



STARTUP HAND BOOK

Schemes & Programmes for Startups & Incubators

Contents

Registering your Startup	2
Obtain Unique ID for the Startup	2
Scheme for Establishment of Space for Supporting Incubators	3
Rent Subsidy Scheme for Startups in Scale up Stage	10
Entrepreneur Seed Support, Kerala Startup Mission	14
Patent Support System	69
Workshops & Mentoring	73
Fund of Funds for Startups (for Venture Capitalist Funds)	74
Innovation Grants	77
Government as a Market Place	89
Marketing Support & Business facilitation Centres	93
Exchanges & Global Immersion	95
Incubation Program	99
Value Propositions of KSUM Incubation Programme	102
Step 1 – Online Application & Initial Review	110
Step - 2 Final Pitch	115
Step - 3 Onboarding.....	115
K-Launchpad.....	116
New Structured Cohort Incubation Program Overview.....	119
Incubation Timeline (Tentative).....	119
Induction Program	122
Periodic Assessment.....	123
Period of Graduation.....	123

Registering your Startup

Government of Kerala has been adhering to the Startup Definition as defined by the Government of India and has issued Government order for the same vide order G.O.(Rt)No.43/2019/ITD dt 26.02.2019 with respect to the revised startup definition by Government of India.

1. Upto a period of ten years from the date of incorporation/ registration (if it is incorporated as a private limited company as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2018) in India.
2. Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees
3. Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation

Obtain Unique ID for the Startup

Government of Kerala through Kerala Startup Mission is issuing Startup Recognition Certificate for Startups who are registered in Kerala and has a valid DPIIT number.

The entire process is made online for which the startups has to visit the website :
www.startups.startupmission.in

The detailed process is given in below:

http://startups.startupmission.in/assets/admin/Steps_for_Unique_ID_Generation.pdf

Scheme for Establishment of Space for Supporting Incubators

Scheme overview

Govt of Kerala has introduced the scheme for fostering the startup ecosystem of the state by setting up sector specific and agnostic incubators and accelerators in the state. These are envisioned as the power houses of State' s startup ecosystem, who will bring out potential technology innovations, talent pools, job employments, IP' s, external investments, industrial ecosystem and ultimately contribute to the GDP growth of the country through lucrative economies.

Towards this Govt of Kerala extends its supports to these agencies in terms of Capital Cost, Operational support and Startup Mentoring supports as provided in the Clause 10.3 of IT Sub Policy 2017.

The support will be extended to three groups:

Group 1: Government Departments, Government Agencies, International Universities, Commodity Boards and Industry Associations, Reputed International incubators /accelerators which are in operation in international locations for at least three years

Group 2: DST or any other Government of India agency (like BIRAC, ICAR, Niti Ayog etc.) approved incubators which are in operation for two years or

File No.ITCell-2/270/2017-ITD more and having experience in managing incubators, accelerators in other parts of India.

Group 3: Technolodges, private co-working spaces, rural incubation spaces etc. promoted by a Not-for-profit organization or an NGO

Detailed eligibility, extend of supports, post conditions are enclosed in Annexure I

How to apply

The application can be submitted online at

<https://startupmission.kerala.gov.in/programs/incubatorsupportgroup1/>

Selection

1. Submission of Applications
2. One to Call with the Applicant
3. Initial pitching meetings with KSUM team
4. Final Pitch in the before a committee headed by CEO, KSUM
5. Approval by Chairman, EC

ANNEXURE I

Group 1:

Eligibility

The above-mentioned agencies are classified into three Groups for specific supports, and the Call for Application is particularly meant for Group 1.

- Government Departments, Government Agencies, International Universities, Commodity Boards and Industry Associations
- Reputed International incubators /accelerators which are in operation in international locations for at least three years

Pre-conditions

- The proposed incubator should operate out of a Government owned space or space within a Government approved IT Park.
- Size of Incubator: Between 5000 to 25,000 sqft
- Percentage of Startup Incubatees: At least 90%
- Charges leviable by the incubation service provider on the startups: Maximum Rs.2500/month

Extent of Support

- Capital Assistance: Furnishing expense limited to Rs 2000 per sqft; provided such furnishing is done in a Government space, including own space provided by Local Bodies and PSUs
- Operational Assistance: Maximum of Rs.50/sqft/month
- Maximum period of Operational Assistance and Internet support: 5 years
- Promotional Support: All incubate will be eligible for KSUM schemes like Startup boxes, grants, seed funds cloud credits etc.
- Startup Mentoring supports as provided in the Clause 10.3 of IT Sub Policy 2017.

