes which can be filtered by relevant departments and ministries for easy access.



Explore the various Government schemes by scanning this QR code.

State's Startup Policies

Startup India presents to you a list of 29 State Government policies that offer benefits to startups. Startups and entrepreneurs across these states can access the policy documents, website links, and contact details of the respective nodal agencies.



Scan this QR code to know more about these policies.

Pro Bono Services

In our endeavor to make starting up easy, we bring you the best of some relevant services out there in the market, free of cost. We have collaborated with leading corporates and startups, the likes of Amazon Web Services, Zoho, Freshworks, Vakil Search, MyOperator, Truecaller, and others to bring you these services. Whether you want to build an app, use cloud credits or get cloud telephony services, everything here is free of cost for you.



\$250,000+

worth Cloud Credits
disbursed to Startups



\$2,637,000+

worth benefits
disbursed to Startups

VAKIL SEARCH

\$65,000+

worth legal services
provided to Startups



\$45,000+

worth Cloud Credits
disbursed to Startups



\$150,000

worth of Digital Ocean
Cloud Credits



Avail these Pro Bono
Services by scanning
this QR code.

Innovation Programs and Challenges

Over 150+

Programs and
Challenges conducted

\$1M+

worth benefits
disbursed

5500+

beneficiaries

Startup India works with multiple corporates and government departments to bridge the gap and build connections with startups. Any industry or department can find innovative solutions for their business challenges by co-creating programs and challenges on the Startup India portal. Such challenges provide a unique opportunity to corporates and departments to scout for the best of technologies for identified problem statements and focus sectors/areas, in order to incentivise Startups in terms of market access, opportunity, cash prizes, incubation/acceleration, mentorship, etc.



To apply for these programs,
scan this QR code.

Tools and Templates

So that you can focus on what is important to your business, we have a wide range of templates ranging from lease agreements, employment contracts, deeds, NDAs, etc. freely available in multiple Indian languages. You'll need less than 2 minutes to customise this for yourself using our document builder.



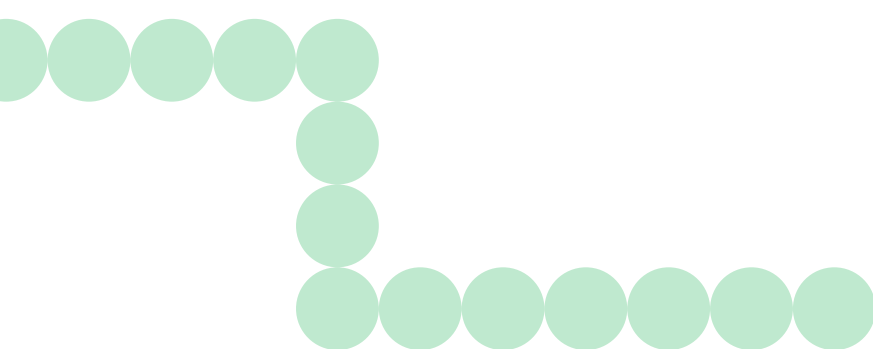
Find the templates by scanning below QR code.

Networking and Discussion

Members of the startup ecosystem – startups, investors, mentors, incubators, accelerators, and government bodies can connect with each other on the online forum of the Startup India portal. The platform provides the ecosystem members with the opportunity to discuss, express and opine on the forum through discussion threads, blogs, and one-to-one messaging.



To join the discussion forum, scan the below QR code.



International Bridges

Startup India enables global market access and knowledge exchange for Indian startups through bilateral government collaborations with Russia, South Korea, Portugal, Japan, Netherlands, United Kingdom, Sweden, Finland, Israel, and Singapore. Most commonly referred to as a Startup Bridge, it enables startups, investors, incubators, accelerators and aspiring entrepreneurs of both countries to connect with one another by providing them with resources to expand and become globalised startups. Salient features include:

- **Knowledge Exchange**

Comprehensive guides and toolkits that assist startups in both countries to evaluate expansion opportunities and technology transfers

- **Networking Opportunities**

Enable connections among startups, mentors, investors, and incubators in relevant sectors from both countries

- **Hosting Joint Programs**

From startup exchanges to innovation challenges, the portal is a one-stop-shop to host all ecosystem programs

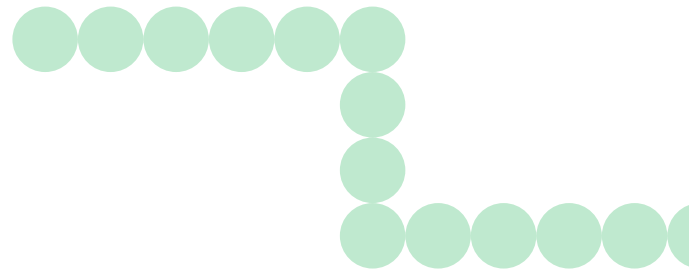
- **Capacity Building Platform**

Get access and applications to events, competitions, and workshops in both countries followed by partnerships with co-working spaces and accelerators



Know more about these bridges by scanning the below QR

What is a Startup?



