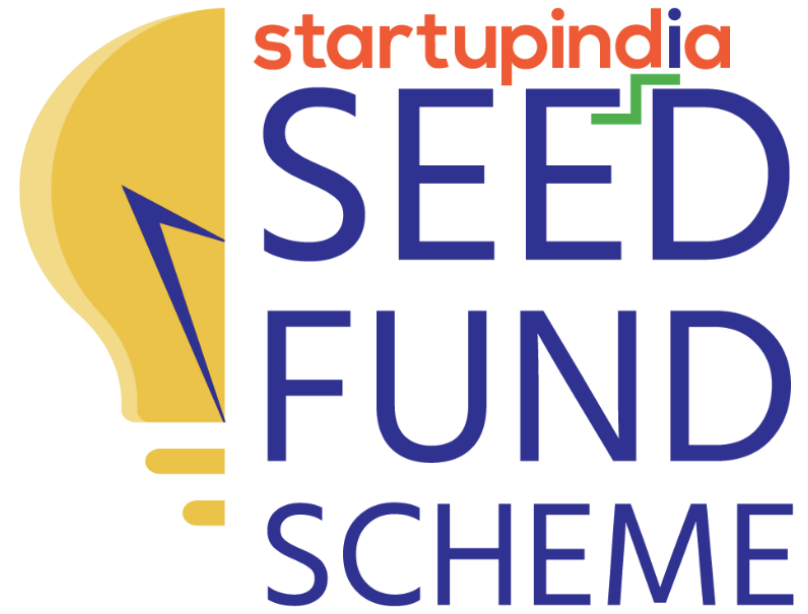




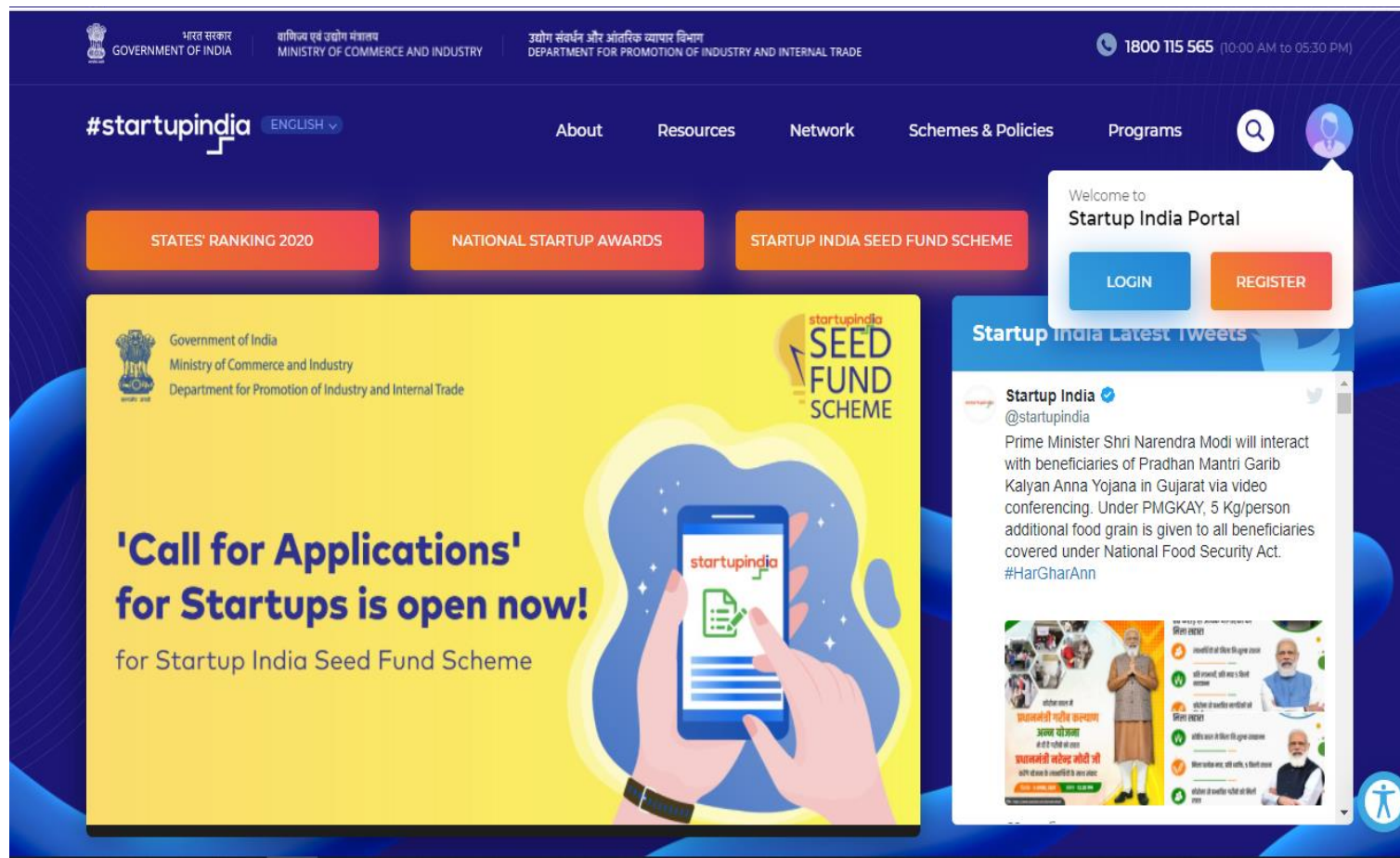
Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

