



Funding Support available
to Startups under

Scheme for assistance for
Startups/ Innovation –
Gujarat Industrial Policy –
2020

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1. Summary of funding support

| Sr. No | Name of the assistance | Quantum of assistance to eligible beneficiary (in brief) | Approving authority |
|---------------|---|---|----------------------------|
| 1 | Seed support | Up to INR 30 lakh per start up | SLEC |
| 2 | Sustenance allowance | INR 20,000 per month per approved start up for one year up to INR 2,40,000 INR 25,000 in case of at least one-woman founder / Co-founder per month per approved start up for one year up to INR 3,00,000 | SLEC |
| 3 | Skill development support | Up to INR 1 lakh per approved start up | Industries Commissioner |
| 4 | Assistance to enroll and participate for the Acceleration program | Up to INR 3 lakh per approved start up | Industries Commissioner |
| 5 | Assistance for social impact | up to INR 10 lakh for startups having significant impact on society | SLEC |

2. Assistance for Seed support

2.1. Eligibility and conditions

- The eligibility and conditions for startup/innovator and Nodal institutions before availing this assistance are as follows:
 1. The startup/innovator should be citizen of India. An Indian citizen is defined as one who is in possession of a government approved proof of nationality such as a valid passport, voter's id Aadhar card, election card etc.
 2. The startup/innovator must be registered and have substantial operations based in Gujarat during the time of the assistance and a significant part of operations in Gujarat after the tenure of the assistance. The significant part of operation means Registered Office Certificate (ROC) must be of Gujarat. Major operations of Startup should be focused in Gujarat for an initial period of 3 years from the date of approval/sanction under the Scheme for assistance for Start Ups/ Innovation of Govt. of Gujarat.
 3. Startups must be registered as Partnership / LLP / Private Company.
 4. The innovators should not treat this support as an interim arrangement to support them in their academic pursuits or transition between jobs.
 5. If any Startup/innovator is engaged in any concurrent business/ occupation/ profession/ fellowship which translates into remuneration for him/her, he/she is expected to disclose it at time of application to the respective Nodal Institute.
 6. Startup/innovator seeking the support should demonstrate action plan to build a scalable business.
 7. Startup/Innovator cannot be the promoter or significant (>10%) share holder / beneficiary of another company/ startup at the time of applying for and receiving the approval for the assistance.
 8. The startup/innovator should be registered for the pre-incubation or incubation program at the NI for 1-2 months before becoming eligible to apply for the assistance.
 9. The startup/innovator must be incubated full time at the NI during the entire duration of assistance.
 10. Preference shall be given for product/ process/ service-based innovation with intellectual property and unique product/ service/ business model with significant commercial potential.
 11. Startup/innovator seeking support should have a formal business plan for the idea it intends to pursue and a business presentation.

The Startup/innovator and Nodal Institute have certain obligations to the Office of Industries Commissioner, Government of Gujarat as given below if approved for the assistance:

1. Startup/innovator once approved for the Government of Gujarat assistance will not quit mid-way during the tenure of the scheme, except under special circumstances (see below) such as startup being acquired, startup operations have been wound down and the nodal institute is in agreement that since due to infeasibility/ lack of traction for product/ service/ business model closing down operations is a prudent option and/ or a force majeure event.

2. Startup/innovator will acknowledge the support provided by the Office of the Industries Commissioner, Government of Gujarat on their website, any marketing communications and also in interactions with investors/ partners and other related stakeholders down the road.
3. Startup/innovator will uphold highest standards of integrity, professionalism in their behavior, dealings and operations.
4. The assistance for the seed funding to the approved/ sanctioned startups shall be provided through approved Nodal Institutions.
5. The assistance should be exclusively utilized for the specified purpose for which it has been sanctioned within the stipulated time.
6. Nodal Institutions should update on utilization status on quarterly basis, for the respective approved/sanctioned startups.
7. Nodal Institute will provide utilization certificates for the amount received within financial year for the purpose for which they have received, on yearly basis to the Office of Industries Commissioner. Assistance for the next financial year shall not be released till Nodal Institute submits utilization certificate for the current financial year.

Exiting from the incubation program:

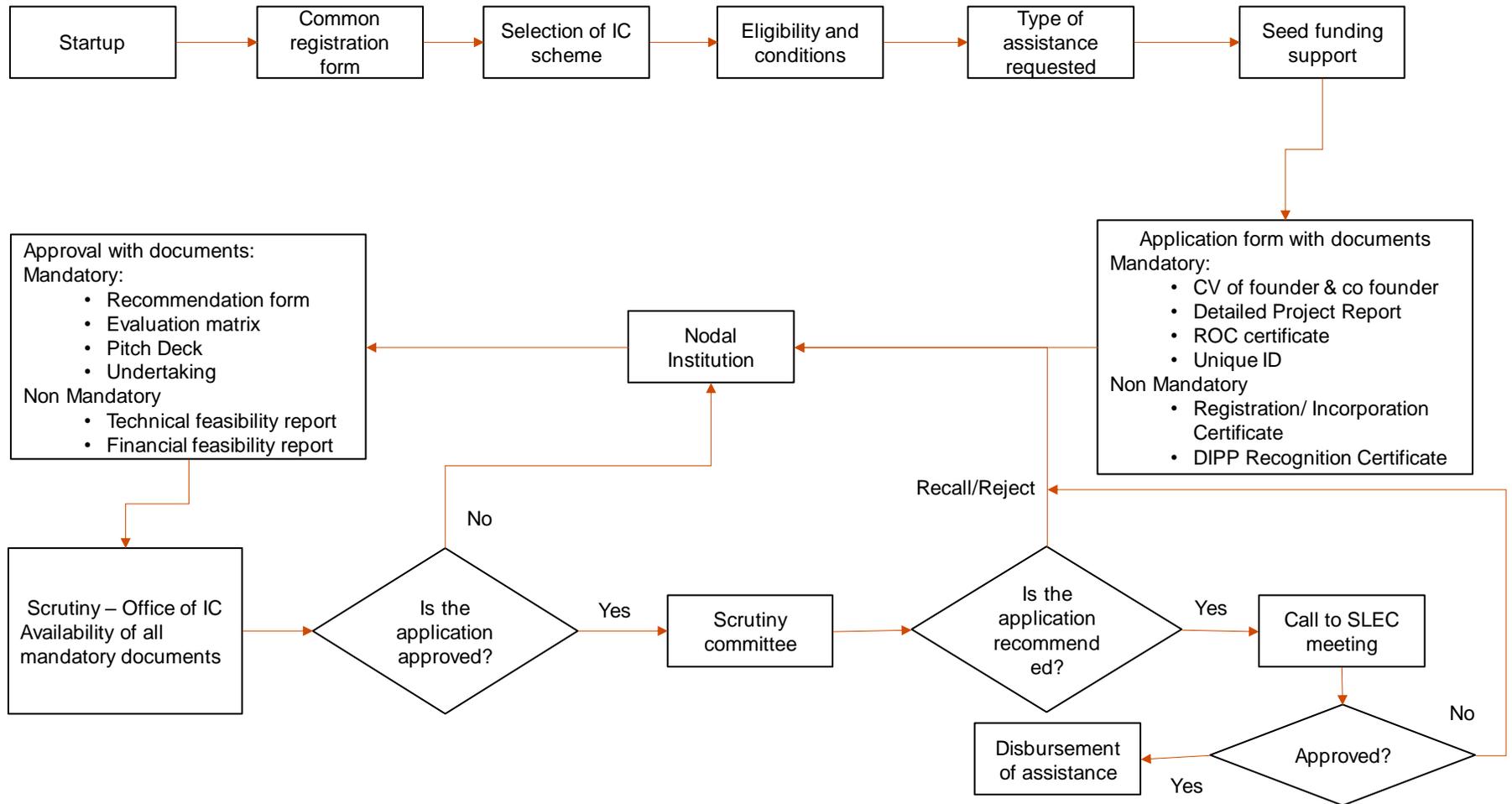
1. **Acquisition:** Startup is acquired by a strategic company/investor while incubated at the nodal institute. In the case of this event, both the NI and Office of the Industries Commissioner, Government of Gujarat has to be notified in writing and due details provided.
2. **Winding down Operations (Both parties agree):** If both the NI and the startup promoters agree that due to infeasibility or lack of traction of product/ service/ business model, it is prudent to shut down operations. The startup and NI will propose the same in writing to Office of the Industries Commissioner, Government of Gujarat with all supporting documents related to product/ service/ business model/ operations/ financials/ HR etc. regarding the reasons for the same and the closing of operations can be solemnized only if agreed upon to by Office of the Industries Commissioner, Government of Gujarat. Upon decision to close operations, if new management is brought in, the equity of the original founders will be as determined by a mutually acceptable arbitral.
3. **Startups cannot exit automatically upon attaining subsequent large round of funding:** A startup/innovator must complete the Office of the Industries Commissioner, Government of Gujarat approved product/process/service development/ marketing activities as planned in a timely manner, even in the event of raising large round of funding. Moreover, the startup/innovator is also bound by obligations to the scheme (as listed above), including acknowledging Office of the Industries Commissioner, Government of Gujarat / NI support and maintaining operations in Gujarat.
4. **Debarred/ removed due to unethical practices:** If the NI determines there is concrete proof of unethical practices (related to incorrect reporting/ accounting/ illegal activities/ serious violations of code of conduct etc.) related to the startup/innovator, it will report the same to Office of the Industries Commissioner, Government of Gujarat along with its recommendation, including initiating steps for termination of incubation at NI and suspension from the Office of the Industries Commissioner, Government of Gujarat startup/innovation scheme. The Office of the Industries Commissioner, Government of Gujarat could give its verdict upon studying the evidence submitted and/ or appoint a 3 person ethics committee to look into the same, if needed. The

