



Workshop on National Startups Award 2020

Eligibility, Process and Benefits



About National Startup Awards 2020



The National Startup Awards seek to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact. The measure of success will not only be the financial gains for the investors but also the contribution to the social good.

Who can apply ?

- Startups
- Incubators
- Accelerators

Benefits for Startups

- National level recognition for Startups/ Incubators/ Accelerators
- High level of visibility in the media and PR
- A cash prize of Rs. 5 lakhs shall be awarded to one winning Startup in each of the Subsectors.
- The winner and four Runner ups shall be given opportunities to present their solutions to relevant public authorities and corporates for potential pilot projects and work orders
- The Winners and Runners up shall be given priority for participation in various National and International Startup events sponsored by DPIIT.

Benefits for Ecosystem Enablers

INCUBATORS : A cash Prize of Rs. 15 Lakh shall be awarded to one winning Incubator

ACCELERATORS : A cash Prize of Rs. 15 lakh shall be awarded to one winning Accelerator

- National level recognition for Startups/ Incubators/ Accelerators
- High level of visibility in the media and PR

Eligibility Criteria for Startups

The entity should be a DPIIT-recognized startup. The entity must submit their certificate of incorporation or partnership deed.

The entity must have hardware or software product or a process solution that is present in the market.

The entity must have all applicable trade trade-specific registrations (example: CE, FSSAI, MSME, GST Registration, etc.)

There should not have been any default in the last three years (FY 2016-17, 17-18, 18-19) by the entity or any of its promoters or any of their group entities.

The entity must submit Audited Financial Statements (Balance Sheet, Profit & Loss Account) for the last three financial years (FY 2016-17, 17-18, 18-19)

Eligibility Criteria for Incubators & Accelerators

Incubators:

- The Incubator should be structured as an independent entity-a Company, a Public trust or a Society.
- The Incubator should be operational atleast for two years as on 1st January,2020.
- The Incubator must have successfully graduated a minimum of 15 Startups.

Accelerators:

- The Accelerator should be structured as an independent entity-a Company, a Public trust or a Society.
- The Accelerator should be operational atleast for two years as on 1st January, 2020.
- The Accelerator must have successfully graduated a minimum of 10 Startups.

Award Categories for Startups

| Agriculture | Education | Enterprise Technology | Energy | Finance |
|---|---|--|--|---|
| <ul style="list-style-type: none"> • Productivity • Farmer Engagement and Education • Post Harvest • Allied Areas (Fisheries, Poultry, Animal Husbandry etc.) | <ul style="list-style-type: none"> • Access to Institutional Education • Access to Open Education • Teacher Training | <ul style="list-style-type: none"> • Enterprise Solutions | <ul style="list-style-type: none"> • Clean Energy | <ul style="list-style-type: none"> • Payments Wallets – include P2P lending etc • Financial Literacy Engagement |



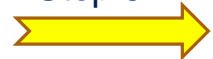
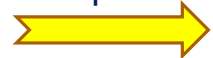
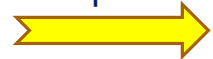
Award Categories for Startups

| Food | Health | Industry 4.0 | Robotics | Computer Vision |
|--|--|---|----------|-----------------|
| <ul style="list-style-type: none">• Food Processing• Access to Food | <ul style="list-style-type: none">• Access to healthcare• Diagnostics• Life Sciences• Medical Devices | <ul style="list-style-type: none">• Big Data• Internet of Things• 3D Printing• Augmented Reality Products /Wearables• Cloud computing | | |

Award Categories for Startups

| Space | Security | Urban Services | Special Category: Women Led Startups | Special Category: Rural Development | Special Category: Campus Startup |
|---|---|--|--|---|---|
| <ul style="list-style-type: none"> • Food Processing • Access to Food | <ul style="list-style-type: none"> • Access to healthcare • Diagnostics • Life Sciences • Medical Devices | <ul style="list-style-type: none"> • Construction/de velopment monitoring solutions • Traffic Management • Water/water networks • Waste Management | <ul style="list-style-type: none"> • Special Category: Women Led Startups | <ul style="list-style-type: none"> • Impact in Rural Areas | <ul style="list-style-type: none"> • Startups coming out of educational institutes and led by students |

Instructions for startups to fill up the form

- Step 1:**  Register on Startup India and Login from registered user account
- Step 2:**  In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct; as certain fields will auto-populate in the participation form
- Step 3:**  Go to the 'National Startup Awards' tab on Startup India Website
- Step 4:**  (a) Click on 'Apply as a Startup' tab OR
(b) Click on the category under which the startup wishes to apply
- Step 5:**  a) Select the category OR
b) Click 'apply' on the sub-category under which the startup wishes to apply

Continued..

