

REVISED
OPERATIONAL GUIDELINES
for
ODISHA STARTUP POLICY-2016

Notification No 7098 /MSME
S&I(IED)-20/2018

Dated the 6th Nov, 2018



GOVERNMENT OF ODISHA

MSME Department

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Government of Odisha

MSME Department

NOTIFICATION

No. S&I(IED)-20/2018/ 7098 /MSMEBhubaneswar, dated the 6th Nov, 2018

Sub : Revised Operational Guidelines for Odisha Startup Policy-2016.

I - Definitions

For the purpose of convenience, all definitions as per the Odisha Startup Policy-2016 and subsequent amendment in March, 2017 and 2018 are indicated in Annexure-1.

II - Startup

Startup Recognition / Registration

The registration by a startup entity for recognition can be done online by simply filling a Startup Registration Form (Annexure-2) and giving self- certification for the following set of documents:

1. Incorporation certificate of the entity:
This would be verified from the MCA-21 portal.
2. Self-certification for Startup definition:
 - a. The date of its incorporation / registration is not prior to 7 years. In case of Biotechnology Startups incorporation/registration should not be prior to 10 years.
 - b. The entity's annual turnover does not exceed Rs.25 crore, for any preceding financial year.
 - c. If not registered in Odisha, the entity employs at least 50% of its total qualified workforce in Odisha.
 - d. The entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence.
3. **Self-Certification for Proof of innovation:**
 - a. DIPP Startup India recognition certificate; OR
 - b. Startup has a patent filed in the entity name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; OR
 - c. Sanction Letter of funding / grant to the entity/ founder/ Co-founder by Government of India or any State Government (Either directly or through third party implementing partner) as part of any specified scheme to promote innovation; OR
 - d. Letter of funding of not less than 20 percent in equity by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business; OR

- e. If an entity doesn't possess any of the above mentioned four documents, they may submit a one page write-up / note explaining innovative nature of its product. The applicant entity is encouraged to share its business plan along with the note on innovation.

Application Process for Recognition / Registration

1. The startup entity will have to submit its application online in the Startup Registration Form (Annexure-2).
2. The Nodal Agency on satisfaction will certify the registration proposal online within 2 weeks, which they will forward to the Startup Secretariat. However, Nodal Institute may schedule a call or a meeting with the startup entity, if it deems necessary, within the first week of receipt of such application.
3. Startup Secretariat will collate all such certified applications and will present them with its recommendation to the Task Force for consideration and final approval.
4. Result will be published online and also emailed to the concerned Startup entity.
5. In case a Nodal Agency is unable to evaluate an application within the specified time of 2 weeks, it shall be granted a maximum of additional 1-week time to complete the process. In case the concerned Nodal Agency does not meet the extended deadline, the application shall automatically move to another Nodal agency with the same domain with the time limit of two weeks for disposal. In rare cases, where both the first and the second Nodal Agency fail to evaluate an application within their specified time limits, it shall automatically move to the Startup Secretariat. The Startup Secretariat shall evaluate the same within two weeks.

Benefits to Recognized Startup

A 'recognized Startup entity' may apply for any of the following monetary benefits available under the Startup Odisha initiative:

1. **Monthly allowance** of Rs.20,000 (the amount shall be Rs.22,000/- if the startup Founder(s)/ Co-Founder(s) are Women or Transgender or from Social Categories such as SC/ST/SEBC/PH. In such a case, woman or transgender or SC/ST/SEBC/PH should have at least 50% equity in the startup entity) which may be provided to a 'recognized Startup entity' for a period of one year, if it fulfills any of the following conditions:
 - a. Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks in the range of (at least) Rs. 5 Lakh to Rs. 1.00 crore; or
 - b. Startup has a patent filed in the entity name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; or
 - c. Sanction letter of funding / grant to the entity / founder/ Co-founder by Government of India or any State Government(Either directly or through third party implementing partner); or
 - d. The startup has got a revenue run rate of Rs. 50 thousand to Rs. 10 Lakh per month over the last three months at least.
2. **Product Development and Marketing/Publicity assistance** up to Rs. 15 lakh (the amount shall be Rs.16 lakhs, if the Startup Founder(s)/ Co-Founder(s) is woman or transgender or from Social categories such as SC/ST/SEBC/PH. In case,

startup entity), which may be given to a 'recognized' Startup entity for introduction of innovated product in the market , if it fulfills any of the following conditions :

- a. Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks of at least Rs. 25 Lakh; or
 - b. Sanction Letter of funding / grant to the entity/ founder/ Co-founder by Government of India or any State Government(Either directly or through third party implementing partner) of at least Rs. 5 Lakh; or
 - c. The startup has got a revenue run rate of Rs.2.5 lakh per month during the preceding six months.
3. **Need based assistance**, which may be considered on case to case basis to a 'recognized Startup entity' towards cost of raw material / components / Research & Development and other related equipments required for the innovative process for new product development / existing product improvement.

However, this assistance will be provided only in case(s) where innovation is dependent on specific raw material / equipment / Research & Development and subject to approval by the Startup Council.

4. Financial Support to Startups for participating in National and International Events:

- a. The government shall provide financial support to State recognized Startups for participating in the reputed National & International events, where they are representing the State.
 - b. The support may include economy class airfare or 3 tier AC train fare for travel and free space in the stall if set up by State Government.
5. **Subsidized Incubation:** Recognized Startups may avail subsidy benefit to the extent of 50% of monthly rental of the incubation space (subject to a maximum of Rs.5000/-) for a period of maximum one year, if getting incubated at any of the incubators recognized by the Startup Odisha Initiative.