recommendations of the committee, including debarring the promoters/startup/innovator, will be binding and final. If only one Promoter among multiple co-founders is guilty, the rest of the co-founder could be allowed to carry forward the enterprise.

- Startup/innovator will follow the guidelines listed above and display basic integrity and professionalism, a breach of which will contribute to discontinuation of disbursement of assistance and debarment from scheme.

In circumstances wherein the startup/innovator wants to change its Nodal Institute, upon furnishing relevant information (non-confidential) by startup/innovator, Office of the Industries Commissioner, Government of Gujarat may look into such requests on a case to case basis. This shall be done in consultation with 3-member expert committee, formed by the office of the industries commissioner to make a determination if the startup's transfer request to another NI can be granted. Startup/innovator will have to provide No Objection Certificate (NOC) issued by both the Nodal Institutions involved in the process, to the Office of the Industries Commissioner, Government of Gujarat.

2.2. Procedure for application on Gujarat Startup Portal for seed support assistance



Procedure for application on Startup Gujarat Portal for Seed support assistance:

Proposed Additions:

1. Eligible Startup may get registered on the online portal (www.startup.gujarat.gov.in) to avail assistance under the scheme. There is no application fee for this scheme.
2. The Start-ups will apply to Nodal Institution with requisites (Application form, Supporting Documents and Undertaking) in prescribed format.
3. Nodal Institution will have to examine the case of Startups thoroughly from the viewpoint of evaluation parameters. After exercising due diligence, Nodal Institution will take decision and recommend (in prescribed format) the startup project proposal to the office of the Industries Commissioner **within 15 working days** from the submission of application.

In case of unwillingness of Nodal Institution to incubate Startup, Nodal Institution shall communicate to the Startup about decision of their proposal with valid reasons within 15 days from the submission of application.

4. The Startup Gujarat Cell will scrutinize each application against the basic eligibility criteria and verify the submission of all required documents from the checklist. Complete proposals received from Nodal Institutions will be forwarded to iCreate, while incomplete proposals will be returned to the Nodal Institutions **within 15 working days**.
5. iCreate will conduct a detailed evaluation through an Expert screening committee, comprised of domain experts, and submit their recommendations to the Startup Gujarat Cell **within 20 working days**.
6. After exercising due diligence, the Startup applications will be placed before the State Level Empowered Committee (SLEC) **within 30 days** from the recommendation of Expert Screening Committee.

State Level Empowered Committee (SLEC) shall meet **once a month preferably** for approve (eligible assistance), reject or recall Startup project proposal.

7. Startup Gujarat Cell will communicate the decision of SLEC to the Nodal Institutions **within 10 working days**. Accordingly, Nodal Institution will communicate the decision of SLEC to the respective Startups on the same day.

Note: In essence, Eligible Startups gets approval for Seed Support and Sustenance allowance within 90 working days from the submission of their application at Nodal Institution.

2.3.Application form for the Seed support assistance

| Particulars | Details |
|--|---------|
| 1. Basic details of the Startup: | |
| Startup registered company name/ proposed name | |
| Date of incorporation | |
| Brand name | |
| Website of start up (if any) | |
| Registered company address | |
| 2. Details of founders/ Co-founders: | |
| Name of Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Registered Address | |
| Name of Co-Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Mobile Number | |
| Email ID | |
| Name of Other team members | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| 3. Details of Product/ Process/ Service | |
| Product / Process/ Service (please tick applicable) | |
| Description of Product/ Process/ Service | |
| Field / Sector of Startup (i.e. pharmaceuticals, IOT, ICT, Electronics, etc.) | |
| What is the inspiration behind this idea? | |
| Describe the innovative elements of the idea along with comparisons of prior products available. | |
| If it is a technology business idea with larger technology uncertainties and/ or long gestation periods, what is the estimated gestation period? | |
| If it is a technology business idea leveraging technology or IP from publicly funded research or academic organizations, please mention the organization and whether licensing of their technology would be required or not. | |
| Please specify, if it is a business idea with considerable potential for social impact. If yes, then describe the social impact. | |
| 4. Details about Nodal Institution | |
| Name of the Institution | |

| Particulars | Details |
|--|--|
| Facilities expected by Startup from the institution | <input type="checkbox"/> Prototype/Product/ Process Development Facilities i.e. space, internet etc. <input type="checkbox"/> Mentoring Services <input type="checkbox"/> Laboratory <input type="checkbox"/> Library <input type="checkbox"/> Any Other Services required (please specify) <hr/> |
| 5. Competitive landscape | |
| Who are the current or future players in this market? | |
| What is your USP of your product/ process/ service for sustaining against the competition in the market? | |
| 6. Business model: | |
| What are the different revenue streams for your product/service? | |
| What is the cost structure of your product/service? | |
| What is the expected gross margin? | |
| Who all will be affected by your solution and what benefits do they derive? Time saving, convenience, quality of life, etc. | |
| What is targeted customer segment? | |
| What is the current stage of the product/service? (i.e. Ideation/ Validation / Early traction / Scaling) | |
| What is the action plan for the next 5-10 years? | |
| 7. The market: | |
| Please write about the market you are addressing (value, number of people served, expected geographical areas to be covered) | |
| Market share you are expecting to capture | |
| 8. Go to market Strategy: | |
| What marketing channels do you plan to use? | |
| What tie-ups will you need to establish? | |
| What are the key resources anticipated for marketing the product/service? | |
| What is the exit strategy (if any)? | |
| What if you are not able to get market recognition? | |
| 9. Details of the Project cost | |

| Particulars | Details |
|--|----------------|
| Product/process/prototype Development | |
| Market research | |
| Testing / trials | |
| Marketing/publicity | |
| Any other category (please specify) | |
| Total estimated project cost for startup (in INR) | |
| Amount incurred by founders in startup till date (in INR) | |
| Amount required as seed support assistance from the Government of Gujarat (INR) | |
| 10. Approval/sanction of assistance (to be filled by SLEC) | |
| Amount approved as seed support assistance from the Government of Gujarat (in INR) | |

