



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



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."

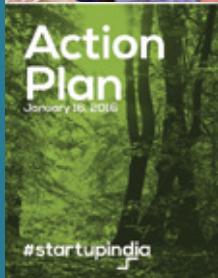
– Startup India Action Plan, Jan 2016



HOW WE HELP STARTUPS



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



MASS OFFERINGS

CALL CENTRE
Toll Free Number
1800115565

EMAIL QUERY
Email ID and Website
dipp-startups@nic.in,
startupindia.gov.in

TWITTER SEVA
Handle
@startupindia

BESPOKE OFFERINGS

RECOGNISED
STARTUPS
(as per DIPP definition)

QUALITATIVE
FILTER
(Innovative startups)

DEDICATED
FACILITATION
OFFICER

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

BASIC FACILITATION

Policy
Clarifications

Policy
Feedback

Technical
Issues

Basic
Advisory

Knowledge
Tools

Financing
Tools

VIRTUAL
HUB

1. Learning & development materials
2. Relevant tools & templates
3. Mentor matching/connect

1. Government schemes/ funds aggregator
2. Investor connect
3. Raise money via online/ offline contests

FULL FACILITATION

Incubator
Application

Business Plan
Advisory

Handholding
Services

Financing
Advisory

Regulatory
Advisory

Research
Support

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

ACADEMIA

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

CORPORATES

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

INCUBATORS

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

STATES/ GOVERNMENT

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

#startupindia

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

[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

FUNDING/INCENTIVES

FUND OF FUNDS

SIDBI Fund of Funds for investment into startups^[1]; 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

CREDIT GUARANTEE

Credit guarantee mechanism through National Credit Guarantee Trust Company (NCGTC)/ SIDBI is being envisaged with a budgetary corpus of INR 500 Cr per year for the next four 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

reconstruction of a business already in existence.

INCUBATION

INDUSTRY/ACADEMIA

31 Innovation Centres, 13 Startup Centres, 18 Technology Business Incubators, 7 Research Parks and 500 Atal Tinkering Labs
35 new incubators in existing institutions, 35 new private sector incubators with funding support from the Government

COMPETITION/GRANTS

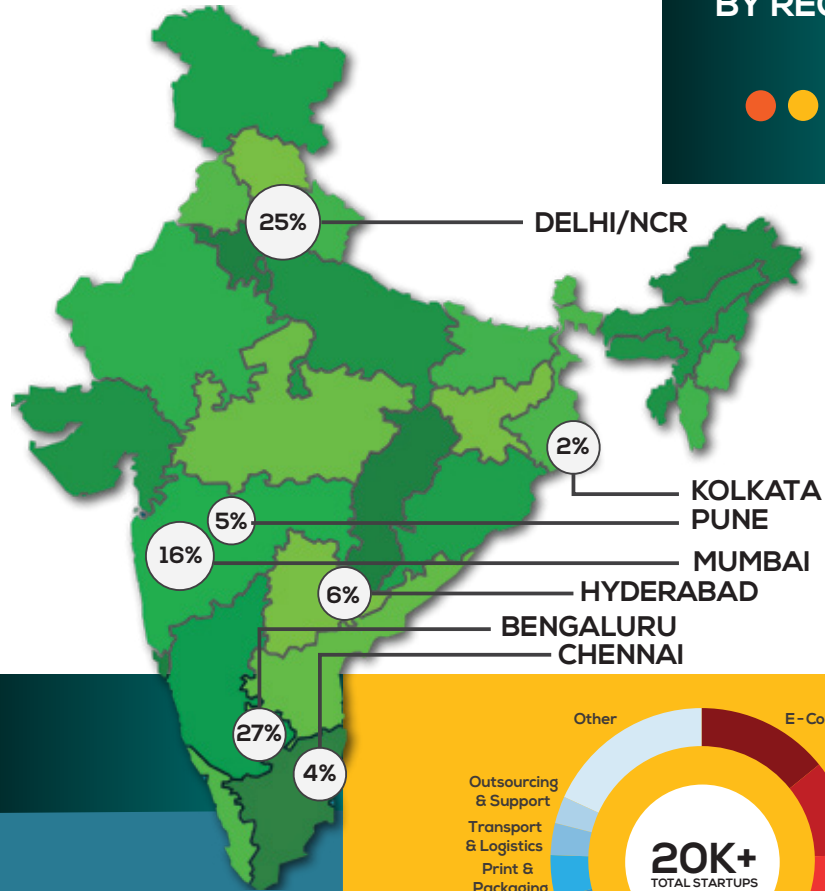
NIDHI – INR 10 lakh to 20 student innovations from Innovation and Entrepreneurship Development Centres (IEDC)
Uchhattar Avishkar Yojana – INR 250 Cr per annum to foster 'very high quality' research among IIT students
Annual Incubator Grand Challenge

EVENTS

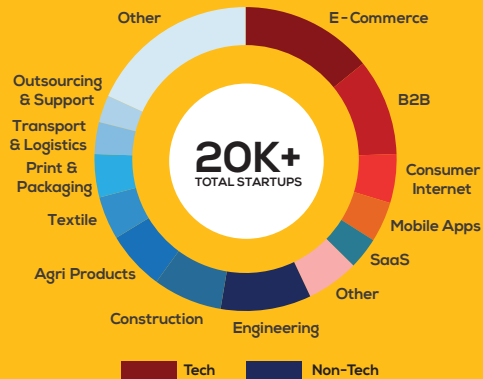
Organising startup fests for showcasing innovation and providing a platform for collaboration
Startup talk shows
a. Boot camps at Tier 2/3 Districts
Startup India Policy presentation
State Startup policy presentation
Ideation Workshop
Idea pitching session
b. Incubation offers for the selected ideas and Startups