Application Process for availing Financial Benefit

1. Once recognized, a startup entity can apply online for the monetary benefit with Startup Odisha initiative by filling a standard form (Annexure-3).
2. The Nodal Agency will review the monetary application of the startup entity and will share its review online with the Startup Secretariat within next 2 weeks of receipt of such application. However, Nodal Agency may schedule a call or a meeting with the startup entity, if it deems necessary, within the first week of receipt of such application.
3. Startup Secretariat will collate all such applications and undertake due diligence of the applications and requisite documents (Annexures 3-5) and present them with its recommendation to the Task Force for consideration and final approval within next 2 weeks of receipt of such application. Result will be published online and also emailed to the concerned Startup entity.
4. Once approved by the Task Force, Startup will receive the monetary benefit(s) directly in the entity's bank account.
5. In case of application by a recognized Startup for financial support to participate in reputed National & International events, the Nodal agency will review the application(s), verify documents and forward its recommendation to the Startup Secretariat within one week of submission of such application(s).

The Startup Secretariat will then, examine such recommendations received from nodal agencies and furnish its final recommendation to the Task Force to enable it to take decision. The Task Force may accept or reject the recommendation.

Once approved, the Startup will get reimbursement of economy class air fare subject to a maximum of Rs. 8,000/- for domestic travel or Rs. 20,000/- for international travel limited to actuals or 3-tier a/c train fare for travel (to and fro) to the city of event.

6. For Subsidized Incubation, a recognized Startup may apply in the application form prescribed at Annexure-12. Once applied, the application will go to the concerned recognized Incubator opted by the Startup.

The Incubator concerned will examine the application and may accept or reject the application by giving reasons therefore. In case the incubator concerned is recommending the acceptance of the application, it will indicate the monthly rental of Incubation Space to the Startup Secretariat within one week of receiving the application.

Startup Secretariat then may accept or reject the recommendation of the incubator. In case it agrees, may reimburse 50% of the monthly rental of the incubation space subject to maximum of Rs. 5,000/- per month for a maximum period of one year. The reimbursement will directly be made to the concerned recognized incubator subject to submission of monthly bill and certificate of occupancy of the Startup duly certified by both the concerned incubator and Startup.

7. In case a Nodal Agency is unable to evaluate an application within the specified time of 2 weeks (1 week in case of applications financial support to participate in reputed National & International events), it shall be granted a maximum of additional 1-week time to complete the process. In case the concerned Nodal Agency does not meet the extended deadline, the application shall automatically move to another Nodal agency with the same domain with the time limit of two weeks (1 week in case of applications financial support to participate in reputed National & International events) for disposal. In rare cases, where both the first and the second Nodal Agency fail to evaluate an application within their specified time limits, it shall automatically move to the Startup Secretariat. The Startup Secretariat shall evaluate the same within two weeks.

Fund Release Guideline

1. Monthly Allowance:

- a. Monthly payment for the first three months may be made directly to a recognized eligible startup entity in its registered bank account on a monthly basis.
- b. Three months onwards, payment may be released based on the utilization report submitted by the Startup online to the Nodal agency within 15 days of completion of the first three months.
- c. Startup entity shall submit a utilization report highlighting the utilization of the monthly allowance in the first three months and enclose/upload supporting documents and bills, where applicable.

- d. Payment of the monthly allowance will be made for a period of one year only.
- e. Startup entity can avail this benefit only once.
- f. Startup entity shall submit a final utilization certificate highlighting utilization of the monthly allowance along with supporting documents and bills within one month of the completion of 1 year.

2. Product Development and Marketing / Publicity Assistance:

- a. Startup will have to submit a self-contained product development plan with justification, online (Annexure-4).
- b. Subject to approval, 50% of the payment to a recognized startup entity may be made in advance and the remaining 50% will be made to its registered bank account upon utilization of the advance payment on the basis of submission of utilization certificate along with bills.
- c. The Startup entity must submit utilization certificate along with bills for the advance payment within three months of receiving the grant.
- d. The Startup entity must submit final utilization certificate along with bills for the entire amount within six months of release of grant.

3. Need based Assistance:

- a. Startup entity will have to submit a self-contained plan with justification online (Annexure-5) for the need and the manner of utilization of the assistance.
- b. Subject to approval, payment may be made directly to a recognized startup in its registered bank account.
- c. The Startup entity must submit utilization certificate along with bills for all the expenses within three months of receiving the grant.

4. Financial Support for participating in reputed National and International Events:

- a. The Startup entity will apply online (Form at Annexure 11) along with required supporting document for financial support to cover travel expenses for participating in reputed National/International event.
- b. Subject to approval, payment may be made directly to a recognized Startup in its registered bank account.

5. Subsidized Incubation:

- a. The startup entity will have to apply online (Annexure 12) for subsidized incubation at any of the Incubators recognized by Startup Odisha Initiative.
- b. Once approved, a fresh rent agreement needs to be made between the Startup and the Incubator based on the subsidized incubation approval for one year and the same be submitted to Startup Secretariat within 1 month from approval date.
- c. The reimbursement will directly be made to the concerned recognized incubator on quarterly basis based on submission of bill and certificate of occupancy of the Startup duly certified by both the concerned incubator and Startup.

- e. This benefit can be availed only once by a recognized Startup.
- f. Startup cannot sub-lease or share subsidized incubation space with any other entity during the subsidy period.

III – Incubator

Benefits to Incubators

1. **One-Time Capital Grant** of 50% of the capital cost (excluding the cost of building) up to a maximum of Rs.1 crore, which may be given to an approved incubator to set up or scale up incubation facility.
2. In case, a university recognized under the Central/ State Act/ a reputed academic institution/ Centre of Excellence such as IIT, IIM, NISER, IISER etc. is able to raise funding for development of its incubation infrastructure, the Startup Council may consider providing a matching grant subject to an upper limit of Rs.5 crore on case-to-case basis. Such grant from the government shall only be used for development of incubation infrastructure including purchase of equipment for the incubation facility.
3. **Reimbursement of Utility Expenses** of Rs.1 lakh per year for a period of 3 years, which may be provided to an approved incubator for providing free internet, free electricity and free mentoring services to the incubatees. This benefit will not be available to virtual incubators.
4. **Performance capital grant** of Rs.5 lakhs, which may be given to an approved incubator for its each successful Startup incubated at least for a minimum period of 3 months.