#startupindia



# STARTUP APPLICATION WALK THROUGH GUIDE

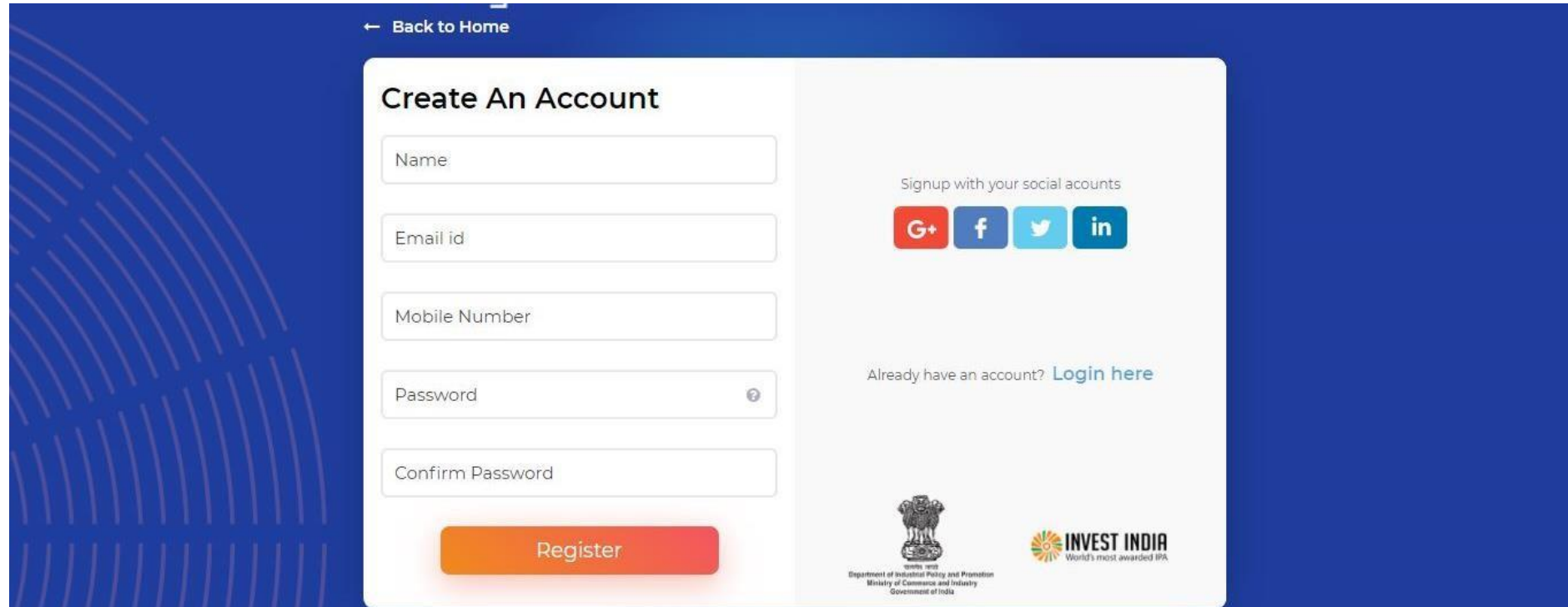
# ACCOUNT CREATION (1/5)



NAVIGATE TO STARTUP INDIA PORTAL AND CLICK ON **REGISTER**

**Note:** Skip this step and navigate to Application Guide slides, if you are already registered as a startup with Startup India. If you have a social media login, click [here](#).

## ACCOUNT CREATION (2/5)



← Back to Home

### Create An Account

Name

Email id

Mobile Number

Password  ?