An entity shall be considered as a Startup:

- If it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India
- Up to ten years from the date of its incorporation/registration
- If its turnover for any of the financial years since incorporation/registration has not exceeded INR 100 Crore.
- If it is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Provided that any such entity formed by splitting up or reconstruction of a business already in existence shall not be considered a 'Startup'.



Never dream of becoming something. If you dream, dream of doing something!



SHRI NARENDRA MODI
Hon'ble Prime Minister of India

DPIIT Recognition

Get DPIIT Recognised!

Startups can apply to get recognised by Department for Promotion of Industry and Internal Trade to avail numerous benefits.

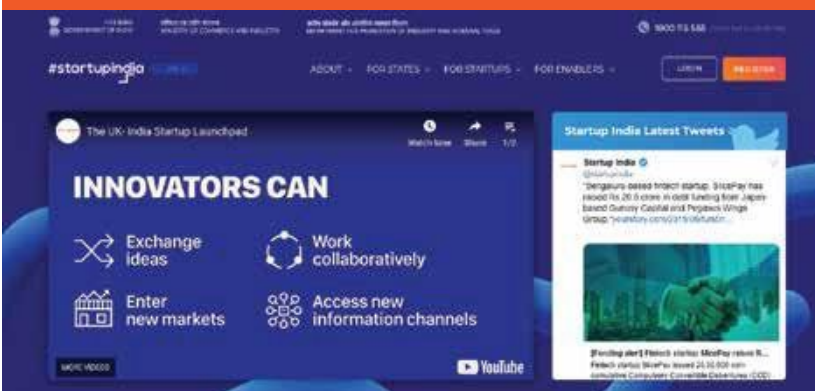
Read on to see how:



30,250+

Startups Recognised
as on 30th March, 2020

Get Recognised & Avail Benefits



STEP 01

Visit www.startupindia.gov.in



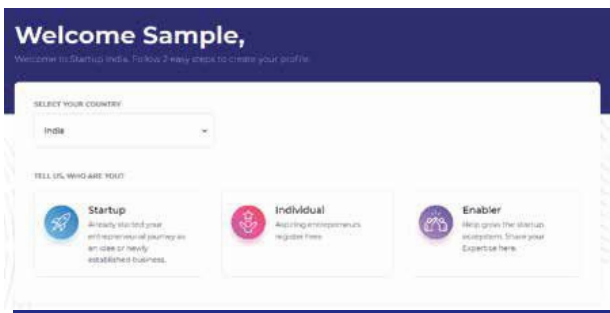
STEP 02

New User

Click on 'Register' and provide details OR Simply register using any of your social media accounts

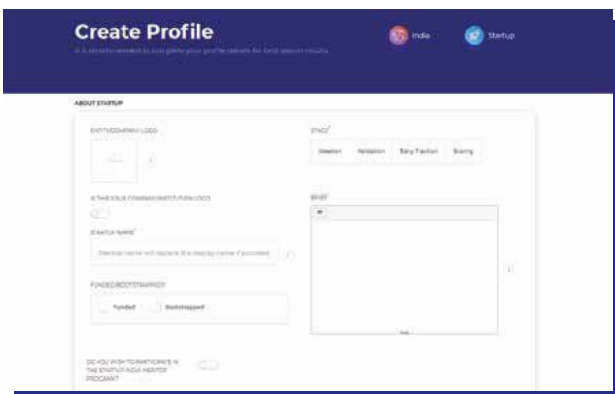
Existing User

Login using your credentials (Go to step 4)



STEP 03

Provide OTP and other details like, startup as type of user, name and stage of the startup, etc.



Congratulations!

Your startup profile is created

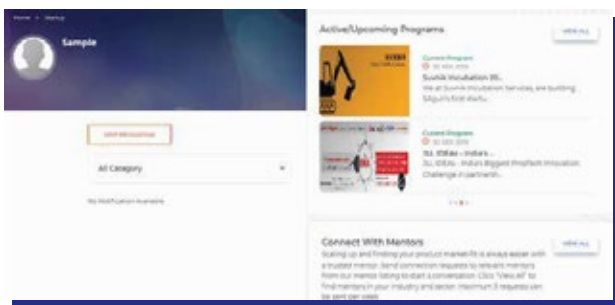
Your profile details have been successfully recorded.

- You may also consider getting Startup recognition, a process by which Department of Industrial Policy and Promotion recognizes you as a Startup. A startup recognition allows one to avail a host of benefits put in place by DIPP specially for Startups. These include self certification of certain environment and labor laws, access to taking part in government procurement, patent support and more.
- To get recognized, simply click on the Get Recognized button and furnish some additional information which the form asks for. Ensure you enter essential information like Incorporation number and entity type to apply for recognition.