Application Process for Approval (Recognition) of an Incubator

1. Existing / Aspiring incubator may register by filling Incubator Registration Form with Startup Odisha initiative (Annexure-6).
2. Startup Secretariat will collate all such applications and will present them with its recommendation to the Task Force for final consideration and approval.
3. Task force will consider these applications once in a month and decide.
4. Result will be published online and also emailed to the concerned Incubator.

Application Process for availing Monetary Benefit

1. An approved incubator may apply online for monetary benefit as applicable, with Startup Odisha initiative (Annexure-7).
2. Incubator shall provide proof of capital investment made as 'own contribution' for availing one-time capital grant.
3. In case a university is able to raise funding for development of its incubation facility, proof of such funding shall be provided for availing the matching grant.
4. Startup Secretariat will collate all such applications, undertake due diligence of such applications and requisite documents and will present them with its recommendation to the Task Force / Startup Council for final consideration and approval. Result will be published online and also emailed to the concerned Incubator.

5. Once approved by the Task Force / Startup Council, the existing / aspiring incubator will receive the monetary benefit directly in its bank account.

Eligibility

1. One-Time Capital Grant:

- a. Aspiring / Existing incubators established in a University / Educational Institute will be eligible for one time grant of 50% of capital cost (excluding the cost of building) up to a maximum of Rs. 1.0 crore to set up / scale up an Incubator Facility.
- b. However, Aspiring / Existing incubator should dedicate a minimum of 5,000 sq. feet of carpet area to the incubatees.
- c. In case, a university recognized under the Central/State Act/ a reputed academic institution/ Centre of Excellence such as IIT, IIM, NISER, IISER etc. is able to raise funding for development of its incubation infrastructure, the Startup Council may consider providing a matching grant subject to an upper limit of Rs.5 crore on case-to-case basis.
- d. Such grant from the govt. shall only be used for development of incubator infrastructure including purchase of equipment for the incubation facility.

2. Reimbursement of utility Expenses:

- a. Applying body should be an approved Incubator.
- b. Applicable only for an incubator having physical infrastructure in place.
- c. Applicable only if incubator is providing free internet, free electricity and free mentoring services to the incubatees.

3. Performance capital grant

- a. Applying body should be an existing approved Incubator.
- b. Applicable, only if the successful startup is incubated for at least three months at the approved incubator.

Fund Release Guideline

1. One-Time Capital Grant:

- a. The approved aspiring/ existing incubator will submit online application for Monetary Grant (Annexure-7) to the Startup Secretariat and upload requisite documents for due diligence.
- b. The grant may be disbursed in a phased manner as per the budget/utilisation plan submitted by the incubator and approved by the Startup Council.
- c. The grant may be disbursed in proportion to the funds brought in by the approved incubator, as mentioned in their budget plan and approved by the Startup Council.

2. Reimbursement of Utility Expense:

- a. One-time payment of utility expenses limiting to Rs. 1 lakh per year for a maximum period of 3 years may be made directly to the approved existing incubator in its registered bank account.
- b. The incubator must submit bills for the expenses while availing the grant and submit utilization certificate within 3 months of the release of the grant.

d

3. Performance capital Grant:

- a. One-time payment may be made directly to the approved incubator in its registered bank account.
- b. The approved incubator will submit a list of the successful incubatees incubated at least for a period of three months.

IV - Nodal Agency

Introduction

In order to avail the benefits announced in the Startup Odisha initiative, an entity would be required to be recognized as a Startup. To this effect, it would be required to submit an application online along with a note on innovation. All such registering entities application's need to be carefully reviewed by an expert committee hosted under the Nodal Agency. As per the policy "Nodal Agency shall mean reputed Government as well as other institutions/ organizations as approved by the Startup Council as Nodal Agencies for certifying Startups."

Objective

To review

- (i) Applications of Startups for their recognition and
- (ii) The merit of the Startup applications for monetary grants.

Fee

Nodal Agency will be paid fee for review of registration & all other assistance as follows:

- **Startup Recognition:** One-time fee of Rs. 1,500 per application
- **Monetary Grant Application:** One-time fee of Rs. 5,000 per application, which shall also include the periodic review of startups' performance.

Fund release guideline

The bill for the fee payable to the nodal agency will be auto generated by the system on a monthly basis and will be paid after due diligence by the Startup Secretariat directly in the Bank A/c of the Nodal Agency.

Selection of the Nodal Agency

Selection of Nodal Agency will be on invitation basis only with the approval of Startup Council. The selected Nodal Agency will however have to fill up a form as per Annexure-8.



V - Application for Registering as Angel Network

Introduction

In order to register or avail monetary benefits under the Startup Odisha initiative, one of the selection criteria is being funded through an angel network recognized by Startup Odisha initiative.

Selection of Angel Network

For an angel network entity to register with Startup Odisha, it would be required to submit an application online (Annexure-9) and will have to submit following documents:

- 1) Incorporation Structure.
- 2) Investment facilitation declaration duly certified by a registered Chartered Accountant/statutory auditor authorizing the funding.


All such applications need to be carefully reviewed by the Startup Secretariat and will be approved by the Startup Council. Result will be emailed to Angel Network directly and will also be published online.