INDIA

2nd largest startup nation in the world



STARTUPS SPLIT BY INDUSTRIES

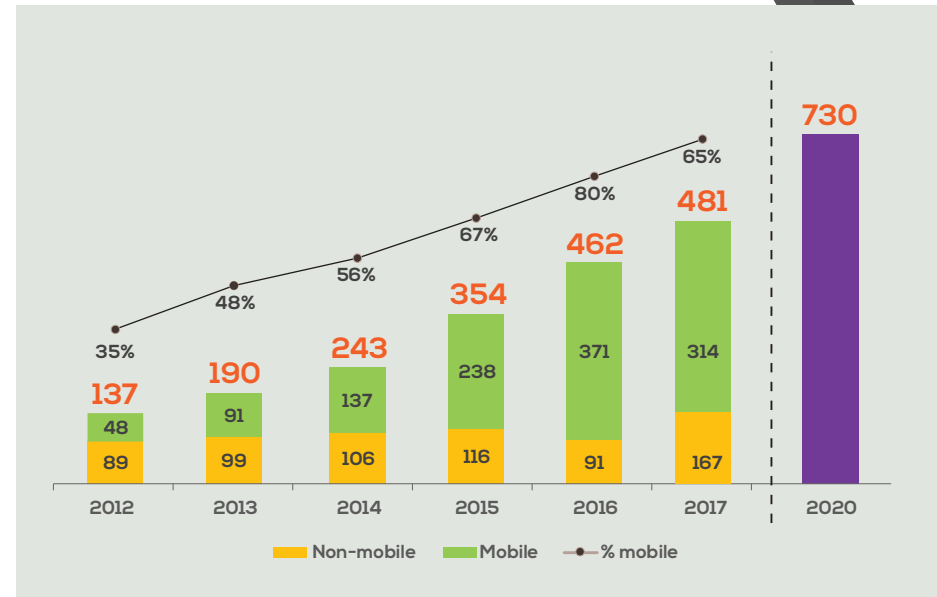


Source: NASSCOM (Indian Startup Ecosystem- Traversing the maturity cycle Edition 2017), Invest India Research

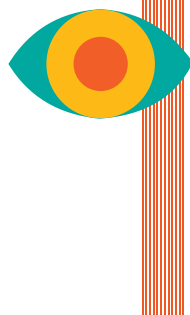
ENABLER

2nd largest consumer internet market in the world

INTERNET USERS GROWTH BY SEGMENTS (MN)



Source: IAMAI 2016, NASSCOM-Akamai Report 2016



#startupindia

Overview of the virtual hub

The Startup India Virtual Hub 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, the Virtual Hub will be a dynamic and interactive platform that will facilitate information discovery, entrepreneurial learning and development, networking, mentorship, funding and lots more for startups and other registered users. The objective is to reduce knowledge asymmetry, enable information discovery, and create a conducive environment for startups to flourish in an engaging ecosystem. It will also serve as the dedicated technological infrastructure for all (Government and private) entities to participate in and engage with the booming Indian startup ecosystem.

SALIENT FEATURES OF THE HUB

PROGRAMS:

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



LEARNING & DEVELOPMENT:

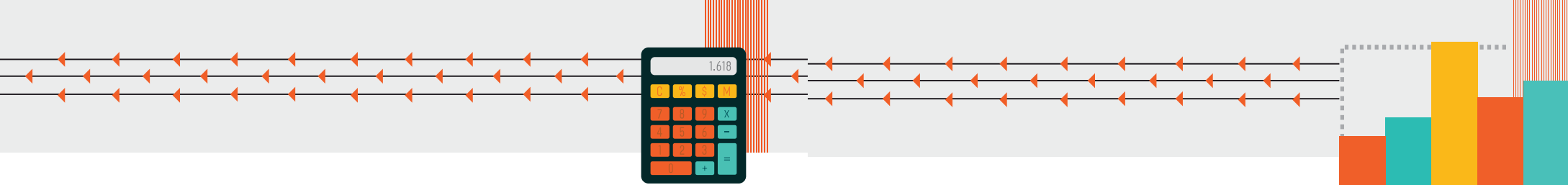
Access an assortment of special learning programs like the Startup India Learning Program, Introduction to AI, Introduction to Data Analytics and lots more.



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.



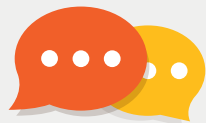


GOVERNMENT SCHEMES:

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

INTELLIGENT CHATBOT :

An artificially intelligent chatbot is specially deployed on the hub to collate information from the portal and reply to all types of user queries over an interactive chat interface.



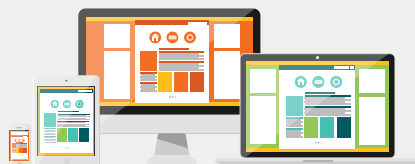
NETWORKING AND ENGAGEMENT:

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.

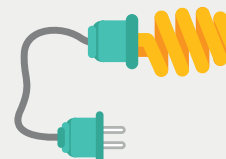
DISCUSSION FORUM:

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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