Confirm Password


[Register](#)

Signup with your social accounts

[G+](#) [f](#) [Twitter](#) [in](#)

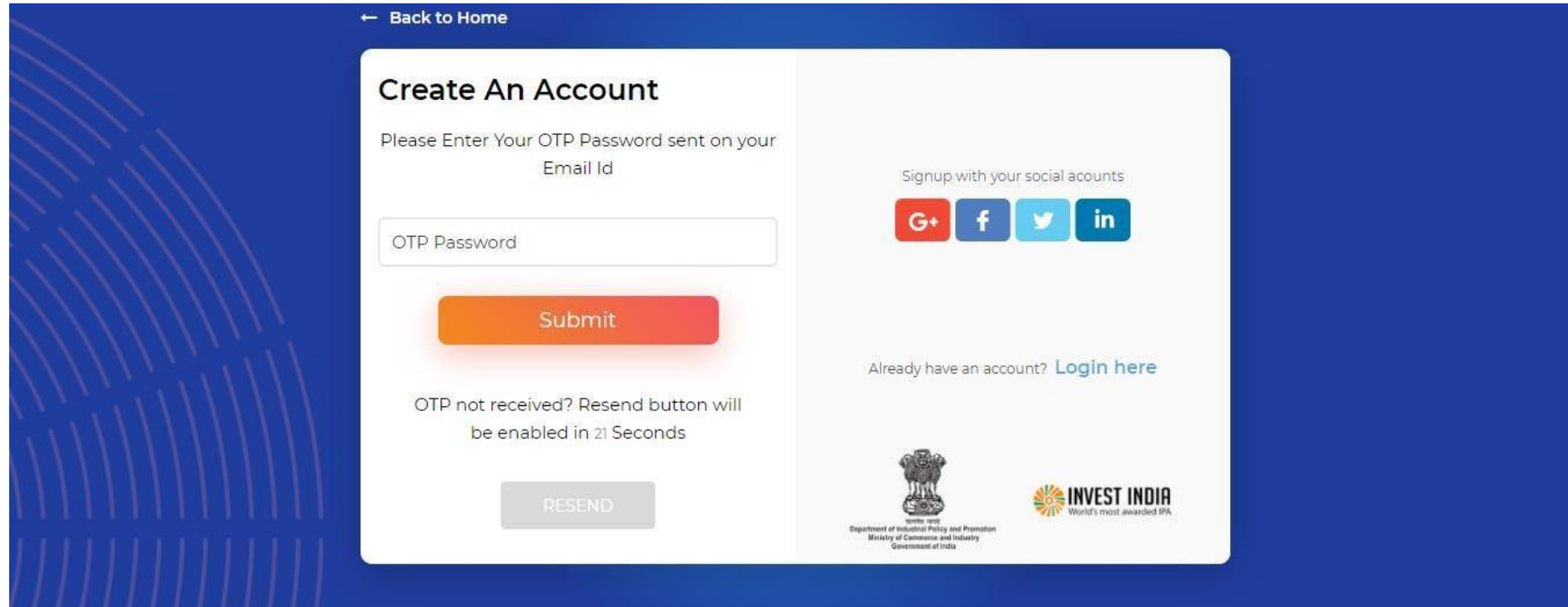
Already have an account? [Login here](#)

  
ॐ  
Department of Industrial Policy and Promotion  
Ministry of Commerce and Industry  
Government of India

 **INVEST INDIA**  
World's most awarded IPA

**FILL THE REQUIRED DETAILS TO CREATE AN ACCOUNT AND  
CLICK ON REGISTER**

## ACCOUNT CREATION (3/5)



← Back to Home

### Create An Account

Please Enter Your OTP Password sent on your Email Id

Submit



OTP not received? Resend button will be enabled in 21 Seconds

RESEND

Signup with your social accounts

G+ f t in

Already have an account? [Login here](#)