2.4.Supporting documents

Following mandatory documents are to be attached with application form:

1. Pitch presentation with following details:

- Problem statement
- Objective for the startup or innovation
- Description of product/ service
- How does it work?
- USP/Uniqueness of the product/service
- Target market and customers
- Competition analysis – key competitors, advantage of product/ service over competition etc.
- Detailed project cost breakup
- Tentative action plan for the next 3-5 years
- Revenue projections for the next 3-5 years

2. Evaluation matrix by Nodal Institution

3. Recommendation form by Nodal Institution (revised format is attached for reference)

Following non -mandatory documents are desirable to be attached with application form:

1. **Technical feasibility/ product testing report / certification (if any)**
2. **Financial feasibility report / certification (if any)**

2.5. Undertaking

(On Rs. 50/-non judicial stamp paper)

I / We have read the eligibility & conditions as well as GR No. MIS – 102020 – 327049 - I dated 01/09/2020 of Government of Gujarat.

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve our Start-up/Innovation under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I / We understand that in case our Start-up is recommended under this scheme, it is based on the information furnished by me / us and in case there is any significant deviation in core offering and other changes in the venture, I / We will keep the Incubator and Government of Gujarat informed.

Seal and Signature of Institute

Name and Signatures of all the Team members

Name:

Designation:

2.6. Form for recommendation by Nodal Institution for the Seed support assistance & sustenance allowance to Startup

| Recommendations of Screening Committee: | | | | |
|--|--|----------------------------|---------------------|------|
| 1.0 | Startup Company Name: | | | |
| | Brand Name of Startup: | | | |
| | Innovator/Founder Name: | | | |
| | Founder Background: | | | |
| 1.0(I) | Qualification of the Candidate | | | |
| 1.0(II) | Experience | | | |
| 1.0(III) | Capability to fulfill the project | | | |
| 1.0(IV) | Any other background | | | |
| 1.1 | Viability of the Project | Technical Viability: | Economic Viability: | |
| 1.2 | Estimated Duration of the Project phase of the venture | | | |
| 1.3 | Market Potential | | | |
| 1.4 | Assistance to be provided (like mentoring service, prototype development, raw material, other equipment usage, etc.) | 1. 2. 3. 4. 5. | | |
| 1.5 | Names of the members of Screening Committee | Names | Area of expertise | Sign |
| | | 1. | | |
| | | 2. | | |
| | | 3. | | |
| | | 4. | | |
| | | 5. | | |
| 6. | | | | |

| | | |
|-----|---|--|
| 1.6 | <p>Recommendations of Screening Committee:</p> <ol style="list-style-type: none"> 1. Product/Service usefulness 2. Uniqueness 3. Technology innovation 4. Job-creation potential 5. Market potential/Scalability of the project 6. Impact on society 7. Current project status 8. Any Other Specify | |
| 1.7 | Assistance required based on the recommendations of the committee: | |
| | Product/process/prototype Development | |
| | Market research | |
| | Testing / trials | |
| | Marketing/publicity | |
| | Any other category (please specify): | |
| | Total estimated project cost for startup (in INR) | |
| | Amount incurred by founders in startup till date (in INR) | |
| | Amount required as seed support assistance from the Government of Gujarat (INR) | |
| | Does the startup require sustenance allowance? Yes/No | |
| | Does the startup have at least one-woman co-founder? Yes/No | |
| | Amount required as sustenance allowance from the Government of Gujarat (in INR) | |
| | Total recommended assistance (in INR) (seed support + Sustenance allowance) | |

Remark: If Innovators have any PROTOTYPE/BUSINESS MODEL of the Unit/Product/Sample of their Innovative Idea they may present it in front of the Screening Committee of the Nodal Institute.