VI - Terms & Conditions

1. The incubator will be required to put in place the requisite physical infrastructure (shared/specific) such as laboratory, workshop facilities, utilities, support services, pre-incubation services, networking, mentoring and other facilities within a period of six months from the date of release of capital grant and other benefits.
2. The incubator would also put in place a dedicated full time Chief Executive Officer (CEO) with desired domain and management expertise with other core team/supporting staff for the successful operation of incubator within two months from the date of release of funds.
3. The incubator would evolve a transparent system for selection of incubatees. The incubatees would be admitted subject to fulfilling the admission criteria and the incubator would enter into an appropriate agreement with its incubatees.
4. Each incubator would be required to have a website of its own, which should be updated on a continuous basis.

5. The grantee is required to send online i) progress report; and ii) audited statement of accounts and Balance Sheets to the Startup Secretariat at the end of each financial year as well as at the time of seeking further installments of the grant, if any. However, companies and individuals would be required to submit a yearly expenditure statement for the full amount (including their own contribution) to ensure that matching funding is released.
6. The incubator will be reviewed quarterly both for financial and physical performance. The release of subsequent grants will be based on satisfactory performance.
7. Officers of the Startup Secretariat/ Government may visit the organization periodically for ascertaining the progress of work and resolving any difficulties that might be encountered during the course of implementation.
8. Government/Startups Secretariat reserves the right to terminate support to the incubator at any stage, if it is convinced that the grant is not being utilized properly for the purpose for which the same is released.
9. All the assets acquired or created from the grant will be entered and maintained in a separate register and should not be disposed-off or encumbered or utilized for purpose other than those for which the grant has been sanctioned without the prior permission of the Startup Secretariat.
10. The grantee must not entrust the implementation of the work for which the grant is being sanctioned to another institution and divert the grant receipts as assistance to the latter institution.
11. In case any information provided is found to be false, the Startup / Incubator's registration will stand canceled and it will have to repay the assistance already released within six months failing which action will be initiated as per Government rules and guidelines for recovery.

By Order of Governor

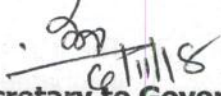


(L.N.Gupta)

Additional Chief Secretary

Memo No. 7099 /MSME, dtd. 6/11/18

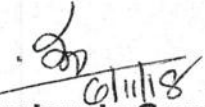
Copy forwarded to Private Secretary to Minister, MSME, Odisha/OSD to Chief Secretary, Odisha/Private Secretary to Additional Chief Secretary to Government, MSME Department for kind information of Hon'ble Minister, MSME, Odisha/Chief Secretary, Odisha.



Joint Secretary to Government

Memo No. 7100 /MSME, dtd. 01/11/18

Copy forwarded to Odisha Gazette Cell in-charge, Odisha Gazette Cell, C/o Commerce Department for information with a request to take appropriate action to publish the Notification in the next extraordinary issue of the Odisha Gazette.


Joint Secretary to Government

Memo No. 7101 /MSME, Bhubaneswar, dtd. 01/11/18

Copy forwarded to the Director, NIC Bhubaneswar/ Shri Sh Samshad Ahmed Khan, Sr. Technical Director, NIC Bhubaneswar for information. He is requested to host this notification in the website of MSME Department and Startup Odisha Portal for general information.


Joint Secretary to Government

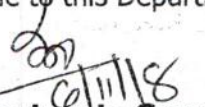
Memo No. 7102 /MSME, Bhubaneswar, dtd. 01/11/18

Copy forwarded to CEO, IED(Startup Secretariat), Odisha, Bhubaneswar/ All Nodal Institutes for information and necessary action.


Joint Secretary to Government

Memo No. 7103 /MSME, Bhubaneswar, dtd. 01/11/18

Copy forwarded to the Director, Printing Stationery and Publication for information and necessary action. He is requested to publish this Notification in the next issue of the Extraordinary Issue of the Odisha Gazette and send 50 copies of the same to this Department.


Joint Secretary to Government

Memo No. 7104 /MSME, Bhubaneswar, dtd. 01/11/18

Copy forwarded to All Departments/All Heads of Departments/All Revenue Divisional Commissioners/All Collectors/Regional Industries Centres/All District Industries Centres/ All Public Sector Undertakings/ Accountant General, Odisha/Guard file (5 copies) Bhubaneswar for information.


Joint Secretary to Government

Definitions

- 1) **Accelerator:** Accelerator is an organization or program that enables rapid growth of new Startups by providing specific services like: mentoring, training, resources and networking to help Startups increase their customer base, generate more profits, prepare for funding and professionalize their organization.
- 2) **Entity:** Private Limited Company or One Person Company (as per the Companies Act 2013), a Registered Partnership Firm (under the Partnership Act, 1932) or Limited Liability Partnership (under the Limited Liability Partnership Act, 2008).
- 3) **Incubator:** An organization designed to support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognised either by the Central or State Government.
 - (i) The incubator entity must be a registered entity falling under one of the following categories:
 - a) Society (under The Societies Registration Act, 1860)
 - b) Section 8 Company (under The Companies Act, 2013)
 - c) Private Limited Company (under The Companies Act, 2013)
 - d) Public Company (under The Companies Act, 2013)
 - e) Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)
 - (ii) The incubator entity should facilitate at least 3 months interaction in person or virtual interactions between its incubatees and mentors, when in operation.

Besides the above, Startup Council may consider case of a reputed academic institution/deemed university for recognition as incubator even if the same does not fall under any of the above categories.
- 4) **Innovation:** The process of translating an idea or invention into a good or service that creates value for which customers will pay. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources.
- 5) **Nodal Agency:** Nodal Agency shall mean reputed Government as well as other institutions / organizations as approved by the Startup Council as Nodal Agencies for certifying Startups.

- 6) **Startup:** Startup is an entity involved in crafting repeatable and scalable product or service making a positive impact in the society, where the solution is not obvious and success is not guaranteed.