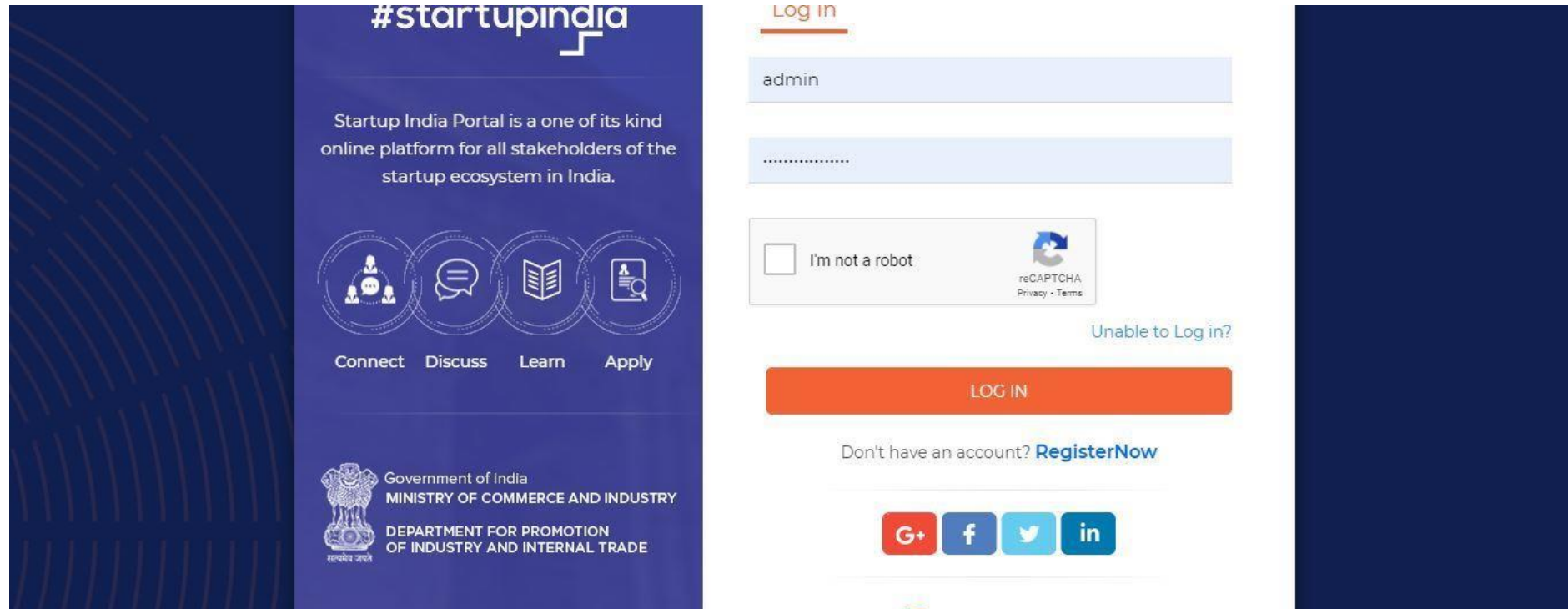
 

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Ministry of Commerce and Industry  
Government of India

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World's most awarded IPA

**AN OTP WILL BE SENT TO YOUR REGISTERED EMAIL ID.  
ENTER THE OTP AND CLICK ON SUBMIT. IT WILL REDIRECT  
YOU TO STARTUP INDIA PORTAL**

# ACCOUNT CREATION (4/5)









The screenshot shows the login interface of the Startup India Portal. On the left is a dark blue sidebar with the #startupindia logo and text: "Startup India Portal is a one of its kind online platform for all stakeholders of the startup ecosystem in India." Below this are four icons representing "Connect", "Discuss", "Learn", and "Apply". At the bottom of the sidebar is the Government of India logo and text: "Government of India, MINISTRY OF COMMERCE AND INDUSTRY, DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE". The main content area has a "Log In" link at the top. Below it are two input fields: the first contains "admin" and the second is empty. A reCAPTCHA verification box is present with the text "I'm not a robot" and a checkbox. Below the reCAPTCHA is a "LOG IN" button in an orange box. A link "Unable to Log in?" is located to the right of the button. At the bottom, there is a link "Don't have an account? RegisterNow" and social media icons for Google+, Facebook, Twitter, and LinkedIn.

**ENTER YOUR USERNAME AND PASSWORD. CLICK ON LOG IN AFTER THE ROBOT VERIFICATION. IT WILL REDIRECT YOU TO STARTUP INDIA PERSONA PAGE**

# ACCOUNT CREATION (5/5)

India

TELL US WHO YOU ARE? SELECT ONE OF THESE

 <b>Individual</b> If you just want to explore things. Like Blogs, Govt Schemes etc.	 <b>Startup</b> Already started your entrepreneurial journey as an idea or newly established business.
 <b>Mentor</b> A mentor may share with a mentee(or protege) information about	 <b>Incubator</b> Incubators help startups at a very early stage to grow by providing a space to work, seed funding, mentoring, training and other benefits
 <b>Accelerator</b> Startup accelerators are cohort-based programs that typically include seed investment, connections, sales, mentorship, educational components	 <b>Individual Investor</b> An individual investor is a non-professional investor who buys and sells securities.

**SELECT COUNTRY AND THEN CLICK ON THE STARTUP BOX. CLICK NEXT BUTTON AND THEN FILL THE FIELDS GIVEN IN FORM**

# ACCOUNT CREATION FOR SOCIAL MEDIA LOGIN

1. LOG IN WITH THE SOCIAL ACCOUNT ON THE STARTUP INDIA WEBSITE
2. HOVER ON THE PROFILE ICON
3. CLICK ON SETTING DROPDOWN  $\longrightarrow$  CREATE PASSWORD
4. CLICK ON CREATE A PASSWORD
5. ENTER THE NEW AND OLD PASSWORDS (PASSWORD SHOULD BE SAME)
6. USE YOUR EMAIL ID AS MENTIONED IN YOUR PROFILE AND THE NEWLY CREATED PASSWORD TO LOGIN TO STARTUP INDIA SEED FUND WEBSITE

# APPLICATION GUIDE (1/12)

[HOME](#)[ABOUT](#)[F.A.Q.](#)[CONTACT](#)[LOGIN](#)[APPLY NOW](#)