Instructions for startups to fill up the form

Step 6:



Check the auto-populated details in the participation form for National Startup India Awards

Step 7:



Fill in the details as mentioned in the application form

Step 8:



Ensure to keep the following documents ready for upload;

- Certificate of Incorporation/ Partnership Deed
- Partnership Deed or other Govt. accepted proof as proof for a woman founder (if applicable)
- PAN card for founder/ co-founder
- Startup Pitch Deck (Not more than 10 slides)
- Trade specific registrations
- Audited financial statements for the past 3 years (P&L Statement + Balance Sheet + IT return)
- Proof – in case of applying in special category (women-led startup OR campus-based startup OR rural impact)
- 120 seconds video explaining your product or service (this video cannot be a YouTube link, it has to be made for the National Startup Awards) – video should cover, business model, scalability, innovation, social and economic impact and impact on environment

Instructions for startups to fill up the form

Step 9:



Re-check the details filled in the application form

Step 10:



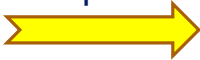




Ensure that all the uploads required comply with the size requirement as mentioned against the category

Step 11:



Click 'Submit'

Instructions for Incubators to fill up the form

- Step 1:**  Register on Startup India and Login from Registered User Account
- Step 2:**  In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct; as certain fields will auto-populate in the participation form
- Step 3:**  Go to the 'National Startup Awards' tab on Startup India Website
- Step 4:**  Click on 'Apply as an Incubator' tab
- Step 5:**  Check the auto-populated details in the participation form for National Startup India Awards

Instructions for Incubators to fill up the form

Step 6:

➔ Fill in the details as mentioned in the application form

Step 7:

➔ Fill in details (as per the format given in the application form) for:

- Incubation support
- Seed funding support
- Mentoring support
- Other support provided

Step 8:

➔ Ensure to keep the following documents ready for upload;

- Certificate of Incorporation
- PAN card for organization

Step 9:

➔ Re-check the details filled in the application form

Step 10:

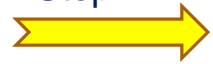
➔ Ensure that all the uploads required comply with the size requirement as mentioned against the category

Step 11

➔ Click 'Submit'

Instructions for Accelerator to fill up the form

Step 1:



Register on Startup India and Login from Registered User Account

Step 2:



In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct; as certain fields will auto-populate in the participation form

Step 3:



Go to the 'National Startup Awards' tab on Startup India Website

Step 4:



Click on 'Apply as an Accelerator' tab

Step 5:



Check the auto-populated details in the participation form for National Startup India Awards

Instructions for Accelerator to fill up the form

Step 6:



Fill in the details as mentioned in the application form

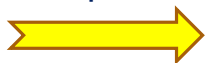
Step 7:



Fill in details (as per the format given in the application form for:

- Acceleration support
- Seed funding support
- Mentoring support
- Other support provided

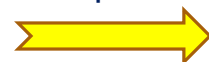
Step 8:



Ensure to keep the following documents ready for upload;

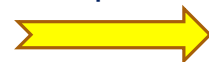
- Certificate of Incorporation
- PAN card for organization

Step 9:



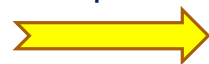
Re-check the details filled in the application form

Step 10:



Ensure that all the uploads required comply with the size requirement as mentioned against the category

Step 11:



Click 'Submit'

The rules for National Startup Awards 2020 that will be strictly followed are as below:



- Participation in the National Startup Awards is voluntary.
- Award application form is to be filled in English only
- By filling this form the applicant hereby declares that all the information that they have provided by way of this form is authentic and to the best of my knowledge. In the occasion that any information provided is found wanting or is not in accordance with the format in which it is requested, they stand the chance of getting disqualified from the National Startup Awards.
- Finalists maybe subject to a legal due diligence review by independent third party evaluators. If the individual/organization refuses to such a request, Startup India holds the right to select the next highest scoring Nominee as the Award winner
- By participating in the National Startup Awards, the startups, nominator, ecosystem enablers agrees to the Government of India's and its partners use of its name, URL, photos and videos for promotional purposes on its website and other promotional material

The rules for National Startup Awards 2020 that will be strictly followed are as below:



- Any false information provided within the context of National Startup Awards by any entity concerning identity, mailing address, telephone number, email address, ownership of right, or non-compliance with these rules or any terms and conditions or the like may result in the immediate elimination of the entity from the Awards process
- The decisions of the Jury and the implementation committee shall be final and binding. At the discretion of the jury , awards may not be presented in any Sector or Sub sector, if a deserving entity is not found
- All Support Agency(s), Jury, shall sign (physically or digitally), a non-disclosure agreement with Startup India
- DPIIT reserves the right at its sole discretion to cancel, terminate, modify, or suspend the National Startup Awards or not award any entity in any sector or sub-sector. DPIIT further reserves the right to disqualify any candidate/entity that tampers with the submission process, commits fraud or is in violation of criminal and/or civil laws
- Allowances shall not be paid to any entity for travel or presentation before Jury

For more information visit

<https://www.startupindia.gov.in/content/sih/en/national-awards.html>

The Awards Manual (PDF) is available on the below link: <https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/National%20Startup%20Awards%202020%20Manual%20updated.pdf>

INNOVATE
KARNATAKA



k-tech

 **STARTUP**
KARNATAKA

Thank you

#startupindia