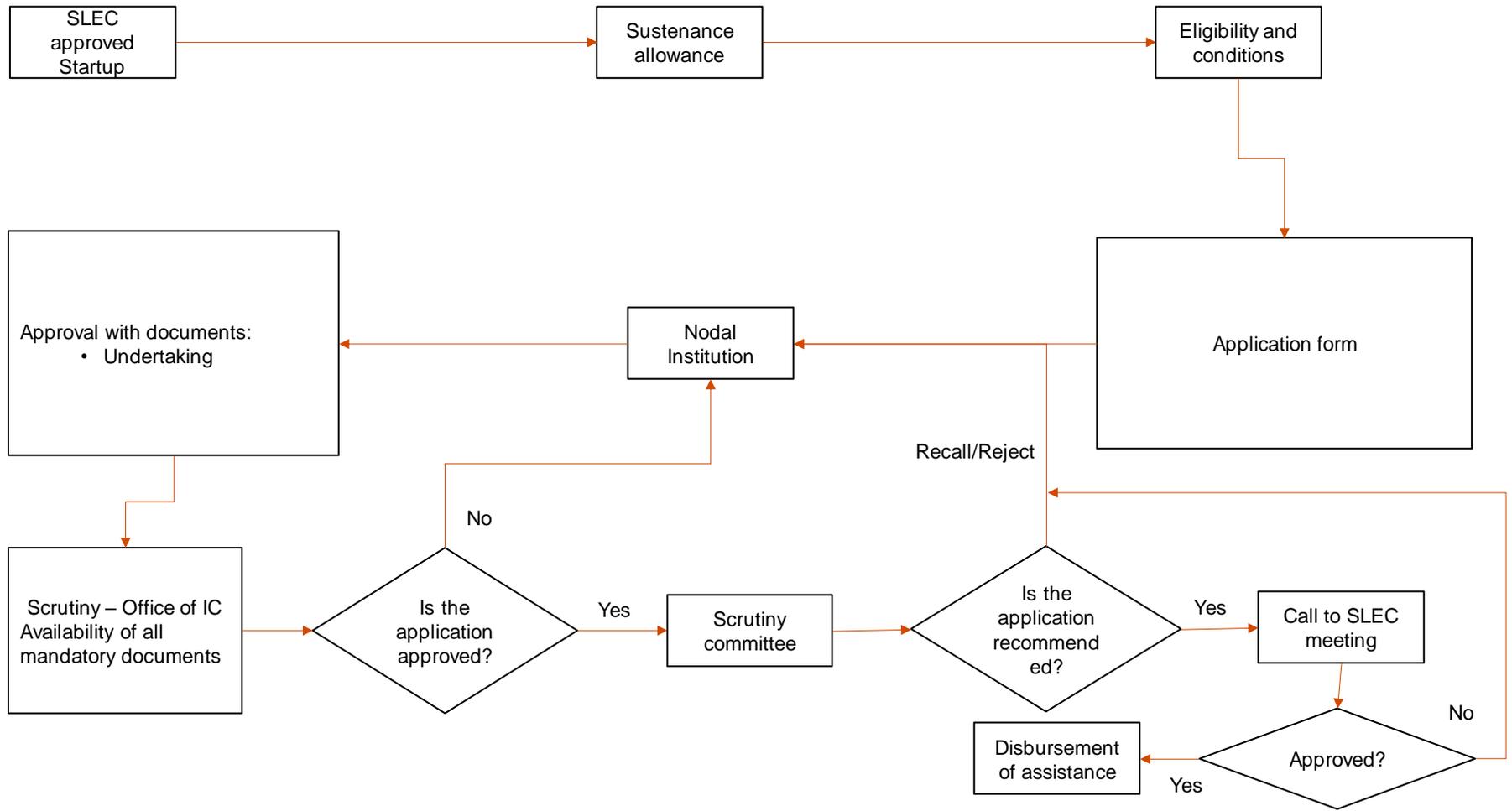
3. Sustenance allowance

3.1. Eligibility and conditions

- The eligibility and conditions for startup/innovator and Nodal institutions before availing this assistance are as follows:
 1. The startup should be approved/sanctioned under State Level Empowered Committee (SLEC).
 2. Sustenance allowance of INR 20,000 per month per startup shall be provided to the startups for a period of one year up to INR 2,40,000. In case of startups having at least one- woman founder/co-founder, INR 25,000 per month per startup shall be provided for a period of one year up to INR 3,00,000.
 3. Startup/innovator once approved for the Government of Gujarat assistance will not quit mid-way during the tenure of the scheme, except under special circumstances such as startup being acquired, startup operations have been wound down and the nodal institute is in agreement that since due to infeasibility/ lack of traction for product/ service/ business model closing down operations is a prudent option and/ or a force majeure event.
 4. Startup/innovator will acknowledge the support provided by the Office of the Industries Commissioner, Government of Gujarat on their website, any marketing communications and also in interactions with investors/ partners and other related stakeholders down the road.
 5. The assistance should be exclusively utilized for the specified purpose for which it has been sanctioned within the stipulated time.
 6. The assistance for the sustenance allowance to the sanctioned/approved startups shall be provided through approved Nodal Institutions.
 7. Nodal Institutions should update on utilization status on quarterly basis, for the respective approved/sanctioned startups. Assistance for the next financial year shall not be released till Nodal Institute submits utilization status for the current financial year.

Startup/innovator and Nodal Institution will follow the guidelines listed above and display basic integrity and professionalism, a breach of which will contribute to discontinuation of disbursement of assistance and debarment from scheme.

3.2. Procedure for application on Gujarat Startup Portal for sustenance allowance



3.3.Application form for the Sustenance allowance

| Particulars | Details |
|---|---------|
| 11. Basic details of the Startup: | |
| Startup registered company name/ proposed name | |
| Date of incorporation | |
| Brand name | |
| Website of start up (if any) | |
| Registered company address | |
| 12. Details of founders/ Co-founders: | |
| Name of Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Registered Address | |
| Name of Co-Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Mobile Number | |
| Email ID | |
| Name of Other team members | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| 13. Details of Product/ Process/ Service | |
| Product / Process/ Service (please tick applicable) | |
| Description of Product/ Process/ Service | |
| 14. Sustenance allowance | |
| Do you have any other source of income? Yes/No | |
| Does the startup require sustenance allowance? Yes/No | |
| Does the startup have at least one-woman co-founder? Yes/No | |
| Amount required as sustenance allowance from the Government of Gujarat (in INR) | |
| 15. Approval/sanction of assistance (to be filled by SLEC) | |
| Amount approved as sustenance allowance from the Government of Gujarat (in INR) | |

3.4.Undertaking

(On Rs. 50/-non judicial stamp paper)

I / We have read the eligibility & conditions as well as GR No. MIS – 102020 – 327049 - I dated 01/09/2020 of Government of Gujarat.

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve our Start-up/Innovation under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I / We understand that in case our Start-up is recommended under this scheme, it is based on the information furnished by me / us and in case there is any significant deviation in core offering and other changes in the venture, I / We will keep the Incubator and Government of Gujarat informed.

Seal and Signature of Institute

Name and Signatures of all the Team members

Name:

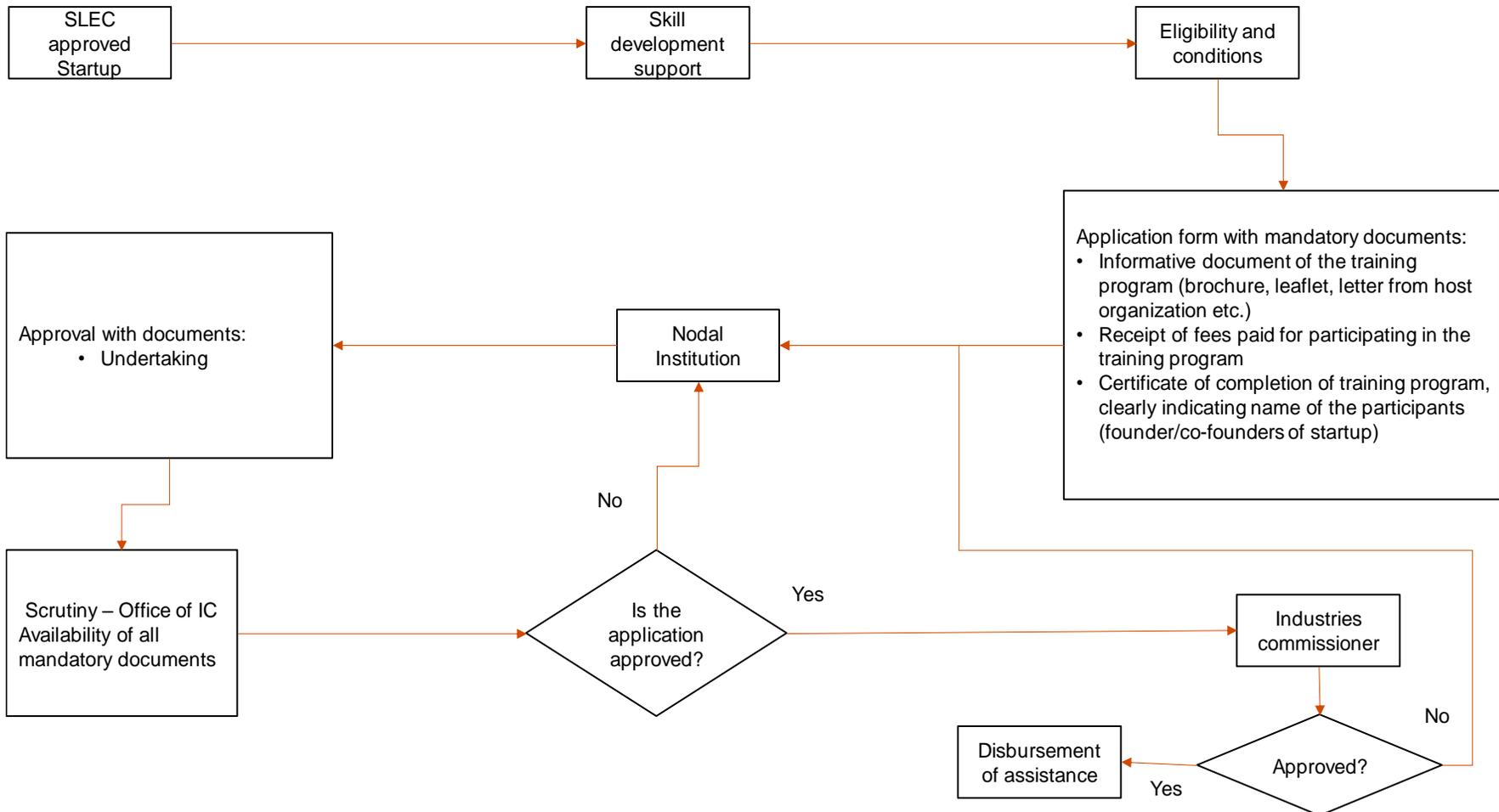
Designation:

4. Assistance for skill development

4.1. Eligibility and conditions

- The eligibility and conditions for startup/innovator before availing this assistance are as follows:
 1. The startup should be approved/sanctioned under State Level Empowered Committee (SLEC).
 2. Financial assistance up to INR 1 lakh per approved/ sanctioned startup shall be given for participating in skill development training programs on reimbursement basis.
 3. A startup/innovator can avail this assistance up to maximum limit of INR 1 lakh on a reimbursement basis during the operative period of the scheme for assistance for startups/innovation – Gujarat Industrial Policy 2020.
 4. All founder and co-founders of the startup shall be eligible for the assistance provided that the total fee amount does not exceed INR 1 lakh per startup.
 5. Assistance shall be provided for skill development trainings specific to soft skills, managerial skills, marketing skills, financing skills for the startup project. Such skill development training should support the startups in understanding the ecosystem, fund raising, commercializing and scaling up the startup project.
 6. The institution hosting such programs should be approved by any of the following authorities:
 - i. National Skill Development Corporation (NSDC)
 - ii. Ministry of MSME
 - iii. All India Council of Technical Education (AICTE)
 - iv. National Assessment and Accreditation Council (NAAC)
 - v. University Grants Commission (UGC)
 - vi. Institutions recognized as per National Institutional Ranking Framework, 2020 by Ministry of Human Resource Development (MHRD), GoI
 - vii. Institute of Chartered Accountants of India (ICAI)
 - viii. Institute of Company Secretaries of India (ICSI)
 - ix. Ministry of Science and Technology, Government of India
 - x. Department of Science and Technology, Government of Gujarat
 - xi. Any other institutes as approved by the competent authority
 7. Only fees/charges paid for participating in training program shall be considered for the reimbursement. It is clarified that to and fro conveyance/accommodation expenses will not be considered under this assistance.
 8. Startup/innovator shall apply for availing the assistance for skill development support under the scheme, within 3 months (90 days) from the date of accomplishment of the training program subject to his/her eligibility criteria and the submission of the documents.
 9. The Office of Industries Commissioner shall examine the documents provided along with application form for the reimbursement.
 10. After scrutiny by the Office of Industries Commissioner, assistance shall be approved by Industries Commissioner.
 11. The assistance should be exclusively utilized for the specified purpose for which it has been sanctioned within the stipulated time.
 12. The assistance for the sustenance allowance to the sanctioned/approved startups shall be provided through approved Nodal Institutions

4.2. Procedure for application on Gujarat Startup Portal for assistance for skill development



4.3.Application form – assistance for skill development

| Particulars | Details |
|---|---------|
| 1. Basic details of the Startup: | |
| Startup registered company name/ proposed name | |
| Date of incorporation | |
| Brand name | |
| Website of startup (if any) | |
| Registered company address | |
| Date of approval under SLEC | |
| Name of Nodal Institution | |
| 2. Details of founder/ Co-founders: | |
| Name of Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Registered Address | |
| Name of Co-Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Name of Other team members | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| 3. Details of Product/ Process/ Service | |
| Product / Process/ Service (please tick applicable) | |
| Description of Product/ Process/ Service | |
| Field / Sector of Startup (i.e. pharmaceuticals, IOT, ICT, Electronics, etc.) | |
| 4. Details of the Training program | |
| Name of the program | |
| Brief description of the program | |
| Address of the program venue | |
| Name of the Host institution | |
| Address of the Host institution | |
| Program start date | |
| Program end date | |
| Duration (in days) | |
| Name of the contact person from the program | |
| Contact details of the contact person | |
| Website of the program (if any) | |

| Particulars | | Details |
|---|---|-----------------|
| Provided details of skills which were attempted for development, under the program? | | |
| How did program help you to meet skill requirement for the development of startup? | | |
| Have you received financial assistance for skill development under any other scheme of Government of Gujarat or Government of India? Yes/No | | |
| If yes, please provide following details: <ul style="list-style-type: none"> • Name of the scheme/schemes • Amount of assistance received (INR) • No. of beneficiaries | | |
| 5. Details of fees/charges paid for participation in the training program | | |
| No. of founder/ co-founders attended the program | | |
| Name of founder/ co-founders attended the program | | |
| Fees/charges paid for the participation per person (INR) | | |
| Total fees/charges paid (INR) | | |
| Amount required from Government of Gujarat as assistance for skill development (INR) | | |
| 6. Details of assistance received for skill development under Scheme for assistance for Startups/innovation – Gujarat Industrial Policy 2020 | | |
| Have you received assistance for skill development till date under this scheme? Yes/No. | | |
| If Yes, please provided details below: | | |
| Sr. No | Date of sanction/approval of assistance | Amount (in INR) |
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
| 9. | | |

| Particulars | | Details |
|--|--|---------|
| 10. | | |
| Total (in INR) | | |
| 7. Approval/ sanction of assistance (to be filled by the Office of Industries Commissioner) | | |
| Amount approved/sanctioned as assistance for skill development (in INR) | | |

4.4.Supporting documents

Please attach following mandatory documents along with application form:

- Informative document of the training program (brochure, leaflet, letter from host organization etc.)
- Receipt of fees paid for participating in the training program
- Certificate of completion of training program, clearly indicating name of the participants (founder/co-founders of startup)

4.5. Undertaking

(On Rs. 50/-non judicial stamp paper)

I / We have read the eligibility & conditions as well as GR No. MIS – 102020 – 327049 - I dated 01/09/2020 of Government of Gujarat.

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve the assistance for skill development under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I / We understand that in case the assistance for skill development is approved under this scheme, it is based on the information furnished by me / us and in case there is any significant deviation in core offering and other changes in the venture, I / We will keep the Incubator and Government of Gujarat informed.

Seal and Signature of Institute

Name and Signatures of all the Team members

Name:

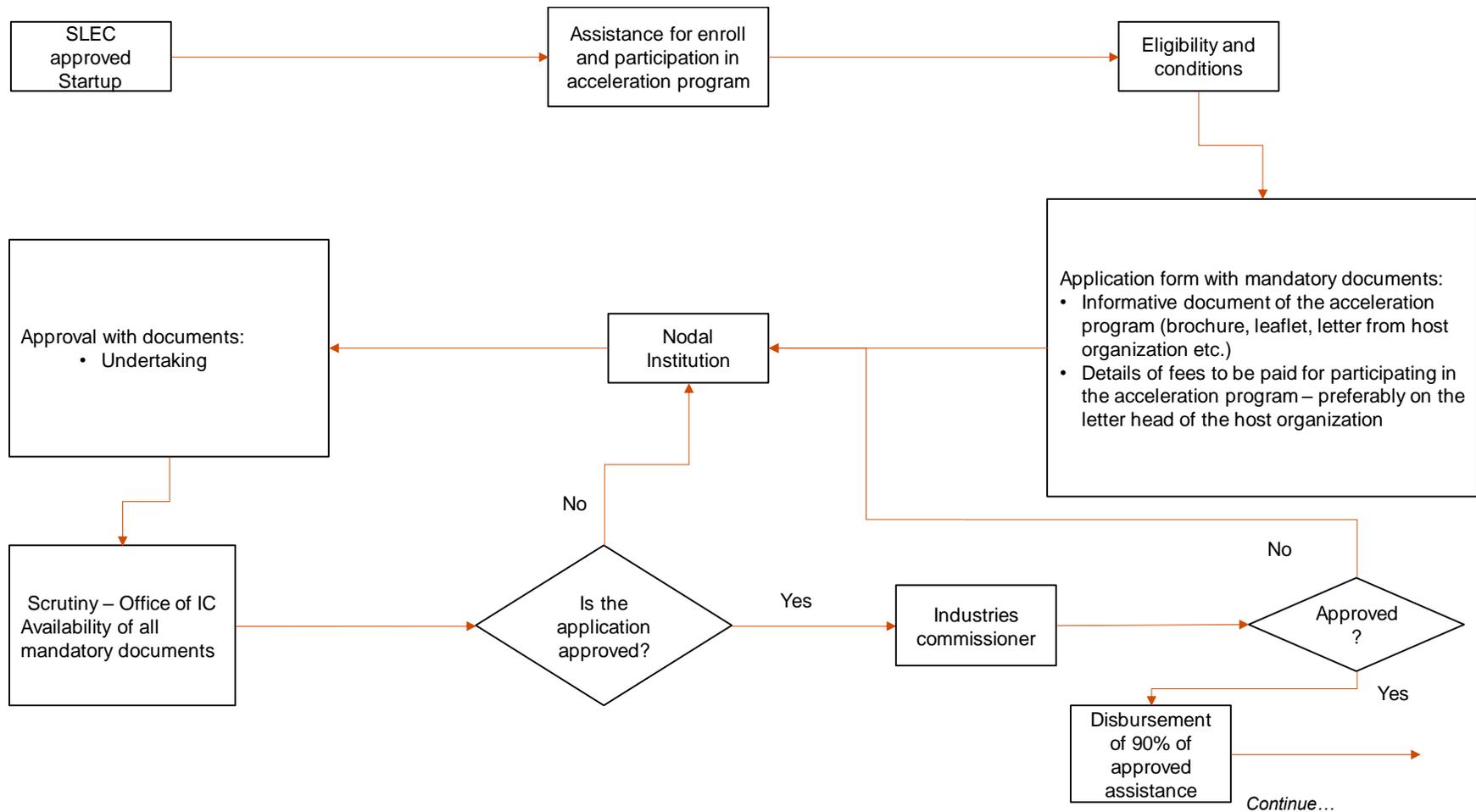
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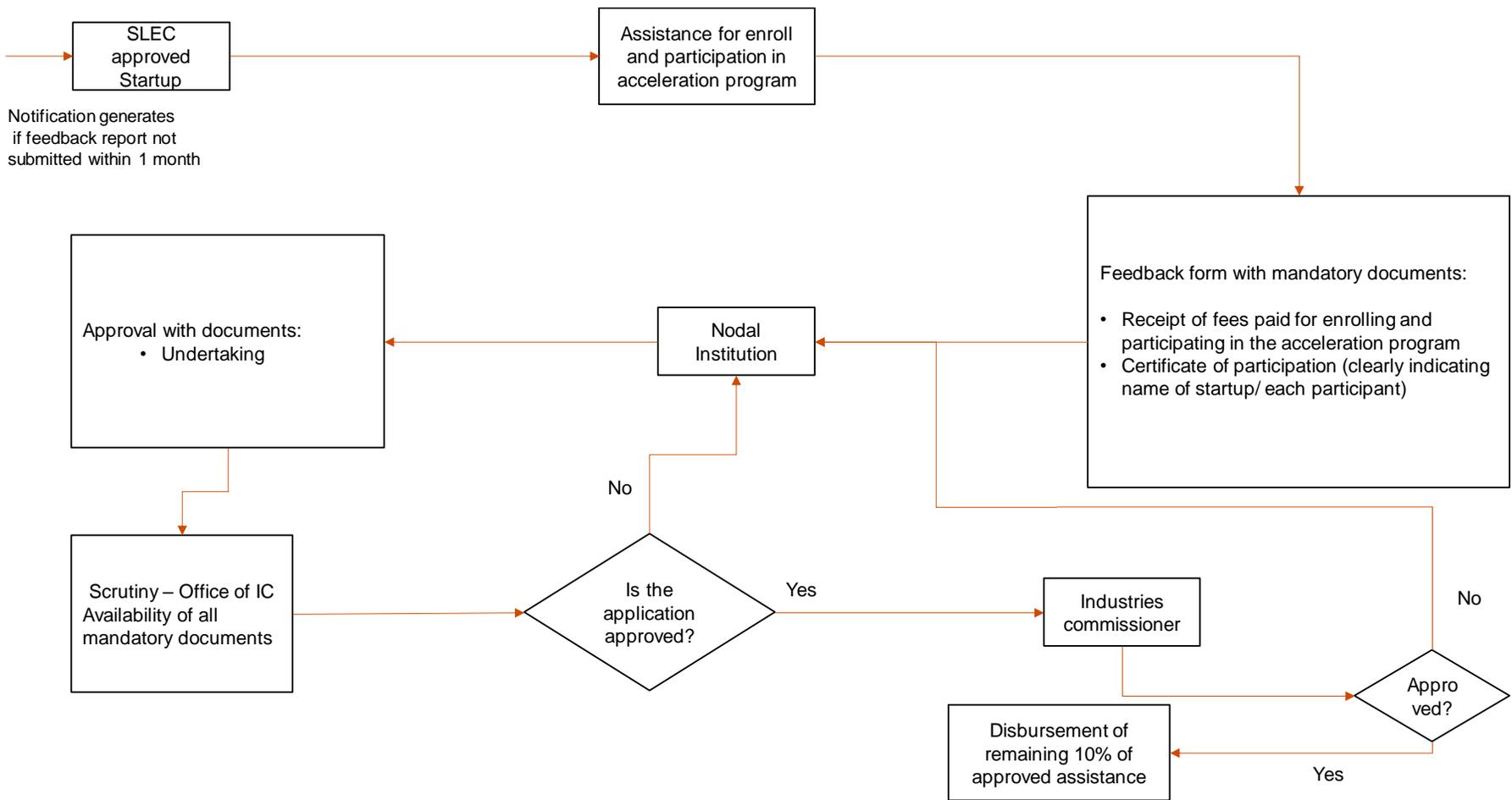
5. Assistance to enroll and participate in an Acceleration program

5.1. Eligibility and conditions

- The eligibility and conditions for startup/innovator before availing this assistance are as follows:
 1. The startup should be approved/sanctioned under State Level Empowered Committee (SLEC).
 2. Financial assistance up to INR 3 lakh per startup shall be given to enroll and participate for national /international recognized acceleration program.
 3. An acceleration program 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 at accelerating the growth of the startup.
 4. An acceleration program of duration less than a month shall not be considered for evaluation under this assistance.
 5. Only fees/charges paid for participating in acceleration program shall be considered for the assistance. It is clarified that to and fro conveyance/accommodation expenses will not be considered under this assistance.
 6. Startup/innovator shall apply for availing the assistance for acceleration program under the scheme, 1 month (30 days) before the program start date, subject to his eligibility criteria and the submission of the documents. The applications received after that shall not be considered for the assistance.
 7. The Office of Industries Commissioner shall examine the documents provided along with application form for approval of assistance.
 8. After scrutiny by the Office of Industries Commissioner, assistance shall be approved by Industries Commissioner.
 9. The startup must submit feedback report to the Office of Industries Commissioner with necessary documents, within one month after completion of acceleration program.
 10. 90% of the approved/ sanctioned amount shall be allotted to startups after approval of application. Remaining 10% of the approved/ sanctioned assistance shall be allotted startups after submission and approval of the feedback report.
 11. The assistance should be exclusively utilized for the specified purpose for which it has been sanctioned within the stipulated time.
 12. After approval and disbursement of assistance, if the program gets cancelled, Startup must inform the Nodal Institute as well as the Office of Industries Commissioner and deposit/transfer the amount to the issuing bank account within 1 month from the date of cancellation of the program. After receipt of the amount, Nodal Institute must deposit / transfer the amount to the Govt. of Gujarat within 1 month from the date of receipt of amount from the Startup.