## Startup India Seed Fund Scheme

Financial assistance to startups for proof of concept, prototype development, product trials, market entry, and commercialization

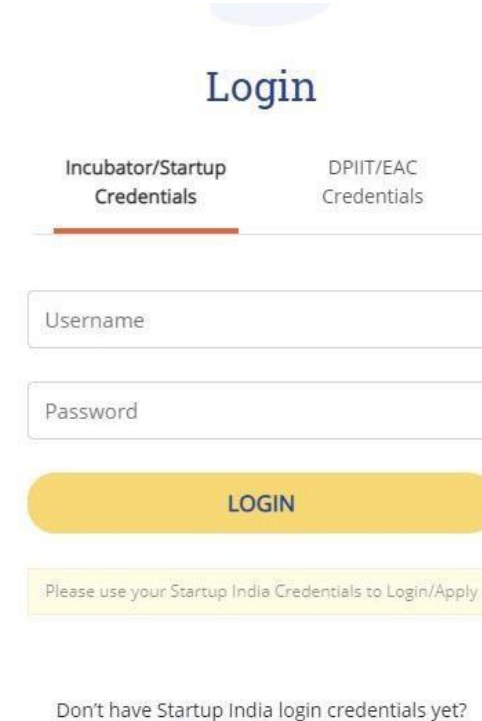
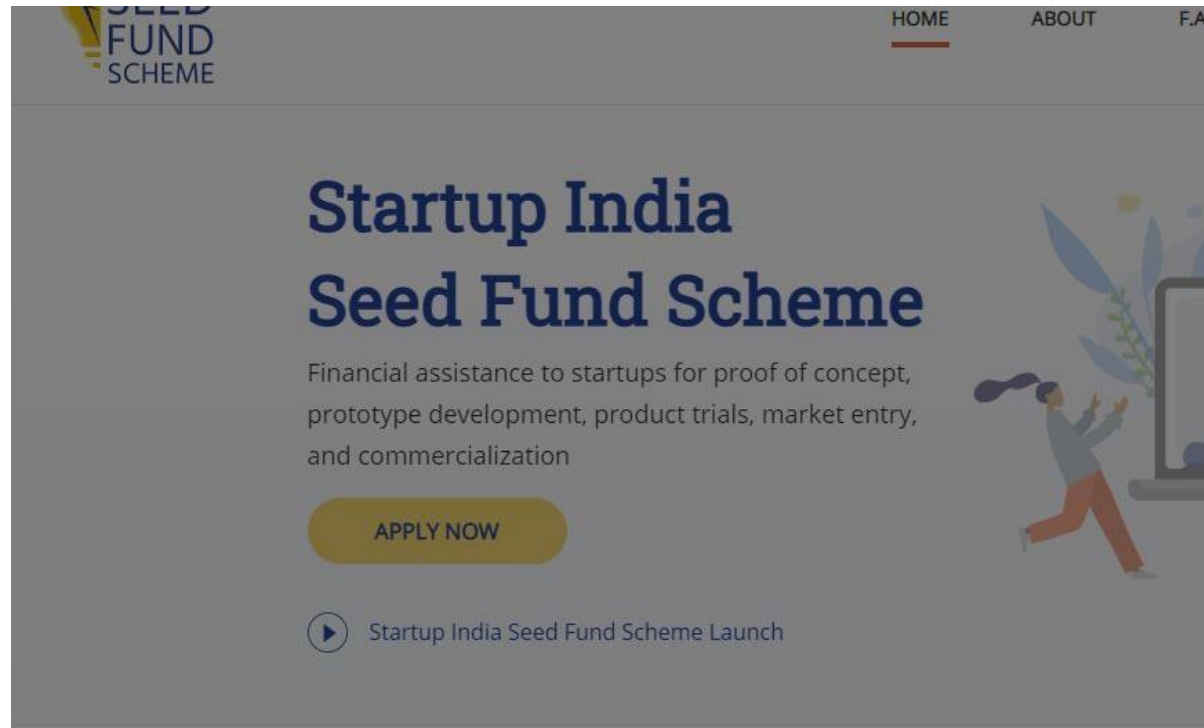
[APPLY NOW](#)[▶ Startup India Seed Fund Scheme Launch](#)

**NAVIGATE TO STARTUP INDIA SEED FUND PORTAL AND CLICK ON LOGIN**

**Note: Before logging in, please ensure that you are a DPIIT recognized Startup. If not, please apply for the recognition process**