[Go to Dashboard](#) GET RECOGNIZED

STEP 04

Go to 'Get Recognised' directly (new users) OR



Dashboard > DPIIT Recognition (existing users)

Recognition Application Detail

User Details

Name	Registration Details
Company Name	View Details

Recognition Form Status:

Current Status: Not Applied for Recognition

Application:

Click here to submit your application.

Form80-IAC

Status	Current Status	Application Form

STEP 05

On the 'Recognition Application Detail' page, click on 'View Details' under the Registration Details section

Recognition Page

STARTUP RECOGNITION FORM

Note: To make changes to any of the auto filled fields, please make the change in your profile settings first. View Profile > Edit Profile. To save particular fields, please click on corresponding save button.

Entity Details

Nature of Entity:

Industry:

Sector:

Category:

Company Incorporation Number(CIN):

Name of the Entity:

STEP 06

Fill up the 'Startup Recognition Form' and click on 'Submit'

WHAT DO YOU NEED?

- Incorporation/Registration Certificate
- Director details
- Proof of concept like pitch deck/website link/video (in case of a validation/early traction/scaling stage startup) respectively
- Patent and trademark details (Optional)
- PAN Number

NO REQUIREMENT OF:

- Letter of Recommendations
- Sanction Letters
- Udyog Aadhar
- MSME Certificate
- GST Certificate

At idea Stage?

Simply apply without any proof of concept and get recognised. Update later when you reach validation/early traction/scaling stage.

Got funded or recognised?

Tell us by updating your proof of funding, awards, and recognitions received.

Applied for patent/trademark?

Strengthen your application by providing us your patent, trademark, copyright, plant variety details.

SUBMIT AND GIVE US 2 DAYS TO PROCESS THE APPLICATION.

Glossary

A

Accelerator:

An accelerator is typically a 3-4 month program for startups at early traction and scaling stage. It is a process of intense, rapid, and immersive education aimed at accelerating the growth of the startup. The accelerator may take a set amount of seed equity from the startups in their cohorts in exchange for capital and mentorship.

Angel Group

An angel group is a network of angel investors who invest collectively in small startups or entrepreneurs. They typically invest in angel, seed, and sometimes Series A rounds.

Angel

Angel rounds are the first round that a company may go through. Angel investors, friends, and/or family may invest in an angel round to get a new company off the ground.

C

Convertible Note

It is a loan where an investor provides cash to a startup company, and the investor gets an option to convert the debt to equity in the company.

Co-working Space

A co-working space is a company that provides a shared working environment for teams working typically for different employees, in the

I	Incubator An incubator is a workspace created to offer early-stage startups access to all resources they need under one roof. They provide office space, mentoring, business services, funding, and networking opportunities to the incubatees.	IPR The right of a person or a company to exclusively use its own plans, ideas, or other intangible assets without the worry of competition, at least for a specific period of time. These rights can include copyrights, patents, trademarks, and trade secrets. These rights may be enforced by a court.
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P	Product Crowdfunding A product crowdfunding round is where a company will provide its product in exchange to raise capital. This kind of round is also typically completed on a funding platform.
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S	Seed Funding Seed capital is the initial funding used to begin the creation of a business or a new product. Generally, seed capital is used to develop a business idea to the point that it can be presented effectively to venture capital firms that have large amounts of money to invest.
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T	Technology Transfer Office An office which is typically a part of a company, university or governmental organisation that is dedicated to research, which has potential commercial interest. TTOs help in identifying and licensing new technologies and Intellectual Property (IP) relevant to businesses. They also help with accessing new knowledge and expertise to drive innovation through research collaboration, contracted services, and consultancy.
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V	Venture Capital: Venture Capital firms invest in startups at a later stage. Startups with a potential to grow, need a certain amount of investment. Wealthy investors like to invest their capital in such businesses with a long-term growth perspective. This capital is known as venture capital and the investors are called venture capitalists.
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Startup Funding

STAGES AND SOURCES



PRE-SEED

Working on ideas/ prototypes.
Fund sources: Family, friends, grant, B-plan competitions, Collateral-free debt.



SEED

Product/service launched in market
Fund Sources: angel investors, pitching competitions, collateral-free debt.



SERIES A

Product/service gaining market traction
Fund Sources: Venture funds, bank loan



SERIES B,C

New consumers and rapidly increasing revenues
Fund Sources: Private Equity firms, Investment firms, Venture funds.



IPO/EXIT

Established customer base & stable revenues
Fund sources: Stock market, acquisition by larger corporations





INVEST INDIA

NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

#startupindia



We understand that the journey of an entrepreneur is filled with stumbling blocks and challenges. To ease your startup experience, we are eager to assist you through a query resolution system.



To see a list of frequently asked questions:
scan this QR code.

Please feel free to call us on **1800115565**
or drop us an email at **dipp-startups@nic.in**
for any query, concern or suggestion!