An entity shall be considered as "**Startup**" provided that:

- a. The date of its incorporation / registration is not prior to 7 years. In case of Biotechnology Startups incorporation/registration should not be prior to 10 years;
 - b. Its annual turnover does not exceed Rs. 25 crore, for any preceding financial year;
 - c. Such entity is working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property and makes it scalable for achieving commercial success;
 - d. It is registered in Odisha or employs at least 50 percent of its total qualified workforce in Odisha;
 - e. Such entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence.
- 7) **Successful Startup:** Startup would be considered 'successful' if it fulfills any of the following conditions:
- a. Startup has got total equity financing by SEBI registered AIF (Alternative Investment Fund) Category 1 & 2 fund or Angel Networks of at least Rs. 25 Lakh; or
 - b. Sanction Letter of funding / grant by Government of India or any State Government of at least Rs. 5 Lakh; or
 - c. The startup has got a revenue run rate of Rs. 10 Lakh a month over last six months.
- 8) **Marketing expense:** Expense of the following nature shall be considered as marketing expense:
- a. Media purchase to promote startup product / service across digital, print, TV, radio and Out of Home media; or
 - b. Expense for media development such as creative, jingles, brochures, etc. as may be required; or
 - c. Cost for setting up stall or counter at a business relevant exhibition in India or abroad along with economy class travel and three star hotel stay for the duration of the event for two individuals working

with the Startup for at least three months subject to prior approval of the Government.

Sales discount shall not form part of the marketing expense.

- 9) **University:** University means a University established or incorporated by or under a Central Act or a State Act, and includes any such institution as may be recognised by University Grant Commission.

Startup Registration Form

Sl. No.	Fields
1	Incorporation Number *
2	Sector (To be selected from the drop down box)
3	Date of Incorporation
4	Entity's Name
5	Entity's Address
6	Entity's Website URL
7	Focus Area : Product <input type="text"/> Service <input type="text"/>
8	Incorporation Structure (To be selected from the drop down box) - Private Limited - Limited Liability Company - Registered Partnership - One Person Company (OPC)
9	Director's / Promoter's Name, Gender, Caste & Shareholding percentage (All directors)
10	Director's / Promoter's Mobile Number (Main & alternative)
11	Director's / Promoter's Email Id (Main & alternative)
12	Self-Declaration (Tick appropriate ones) - Date of incorporation / registration of entity is not prior to 7 years. In case of Biotechnology Startups incorporation/ registration should not be prior to 10 years. <input type="checkbox"/> - The entity's annual turnover does not exceed Rs.25 Crore, for any preceding financial year. <input type="checkbox"/> - If not registered in Odisha, the entity employs at least 50% of its total qualified workforce in Odisha. <input type="checkbox"/> - The entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence. <input type="checkbox"/>
13	Brief description of product & innovation:
14	Innovation Proof (Tick the appropriate one) - DIPP Startup India recognition certificate; OR <input type="checkbox"/> - Patent filed in its company name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; OR <input type="checkbox"/> - Sanction Letter of funding / Grant to the entity/ Founder/ Co-Founder by Government of India or any State Government (Either directly or through third party implementing partner) as part of any specified scheme to promote innovation; OR <input type="checkbox"/> - Letter of funding of not less than 20 percent in equity by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business; OR <input type="checkbox"/> - None of the above. <input type="checkbox"/>
15	In case of none of the above, a note on Innovativeness (not more than 2 MB size) to be attached.
16	Are you already an Incubatee? If Yes, write the name and contact details of the Incubator.
Nodal Agency's Remarks / Recommendation	
(Name and designation of officer of Nodal Agency recommending the proposal)	
Recommendation / comments of IED (Startup Secretariat)	
CEO, IED	

* Incorporation number would be verified through MCA-21 portal, where applicable.

Application for Startup Monetary Benefit(s)

Sl. No.	Fields				
1	Startup's Registration Number*				
2	Entity's Name				
3	Entity's Email Id				
4	Entity's Bank Name				
5	Entity's Account Holder's Name				
6	Entity's Account Number				
7	IFSC Code of the Bank				
8	Type of Benefits for Startup	Assistance Required (Tick)		Whether Availed Earlier? (Tick)	
	- Monthly Allowance Grant	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	- Reimbursement of Product Development and Marketing / Publicity Assistance	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	- Need Based Assistance	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
9	Explanation - Requirement of Monthly Allowance Grant (Click & fill up the monthly allowance in the box at row-10) - Requirement of Product Development and marketing assistance (Fill-up Annexure-4). - Requirement of need based assistance for Raw Materials / Components / Other related equipment's (Fill-up Annexure-5).				
10	Amount of assistance required (in Rs.)	Monthly Allowance	Product Development & Marketing Assistance	Need Based Assistance	
		<input type="text"/>	<input type="text"/>	<input type="text"/>	
11	Documents for Due Diligence to be uploaded: - Incorporation Certificate, if not verified by MCA-21 Portal. - Signed Shareholder's Agreement and covering letter duly certified by a registered Chartered Accountant/statutory auditor authorizing the funding. - Copies of Balance Sheets and Profit and Loss Accounts duly certified by a registered Chartered Accountant/statutory auditor. - Workforce Proof (applicable for units not incorporated in Odisha): Employee State Insurance (ESI) and Provident Fund (PF) Challan for the startup highlighting the workforce duly certified by a registered Chartered Accountant/statutory auditor. - Proof of 20% equity participation by SEBI approved fund or Patent certificate or Sanction Letter of funding / grant by Government of India or any State Government. - Supporting document as proof of gender/social category (<i>In case, Woman or transgender or SC/ST/SEBC/PH have at least 50% equity in the startup entity</i>).				
12	Brief description of product & innovation:				
Nodal Agency's Remarks					
(Name and designation of officer of Nodal Agency recommending the proposal)					
Recommendation / comments of IED (Startup Secretariat)					CEO, IED

* Registration number as given to the Startup by the Startup Secretariat.