5.2. Procedure for application on Gujarat Startup Portal for assistance to enroll and participate in acceleration program





5.3. Supporting documents

Please attach following mandatory documents along with application form:

- Informative document of the acceleration program (brochure, leaflet, letter from host organization etc.)
- Details of fees to be paid for participating in the acceleration program – preferably on the letter head of the host organization
- Feedback report (as per format attached) within 1 month after attending the acceleration program.

5.4. Undertaking

(On Rs. 50/-non judicial stamp paper)

I / We have read the eligibility & conditions as well as GR No. MIS – 102020 – 327049 - I dated 01/09/2020 of Government of Gujarat.

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve the assistance for enrolment and participation in acceleration program under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I / We understand that in case the assistance for acceleration program is approved under this scheme, it is based on the information furnished by me / us and in case there is any significant deviation in core offering and other changes in the venture, I / We will keep the Incubator and Government of Gujarat informed.

I, _____, authorized signatory of the Nodal Institute confirm that the details provided above are true and correct. I recommend to the startup to participate in the acceleration program as listed above.

After approval and disbursement of assistance, if the program gets cancelled, I/We will inform the Nodal Institute as well as the Office of Industries Commissioner and deposit/transfer the amount to the issuing bank account within 1 month from the date of cancellation of the program. After receipt of the amount, I _____, authorized signatory of the Nodal Institute confirm that, the Nodal Institute will deposit / transfer the amount to the Government of Gujarat within 1 month from the date of receipt of amount from the Startup.

Signature of Founder

Name and Signatures of all the Team members

Name:

Date:

Signature of Authorised signatory of Nodal
Institute

Name:

Designation:

Date:

5.5. Feedback form

(to be filled by startup within 1 month after attending acceleration program):

| Particulars | Details |
|--|---------|
| 1. Basic details of the Startup: | |
| Startup registered company name/ proposed name | |
| Date of incorporation | |
| Brand name | |
| Website of startup (if any) | |
| Registered company address | |
| Date of approval under SLEC | |
| Name of Nodal Institution | |
| 2. Details of founder/ Co-founders: | |
| Name of Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Registered Address | |
| Name of Co-Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Name of Other team members | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| 3. Details of Product/ Process/ Service | |
| Product / Process/ Service (please tick applicable) | |
| Description of Product/ Process/ Service | |
| Field / Sector of Startup (i.e. pharmaceuticals, IOT, ICT, Electronics, etc.) | |
| 4. Details of the Acceleration program | |
| Name of the program | |
| Name of the Host institution | |
| Program start date | |
| Program end date | |
| Duration (in days) | |
| Website of the program (if any) | |
| 5. Details of fees/charges paid for participation in the acceleration program | |
| No. of founder/ co-founders attended the program | |
| Name of founder/ co-founders attended the program | |

| Particulars | Details |
|--|----------------|
| Fees/charges paid for the participation per person (INR) | |
| Total fees/charges paid (INR) | |
| Amount sanctioned/approved by Government of Gujarat as assistance to enroll and participate in the acceleration program (INR) | |
| 6. Details of benefits obtained from the acceleration program: | |
| List out and provide brief description of benefits received from participating in the acceleration program | |
| Did you get chance to pitch your idea to the investors? Yes/no | |

5.6. Supporting documents for feedback form

Please attach following mandatory documents along with feedback report:

- Receipt of fees paid for enrolling and participating in the acceleration program
- Certificate of participation (clearly indicating name of startup/ each participant)

5.7. Undertaking for feedback form

(On Rs. 50/-non judicial stamp paper)

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve the assistance for enrolment and participation in acceleration program under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I, _____, authorized signatory of the Nodal Institute confirm that the details provided above is true and correct.

Signature of Founder

Name and Signatures of all the Team members

Name:

Date:

Signature of Authorised signatory of Nodal
Institute

Name:

Designation:

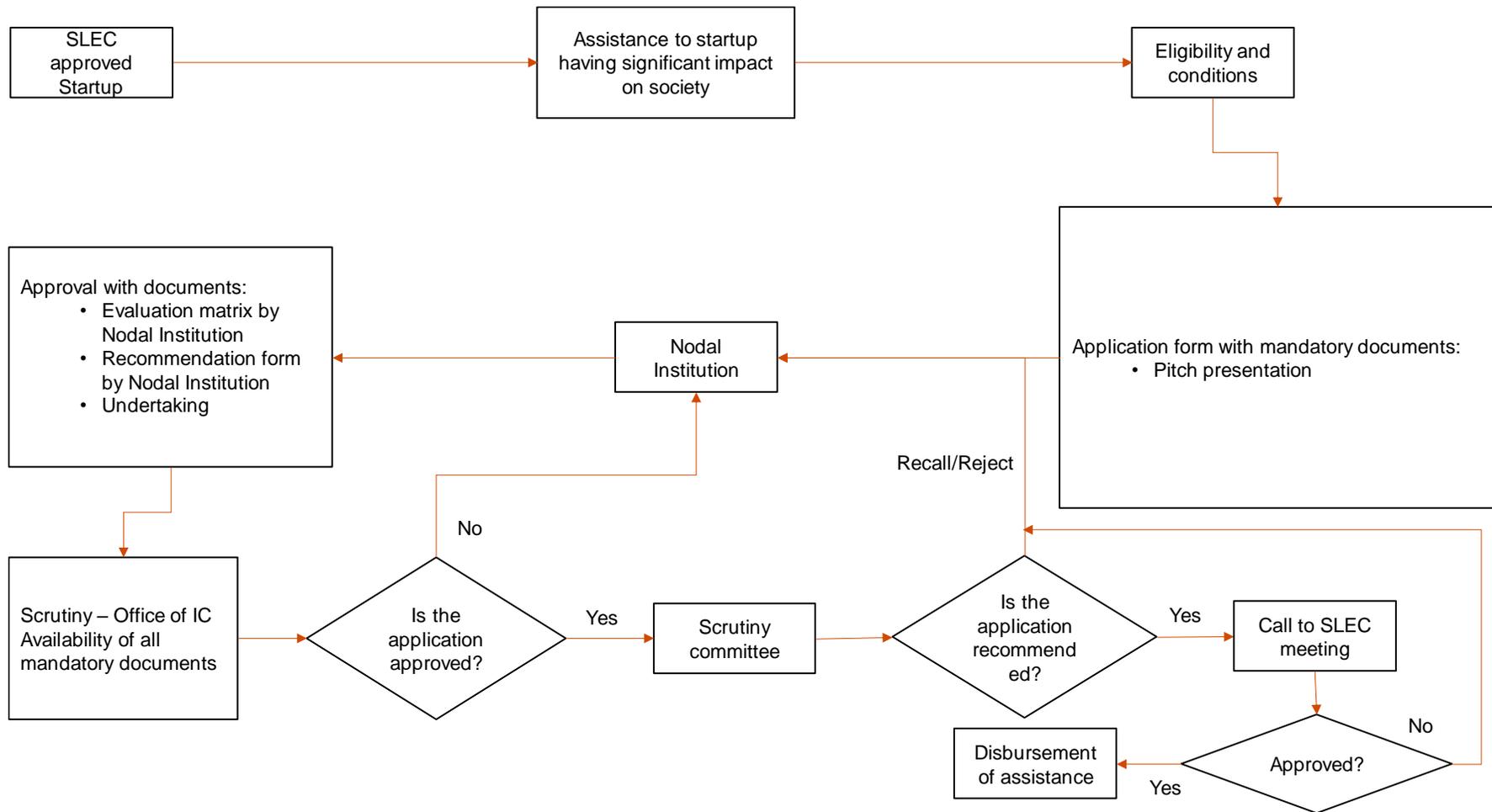
Date:

6. Assistance to startups having significant impact on Society

6.1. Eligibility and conditions

1. The startup should be approved/sanctioned under State Level Empowered Committee (SLEC).
2. A startup generating social impact should be characterized by an entrepreneurial approach for delivering activities that are aligned with a clear social mission.
3. A startup/innovator, as a part of its for profit – activity, which may achieve some incidental social impact, shall not be considered under this category. The intent of startup/innovator seeking this assistance must be focused and generating measurable social impact.
4. A startup generating substantial social impact in following areas shall be considered for the evaluation under this category of assistance:
 - i. Provision of means of livelihood to community/society
 - ii. Upliftment of community/ group of people of the society
 - iii. Conservation of environment
 - iv. Animal welfare and protection
 - v. Rural development with technology
 - vi. Women empowerment
 - vii. Protection from pandemics and fatal diseases
 - viii. Any other sector approved by SLEC
5. Assistance up to INR 10 lakh shall be provided for startups having innovative projects which have a significant impact on society, based on the conditions on approval /sanction given by the SLEC.
6. The assistance to the sanctioned/approved startups shall be provided through approved Nodal Institutions.
7. Nodal Institutions should update on utilization status on quarterly basis, for the respective approved/sanctioned startups.
8. Nodal Institute will provide utilization certificates for the amount received within financial year for the purpose for which they have received, on yearly basis to the Office of Industries Commissioner. Assistance for the next financial year shall not be released till Nodal Institute submits utilization certificate for the current financial year.
9. The assistance should be exclusively utilized for the specified purpose for which it has been sanctioned within the stipulated time

6.2. Procedure for application Gujarat Startup Portal for assistance to startup having significant impact on the society



6.3. Application Form for additional assistance for startup having significant impact on the society

| Particulars | Details |
|--|---------|
| 1. Basic details of the Start up: | |
| Start up registered company name/ proposed name | |
| Date of incorporation | |
| Website of start up (if any) | |
| Registered company address | |
| Date of approval under SLEC | |
| Name of Nodal Institution | |
| 2. Details of founder/ Co-founders: | |
| Name of Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Registered Address | |
| Name of Co-Founder | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| Name of Other team members | |
| Gender (Male/ Female/ Other) please tick applicable | |
| Contact Number | |
| Email ID | |
| 3. Details of Product/ Process/ Service | |
| Product / Process/ Service (please tick applicable) | |
| Description of Product/ Process/ Service | |
| Field / Sector of Start up (i.e. pharmaceuticals, IOT, ICT, Electronics, etc.) | |
| 4. Details related to social impact generated by the start up | |
| Please describe mission of the start-up | |
| Please describe vision of the start up | |
| Which are the stakeholders benefited from the social impact generated by the start up? | |
| Describe measurable social impact generated by the start up | |
| Describe non-measurable social impact generated by the start up | |

| Particulars | Details |
|---|---------|
| Have you received financial assistance for the start-up under any other scheme of Government of Gujarat or Government of India? Yes/No | |
| If yes, please provide following details: <ul style="list-style-type: none"> • Name of the scheme/schemes • Amount of assistance received (INR) • No. of beneficiaries | |
| 5. Details of assistance approved/sanctioned under Scheme for assistance for Startups/Innovation – Gujarat Industrial Policy 2020 | |
| Amount approved/sanctioned as seed support assistance from the Government of Gujarat (in INR) | |
| Amount approved/sanctioned as sustenance allowance from the Government of Gujarat (in INR) | |
| Amount approved/sanctioned as skill development assistance from the Government of Gujarat (INR) | |
| Amount approved/sanctioned as assistance to enrol and participate for acceleration program from the Government of Gujarat (INR) | |
| 6. Details of additional assistance required for startups having significant impact on the society | |
| Why do you require an additional assistance? Please describe the reason. | |
| Amount required as additional assistance for startups having significant impact on the society (in INR) | |
| 7. Approval/sanction of assistance (to be filled by SLEC) | |
| Amount approved as additional assistance for startups having significant impact on the society (in INR) | |

6.4.Supporting documents

Please attach following mandatory documents along with application form:

- **Pitch presentation with following details:**
 - Social issue that a startup intends to address
 - Mission of the startup
 - Vision of the startup
 - Description of product/ service
 - How does it work?
 - Tentative action plan for the next 3-5 years
 - Details of the stakeholders benefited from the social impact generated by the startup
 - Describe measurable social impact generated by the startup. You must support it with photographs, interviews/testimonials of stakeholders/beneficiaries, recognitions or achievements etc.
 - Describe non-measurable social impact generated by the startup. You must support it with photographs, interviews/testimonials of stakeholders/beneficiaries, recognitions or achievements etc.
- **Evaluation matrix by Nodal Institution**
- **Recommendation form by Nodal Institution (format is attached for reference)**

6.5. Undertaking

(On Rs. 50/-non judicial stamp paper)

I / We have read the eligibility & conditions as well as GR No. MIS – 102020 – 327049 - I dated 01/09/2020 of Government of Gujarat.

I / We hereby declare that all the information provided by me / us is true and correct. I / We have not hidden any information that could impact the decision of Government of Gujarat to approve the additional assistance to startups having a significant impact on society under the scheme.

I/We hereby declare that our start-up has not been blacklisted / debarred by any agency/state government/central government authority for any issues related with the directors/company.

I, _____, authorized signatory of the Nodal Institute confirm that the details provided above are true and correct. I recommend the startup to avail additional assistance for generating social impact on the society.

I / We understand that in case our Start-up is recommended under this scheme, it is based on the information furnished by me / us and in case there is any significant deviation in core offering and other changes in the venture, I / We will keep the Incubator and Government of Gujarat informed.

Signature of Founder

Name and Signatures of all the Team members

Name:

Date:

Signature of Authorised signatory of Nodal
Institute

Name:

Designation:

Date:

6.6. Form for recommendation by Nodal Institution for the additional assistance to startups having significant impact on the society

| Recommendations of Screening Committee: | | | | |
|--|--|----------------------|---------------------|------|
| 1.0 | Start up Company Name: | | | |
| | Brand Name of Start up: | | | |
| | Innovator/Founder Name: | | | |
| | Founder Background: | | | |
| 1.0(I) | Qualification of the Candidate | | | |
| 1.0(II) | Experience | | | |
| 1.0(III) | Capability to fulfill the project | | | |
| 1.0(IV) | Any other background | | | |
| 1.1 | Viability of the Project | Technical Viability: | Economic Viability: | |
| 1.2 | Estimated Duration of the Project phase of the venture | | | |
| 1.3 | Market Potential | | | |
| 1.5 | Names of the members of Screening Committee | Names | Field | Sign |
| | | 1. | | |
| | | 2. | | |
| | | 3. | | |
| | | 4. | | |
| | | 5. | | |
| | | 6. | | |

| | | |
|-----|--|--|
| 1.6 | <p>Recommendations of Screening Committee:</p> <ol style="list-style-type: none"> 1. Current project status 2. Stakeholders benefitted from the social impact generated by the startup 3. Measurable social impact generated by the startup 4. Non-measurable social impact generated by the startup | |
| 1.7 | Assistance required based on the recommendations of the committee: | |
| | Total estimated project cost for startup (in INR) | |
| | Amount incurred by founders in startup till date (in INR) | |
| | Amount approved/sanctioned as seed support assistance from the Government of Gujarat (INR) | |
| | Amount approved/sanctioned as sustenance allowance from the Government of Gujarat (INR) | |
| | Amount approved/sanctioned as skill development assistance from the Government of Gujarat (INR) | |
| | Amount approved/sanctioned as assistance to enroll and participate for acceleration program from the Government of Gujarat (INR) | |
| | Amount required as allowance for generating social impact by the startup (in INR) | |