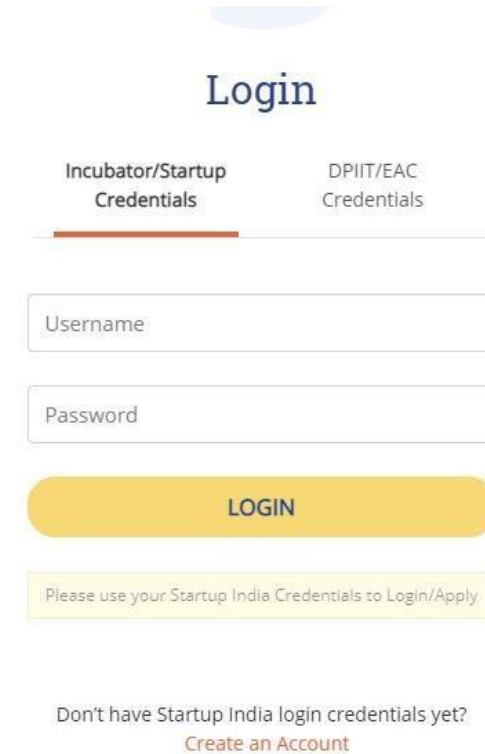
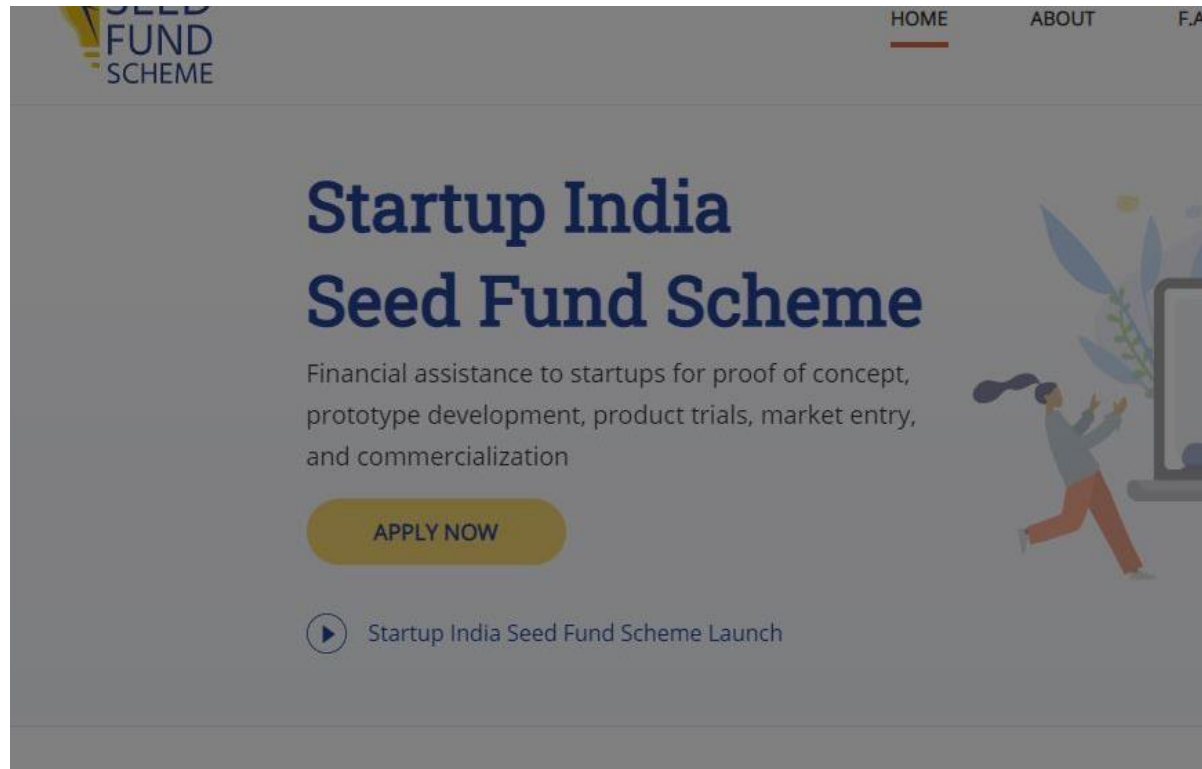
# APPLICATION GUIDE (2/12)

A screenshot of the login page on the Startup India website. The title is "Login". There are two tabs: "Incubator/Startup Credentials" (which is selected) and "DPIIT/EAC Credentials". Below the tabs are two input fields: "Username" and "Password". A yellow "LOGIN" button is positioned below the fields. A yellow warning box contains the text: "Please use your Startup India Credentials to Login/Apply". At the bottom, there is a link that says "Don't have Startup India login credentials yet?".