Annexure – 4

Startup Product Development and Marketing Plan

(A) Marketing Plan

#	Media Type	Publisher	Duration / Time Frame	Amount	Objective	Nodal Agency's Remarks	
1							
2							
3							
4							
5							
6							
7							
8							
Total							
#	Exhibition Name	Location	Stall Requirement	Dates	Amount	Objective	Nodal Agency's Remarks
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
Total							
#	Name	Designation					
1							
2							

Nodal Agency's Remarks / Recommendation
(Name and designation of officer of Nodal Agency recommending the proposal)
Recommendation / comments of IED (Startup Secretariat)
CEO, IED

Name(s) of the person & designation participating in the exhibition/ conference/ seminar.

- 1) **Media Type:** Digital, Print, TV, Radio, Out of Home, Others.
- 2) **Duration / Time Frame:** e.g. number of days, etc.
- 3) **Amount:** Total amount for that media type.
- 4) **Exhibition Name:** Name of the conference / exhibition / seminar.
- 5) **Location:** City & Country
- 6) **Stall requirement:** Yes / No
- 7) **Dates:** Duration of the event

(B) Product Development Plan

Describe your Product & Innovation with possible uses/applications of product(200 words)

Explain detailed product development process with emphasis on various cost heads being incurred at all stages of the product development lifecycle (1000 words)

Sl. No.	Cost Head	Cost	Nodal Agency Recommendation
Total			

Nodal Agency's Remarks / Recommendation

**Name and designation of officer
of Nodal Agency recommending the proposal**

Recommendation / comments of IED (Startup Secretariat)

CEO, IED

Need Based Assistance

Describe your Product & Innovation (200 words)				
Explain detailed product development process/ lifecycle (500 words)				
Explain how the specific equipment/ raw material is critical in development of the innovative product (300 words)				
Explain in detail how your product is a significant value addition over any other product currently existing in the market (300 words)				
Sl. No.	Name of Raw Material/ Equipment	Closest Substitute available	Cost	Nodal Agency's Recommendation
1				
2				
3				
Total				
Nodal Agency's Remarks / Recommendation				
				Name and designation of officer of Nodal Agency recommending the proposal
Recommendation / comments of IED (Startup Secretariat)				
CEO, IED				

P.S. Need based assistance shall be provided only in cases where the availability of a specific raw material component / equipment/ Research & Development is critical and the development of an innovative product which is a significant value addition over any other product currently existing in the market. The unavailability of the specific raw material/ equipment/ Research & Development should be hindrance to innovation.

Incubator Registration Form

Sl. No.	Fields			
1	Incorporation Number*			
2	Incorporation Date			
3	Name of the Incubator			
4	Name of the University/Organization in which Incubator is situated			
5	Existing/Aspiring	Existing	<input type="checkbox"/>	Aspiring <input type="checkbox"/>
6	Sector (To be selected from the dropdown box)			
7	Incorporation Structure (To be ticked from the dropdown box) - Society (under The Societies Registration Act, 1860) - Section 8 Company (under The Companies Act, 2013) - Private Limited Company (under The Companies Act, 2013) - Public Company (under The Companies Act, 2013) - Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)			
8	Incubator's Address			
9	Incubator's Email ID			
10	Incubator's Mobile Number			
11	Incubator's Website URL			
12	Contact Person's Name			
13	Contact Person's Designation			
14	Contact Person's Mobile Number			
15	Contact Person's Email Id			
16	Floor Area (in sq. Ft.)			
17	Laboratory /workshop facilities			
	Availability of Internet	Yes	<input type="checkbox"/>	No <input type="checkbox"/> Speed in MBPS <input type="checkbox"/>
18	Total Manpower for O&M			
19	Details of the Govt. / Corporate sponsored incubation programs, if any?	Sponsoring Agency	Name of the scheme / programs	Achievements
20	No. of Incubatees Graduated			
21	If aspiring incubator, please upload the following documents: <ul style="list-style-type: none"> - Names of the Industries or Individuals that would be associated with the incubator along with their letter of intent. - CV/ Resume of Full-time Managing Team (Board, CEO and other officials) - List of key mentors providing the designation, qualification etc. - Sector focus Self-Declaration (Please tick the box) <ul style="list-style-type: none"> - Dedicated Space of at least 5,000 square feet. <input type="checkbox"/> 			
Recommendation / comments of IED (Startup Secretariat)				CEO, IED

* Incorporation number would be verified through MCA-21 portal, where applicable.

Application for Incubator Monetary Benefit(s)

Sl. No.	Fields				
1	Incubator's Registration Number*				
2	Type of benefits	Assistance Required		Whether Availed Earlier?	
	One time capital grant	Yes	<input type="checkbox"/>	Yes	<input type="checkbox"/>
		No	<input type="checkbox"/>	No	<input type="checkbox"/>
	Reimbursement grant	Yes	<input type="checkbox"/>	Yes	<input type="checkbox"/>
		No	<input type="checkbox"/>	No	<input type="checkbox"/>
	Performance grant	Yes	<input type="checkbox"/>	Yes	<input type="checkbox"/>
No		<input type="checkbox"/>	No	<input type="checkbox"/>	
3	Amount of assistance required (in Rs.)	One Time Capital Grant	Reimbursement Grant	Performance Grant	
		<input type="text"/>	<input type="text"/>	<input type="text"/>	
3	Incubator's Bank Name				
4	Incubator's Account Holder Name				
5	Incubator's Account Number				
6	IFSC Code				
7	Due diligence (Relevant documents to be uploaded) <ul style="list-style-type: none"> - Proposed Budget Plan for one time capital grant. - Detailed Business Plan for utilization of capital grant. - Incorporation Certificate or Memorandum of Association - Recognition Certificate of the incubator by the Central or State Govt. - Audited Statement of Accounts for the last three years or period of existence. - Annual Reports for the last three years or period of existence. - Names of the Industries or Individuals that would be associated with the incubator along with their letter of intent. - CV/ Resume of Full-time Management Team (Board, CEO and other officials). - Proof of availability of 5,000 sq. feet built up space along with lease deed in favour of the incubator. - List of key mentors providing the designation, qualification etc. - List of successful startups along with supporting documents. - Utility Bills and Bills for Mentoring. - Proof of funding raised by Incubator in a University. 				
Nodal Agency's Remarks / Recommendation					
(Name and designation of officer of Nodal Agency recommending the proposal)					
Recommendation / comments of IED (Startup Secretariat)					
CEO, IED					

* Incubator's registration number as given by the Startup Secretariat.