**CLICK ON INCUBATOR/STARTUP CREDENTIALS AND ENTER YOUR USERNAME AND PASSWORD AND CLICK ON LOGIN**

**Note: Username and Password are the Startup India login credentials. The credentials will only work if you are registered as a startup on the Startup India portal**

# APPLICATION GUIDE (3/12)



**CLICK ON CREATE AN ACCOUNT AND REGISTER. IF YOU DON'T HAVE THE STARTUP INDIA LOGIN CREDENTIALS, FOLLOW THE STEPS MENTIONED IN PRIOR SLIDES FOR ACCOUNT CREATION**

# APPLICATION GUIDE (4/12)

Startup India

## Seed Fund Scheme

Financial assistance to startups for proof of concept, prototype development, product trials, market entry, and commercialization

APPLY NOW

**CLICK ON APPLY NOW**

# APPLICATION GUIDE (5/12)



Name of Representative\*



Designation\*

Mobile No.\*



Email ID\*

Board Resolution / Authorisation letter / PoA\*

[Sample Download](#)

UPLOAD

Supported file format - PDF only

For the person filling this form and signing other self-declaration documents from authorised signatory of the applicant for filling and representing the organisation for this application

## FILL/UPLOAD NECESSARY DETAILS AS PER THE FIELDS

Note: Download the sample document for Board Resolution/ Authorization Letter/ POA

# APPLICATION GUIDE (6/12)

Authorized Representative   **Entity Details**   Startup Details   Startup Team   Funding Details   Incubator Preference   Upload Documents

Company Incorporation Number

Incorporation/Registration Date\*   
Date of application should not be more than 2 years from incorporation

PAN Number

Startup Address

  Step 2 / 7     

**RECHECK THE DATA IN ENTITY DETAILS PAGE AND CLICK ON SAVE AND NEXT**

**Note: The details on Entity Details are Auto Populated and Cannot be edited. These data points are auto populated only for DPIIT Recognized startups.**

# APPLICATION GUIDE (7/12)



Is it a Technology Startup?\*

 Yes  No

Startups should be using technology in its core product or service or business model or distribution model or methodology to solve the problem being targetted

What is the problem you are solving?\*

Describe in Max. 1000 characters

What is your value proposition for this problem?\*

Describe in Max. 1000 characters

What is your unique selling point?\*

Describe in Max. 1000 characters

What is your target customer segment?\*

Describe in Max. 1000 characters

**FILL NECESSARY DETAILS AS PER THE FIELDS AND CLICK ON SAVE AND NEXT**

# APPLICATION GUIDE (8/12)

Authorized Representative   Entity Details   Startup Details   **Startup Team**   Funding Details   Incubator Preference   Upload Documents

Max. 2000 characters

LinkedIn Profile  
( Optional )  

No. of full-time employees\*       

List of all teams along with the number of full-time employees in each team\*

Team Name	No. of full time employees
<input type="text" value="Enter"/>	<input type="button" value="-"/> <input type="text" value="1"/> <input type="button" value="+"/> <input type="button" value="+"/> <input type="button" value="-"/>

[+ Add Team](#)

  Step 4 / 7     

**FILL NECESSARY DETAILS AS PER THE FIELDS AND CLICK ON SAVE AND NEXT**

# APPLICATION GUIDE (9/12)



### Quantum of Funds Required

Enter in (₹)

### Funds Deployment Plan with Broad Expense Categories\*

#### Expense Bucket

#### Amount

#### Deployment Start Date

#### Deployment End Date

[+ Add More](#)

CANCEL

Step 5 / 7

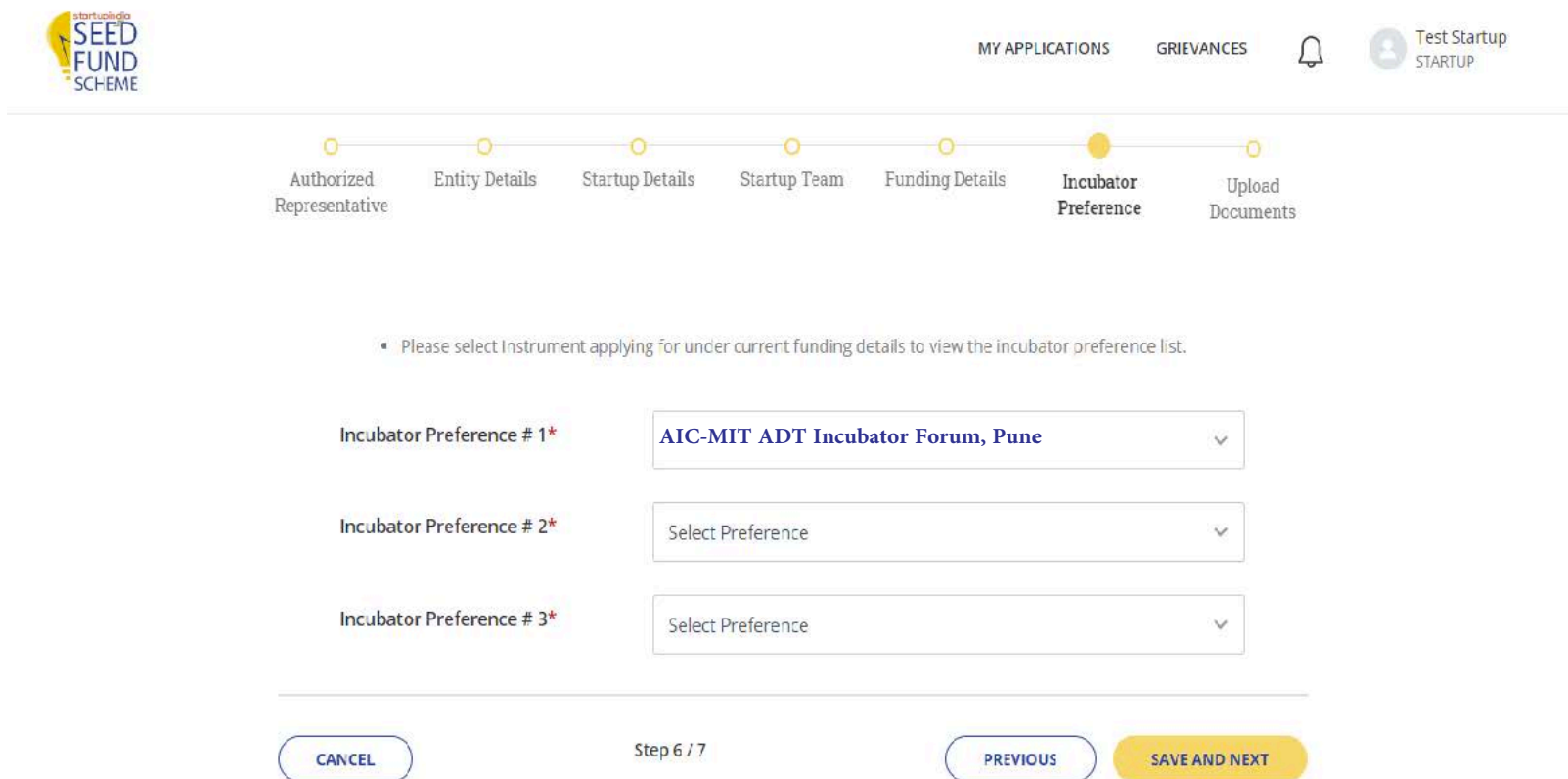
PREVIOUS

SAVE AND NEXT

**FILL NECESSARY DETAILS AS PER THE FIELDS AND CLICK ON SAVE AND NEXT**



# APPLICATION GUIDE (10/12)



Authorized Representative   Entity Details   Startup Details   Startup Team   Funding Details   **Incubator Preference**   Upload Documents

MY APPLICATIONS   GRIEVANCES   Test Startup STARTUP

- Please select Instrument applying for under current funding details to view the incubator preference list.

Incubator Preference # 1\*   AIC-MIT ADT Incubator Forum, Pune

Incubator Preference # 2\*   Select Preference

Incubator Preference # 3\*   Select Preference

CANCEL   Step 6 / 7   PREVIOUS   SAVE AND NEXT

**SELECT AIC-MIT ADT INCUBATOR FORUM AS 1ST PREFERENCES AND CLICK ON SAVE AND NEXT**

**Note: Please select the funding instrument (Grant/Debt/Debenture) under funding details to view**

# APPLICATION GUIDE (11/12)



Video URL showcasing your product and/or business model  
( Optional )

Upload any other relevant document which can help us decide better  
( Optional )

Supported file format - PDF only | Max. size: 15 MB

We are in compliance with the provisions of the various Acts, Rules, Regulations, Guidelines, Standards applicable to the entity from time to time. All information provided by us in the application is true, correct and complete and no information material to the subject matter of this form has been suppressed or concealed. If there is any change in this information or compliance status, I will duly inform Startup India within 15 days on [dipp-startups@nic.in](mailto:dipp-startups@nic.in)

Step 7 / 7

**CHECK THE SELF DECLARATION BOX AND CLICK ON SUBMIT.  
YOUR APPLICATION IS SUBMITTED SUCCESSFULLY**

# APPLICATION GUIDE (12/12)



MY APPLICATIONS

GRIEVANCES



Test Startup 3  
STARTUP

## My Applications

In Progress Selected Closed

### Incubator Preference (#59)

[VIEW APPLICATION](#)

asf sdfds

Submitted

Submitted

Application Completeness Checked On

16 Jul 2021

In Progress

Akshay Kanzarkar

Submitted

Submitted

Application Completeness Checked On

16 Jul 2021

In Progress

Akshay Kanzarkar

Submitted

Submitted

Application Completeness Checked On

**THE DETAILS REGARDING THE PROGRESS OF APPLICATION CAN BE TRACKED FROM THE SAME DASHBOARD**

**THANK YOU!**