Nodal Agency Registration Form

Sl. No.	Fields			
1	Nodal Agency's Name			
2	Nodal Agency's Website URL			
3	Sector (To be selected from the dropdown box)			
4	Nodal Agency's Address			
5	Director's / Promoter's Name			
6	Director's / Promoter's Mobile No.			
7	Director's / Promoter's Email Id			
8	Nominated Contact Person's Name			
9	Nominated Contact Person's Mobile No.			
10	Nominated Contact Person's Email Id			
11	Expert Committee Details (Multiple Entries)			
	Name	Designation	Experience	Focus Area
12	Nodal Agency's Bank Name			
13	Nodal Agency's Account Holder Name			
14	Nodal Agency's Account Number			
15	IFSC Code			
Recommendation / comments of IED (Startup Secretariat)				CEO, IED

Mentor Registration Form

1. Name			
2. Age:			
3. Gender	Male, Female, Transgender Prefer not to say		
4. Address:			
5. Email:			
6. Phone Number:			
7. Professional Details:	Organisation/Company	Position	Period
8. Brief Profile (100 words)			
9. Domain/Thematic Area/ Area of Expertise			
10. Total years of experience			
11. Mentorship Experience (If any)			
12. Entrepreneurial Experience (If any)			
13. Availability (Numbers of hour per week)			
14. Preferable contact days & times			
15. Upload CV			
16. LinkedIn Profile URL			
Recommendation/Comments by Startup Secretariat:			
CEO, IED			

Annexure-11

Financial support for Participating in National/ International Events

Sl. No.	Fields								
1	Startup's Recognition Number provided by Startup Odisha*								
2	Entity's Name								
3	Entity's Email Id								
4	Entity's Bank Name								
5	Entity's Account Holder's Name								
6	Entity's Account Number								
7	IFSC Code of the Bank								
9	<p>Details of event for which financial support is required to participate and explain how it can help your startup:</p> <table border="1"> <thead> <tr> <th>Name of the Event</th> <th>Type of the event (Exhibition/Conference /Other)</th> <th>Place (City/Country)</th> <th>Type of participation(Delegate/Exhibit)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Name of the Event	Type of the event (Exhibition/Conference /Other)	Place (City/Country)	Type of participation(Delegate/Exhibit)				
Name of the Event	Type of the event (Exhibition/Conference /Other)	Place (City/Country)	Type of participation(Delegate/Exhibit)						
10	<table border="1"> <tr> <td> <p>Mode of Travel:</p> <p>Train: <input type="checkbox"/></p> <p>Flight: <input type="checkbox"/></p> </td> <td> <p>Amount of money required as travel assistance:</p> <p>Rs. <input type="text"/></p> </td> <td> <p>Free Stall Space (If set up by State Govt.)</p> <p>YES <input type="checkbox"/> NO <input type="checkbox"/> NA <input type="checkbox"/></p> </td> </tr> </table>	<p>Mode of Travel:</p> <p>Train: <input type="checkbox"/></p> <p>Flight: <input type="checkbox"/></p>	<p>Amount of money required as travel assistance:</p> <p>Rs. <input type="text"/></p>	<p>Free Stall Space (If set up by State Govt.)</p> <p>YES <input type="checkbox"/> NO <input type="checkbox"/> NA <input type="checkbox"/></p>					
<p>Mode of Travel:</p> <p>Train: <input type="checkbox"/></p> <p>Flight: <input type="checkbox"/></p>	<p>Amount of money required as travel assistance:</p> <p>Rs. <input type="text"/></p>	<p>Free Stall Space (If set up by State Govt.)</p> <p>YES <input type="checkbox"/> NO <input type="checkbox"/> NA <input type="checkbox"/></p>							
11	<p>Documents for Due Diligence to be uploaded:</p> <ul style="list-style-type: none"> • Details of the event (Event website/brochure etc.) • Copy of invitation in the name of the Startup or Founder(s) to participate • Event Registration confirmation copy • One page explanation on how participating in the event can help the Startup. • Travel cost estimate/ Quotation • Original unedited tickets and boarding passes as applicable to be submitted on completion of travel along with photographs and brief event report as proof of participation. 								
<p>Nodal Agency's Remarks</p> <p align="center">(Name and designation of officer of Nodal Agency recommending the proposal)</p>									
<p>Recommendation / comments of IED (Startup Secretariat)</p> <p align="right">CEO, IED</p>									

Subsidized Incubation

Sl. No.	Fields
1	Startup's Recognition Number provided by Startup Odisha*
2	Entity's Name
3	Entity's Email Id
4.	Name preferred Incubator (recognised by Startup Odisha Initiative) for subsidized incubation along with space required (in sq.ft).
5	Why subsidized Incubation is required ?
6	Has the Startup availed any of the benefits under Startup Odisha Policy? Yes/No <input type="checkbox"/> Monthly Allowance <input type="checkbox"/> PDMA <input type="checkbox"/> NBA <input type="checkbox"/>
7	What is the annual revenue run rate of the entity?
8	Number of employees ?
9	Stage of business <input type="checkbox"/> Proof of concept <input type="checkbox"/> Traction <input type="checkbox"/> Scale up
10.	Incubatee Type: New <input type="checkbox"/> Existing. If existing <input type="checkbox"/> Mention date of incubation.)
Inputs by Incubator	
11.	Allocated Space in Sq ft. <input type="text"/> Total Rent per month <input type="text"/> Rs. Rent per Sq. ft. <input type="text"/> Rs. Eligible subsidy amount <input type="text"/> Rs.
12. Bank details of the Incubator	
a) Incubator's Bank Name	b) Incubator's Account Holder Name
c) Incubator's Account Number	d) Bank IFSC Code
Incubator Remarks	
(Name and designation of officer of Incubator recommending the proposal)	
Recommendation / comments of IED (Startup Secretariat)	
CEO, IED	

List of Sectors

Sl. No.	INDUSTRY	SECTORS
1	Advertising	AdTech
		Online Classified
2	Aeronautics/Aerospace & Defence	Drones
3	Agriculture	Dairy Farming
		Organic Agriculture
		Agri-Tech
		Food Processing
		Cold storage
4	AI	Machine Learning
		NLP
5	Analytics	Business Intelligence
		Big Data
		Data Science
6	Animation	N/A
	AR/VR (Augmented + Virtual Reality)	N/A
	Architecture/Interior Design	N/A
7	Art & Photography	Handicraft
		Art
		Photography/Videography
8	Automotive	Auto & Truck Manufacturers
		Auto, Truck & Motorcycle Parts
		Tires & Rubber Products
		E-vehicle
9	Chemicals	Commodity Chemicals
		Agricultural Chemicals
		Specialty Chemicals
		Diversified Chemicals
10	Telecommunication & Networking	Wireless
		Integrated communication services
		Network Technology Solutions
11	Computer Vision	N/A
12	Construction	New-age Construction Technologies
		Construction Materials
		Construction & Engineering
		Construction Supplies & Fixtures
		Homebuilding
13	Dating / Matrimonial	N/A
14	Design	Web Design

Sl. No.	INDUSTRY	SECTORS
		Industrial Design
15	Education	E-learning
		Education Technology
		Skill development
		Coaching
16	Conventional Energy	Oil & Gas Exploration and Production
		Oil & Gas Drilling
		Oil Related Services and Equipment
		Oil & Gas Transportation Services
17	Renewable Energy	Renewable Solar Energy
		Renewable Wind Energy
		Renewable Nuclear Energy
		Renewable Energy Solutions
		Renewable Biogas Energy
		Renewable Biomass Energy
18	Green Technology	Waste Management
		Clean Tech
19	Enterprise Software	Cloud
		ERP
		CXM
		SCM
		Customer Support
		Collaboration
		Location Based
		Enterprise Mobility
20	Events	Weddings
		Event Management
21	Fashion	Fashion Technology
		Fashion Design
		Lifestyle
		Apparel
		Fan Merchandise
		Jewelry
		Handloom
22	Finance Technology	Crowd funding
		Mobile wallets/ Payments
		Point of Sales
		Payment platforms
		Trading
		Billing and Invoicing
		Personal Finance

Sl. No.	INDUSTRY	SECTORS
		Insurance
		Advisory
		Business finance
		P2P Lending
		Bit coin and Block chain
		Microfinance
		Foreign exchange
23	Food & Beverages	Accounting
		Restaurants
		Food Processing
		Microbrewery
24	Technology Hardware	Mobile restaurant
		Food delivery
		Embedded
		Semiconductor
25	Healthcare & Life sciences	Electronics
		3d printing
		Medical Devices/Biomedical
		Health & Wellness
		Pharmaceutical
26	Biotechnology	Healthcare Services
		Healthcare IT
27	Human Resources	Healthcare Technology
		NA
		Recruitment/Jobs
		Training
		Skills Assessment
28	Internet of Things	Talent Management
		Internships
		Smart Home
		Manufacturing & Warehouse
29	IT Services	Wearables
		IT Consulting
		BPO
		KPO
		Web Development
		Product development
		Application Development
		Testing
IT Management		
		Project Management

SI. No.	INDUSTRY	SECTORS
30	Marketing	Loyalty
		Branding
		Digital Marketing (SEO/Automation)
		Discovery
		Sales
31	Media & Entertainment	Market Research
		Digital Media News
		Digital Media Video
		Digital Media Blogging
		Digital Media Publishing
		Digital Media
		Movies
		OOH Media
		Social Media
Entertainment		
32	Nanotechnology	N/A
33	Pets & Animals	N/A
34	Professional & Commercial Services	Environmental Services & Equipment
		Commercial Printing Services
		Employment Services
		Business Support Services
		Professional Information Services
		Business Support Supplies
35	Real Estate	Housing
		Co-working Spaces
36	Retail	Retail Technology
		Social Commerce
		Comparison Shopping
37	Other Specialty Retailers	Auto Vehicles, Parts & Service Retailers
		Home Improvement Products & Services Retailers
		Home Furnishings Retailers
		Computer & Electronics Retailers
38	Robotics	Robotics Technology
		Robotics Application
39	Safety	Personal Security
40	Security Solutions	Cyber Security
		Home Security solutions
41	House-Hold Services	Personal Care
		Laundry
		Baby Care
		Home Care

Sl. No.	INDUSTRY	SECTORS
42	Social Impact	NGO
		Corporate Social Responsibility
		Social Impact Enterprise
43	Social Network	N/A
44	Sports	Fantasy Sports
		Sports management
45	Textiles & Apparel	Leather Textiles Goods
		Non- Leather Textiles Goods
		Apparel & Accessories
		Leather Footwear
		Non- Leather Footwear
46	Transportation & Storage	Freight & Logistics Services
		Passenger Transportation Services
		Transport Infrastructure
47	Travel & Tourism	Holiday Rentals
		Hotel
		Experiential Travel
		Ticketing
		Hospitality
		Facility Management
48	Others	N/A