Disbursal:

- The money will be disbursed in tranches.
- The successive tranches will be released only upon submission of the Utilisation Certificate of the previous tranche
- Every such facility / incubator supported will be closely monitored and the status report presented every year to Government as an integral part of the Startup Ecosystem Report

Forms to be submitted:

- Application along with signed undertaking
- Detailed Project Report including Financials
- Business Plan of the proposed incubator

Post conditions for the incubator after approvals

- i) Will be running the incubation facility for a minimum period of 5 years
- ii) Will submit audited financial statements of incubation centre every year to KSUM within 4 months of preceding year.
- iii) Make appropriate arrangements to run the incubator in an effective manner
- iv) Will provide the space only to startups, as defined by KSUM
- v) Will maintain a regular roster of startups which is accessible to KSUM for inspection any time during the first 5 years of operation
- vi) Will register all incubate companies in the portal of KSUM as an when they get enrolled in my incubation space
- vii) Will ensure proper maintenance and upkeep of the premises furnished by KSUM for a period of 8 years
- viii) In the event of early closure of the incubation facility before 5 years, I promise to pay KSUM 20% of the capital cost along with 12% interest for every non-completed year of incubator
- ix) Information , statements, & other documents given here are correct to my best of my knowledge and belief
- x) I am duly authorised to sign this application and details and documents submitted in this application

Group II

Eligibility

- The proposer must be a DST or any other Government of India agency (like BIRAC, ICAR, Niti Ayog etc.)
- The proposer should be an incubator which is in operation for two years or more
- The proposer must have experience in managing incubators, accelerators in other parts of India.

Pre-conditions

- The proposed incubator should operate out of a Government owned space or space within a Government approved IT Park.
- Size of Incubator: Between 5000 to 25,000 sqft
- Percentage of Startup Incubatees: At least 70%
- Charges leviable by the incubation service provider on the startups: Maximum Rs.2500/month

Extent of Support

- Operational Assistance: Maximum of Rs 30/sqft/month
- Maximum period of Operational Assistance and Internet support: 5 years
- Promotional Support: All incubate will be eligible for KSUM schemes like Startup boxes, grants, seed funds cloud credits etc.
- Startup Mentoring supports as provided in the Clause 10.3 of IT Sub Policy 2017.

Disbursal:

- The money will be disbursed in tranches in quarterly basis
- The successive tranches will be released only upon submission of the Utilisation Certificate of the previous tranche
- Every such facility / incubator supported will be closely monitored and the status report presented every year to Government as an integral part of the Startup Ecosystem Report

Forms to be submitted:

- Application along with signed undertaking
- Detailed Project Report including Financials
- Business Plan of the proposed incubator

Post conditions for the incubator after approvals

- i) Will be running the incubation facility for a minimum period of 5 years
- ii) Will submit audited financial statements of incubation centre every year to KSUM within 4 months of preceding year.
- iii) Make appropriate arrangements to run the incubator in an effective manner
- iv) Will provide the space only to startups, as defined by KSUM
- v) Will maintain a regular roster of startups which is accessible to KSUM for inspection any time during the first 5 years of operation
- vi) Will register all incubate companies in the portal of KSUM as an when they get enrolled in my incubation space
- vii) Will ensure proper maintenance and upkeep of the premises furnished by KSUM for a period of 8 years
- viii) In the event of early closure of the incubation facility before 5 years, I promise to pay KSUM 20% of the capital cost along with 12% interest for every non-completed year of incubator
- ix) Information , statements, & other documents given here are correct to my best of my knowledge and belief
- x) I am duly authorised to sign this application and details and documents submitted in this application

Group III**Eligibility**

Technologies, private co-working spaces, rural incubation spaces etc. promoted by a Not-for-profit organization or an NGO

Preconditions

- Technodges, private co-working spaces, rural incubation spaces etc. promoted by a Not-for-profit organization or an NGO
- Size of Incubator: Between 1000 to 10,000 sqft
- Percentage of Startup Incubatees: At least 100%
- Charges leviable by the incubation service provider on the startups: Maximum Rs.2500/month
- The applicant must have a minimum of 2 years of experience in successfully implementing incubation

Extent of Support

- Operational Assistance: Maximum of Rs 5/sqft/month
- Maximum period of Operational Assistance and Internet support: 5 years
- Promotional Support: All incubate will be eligible for KSUM schemes like Startup boxes, grants, seed funds cloud credits etc.
- Startup Mentoring supports as provided in the Clause 10.3 of IT Sub Policy 2017.

Disbursal:

- The money will be disbursed in tranches in quarterly basis
- The successive tranches will be released only upon submission of the Utilisation Certificate of the previous tranche
- Every such facility / incubator supported will be closely monitored and the status report presented every year to Government as an integral part of the Startup Ecosystem Report

Support to Technodges

Apart from Operational support Rs.5/sq.ft, the technodges will be provided with additional supports of

- a) 30% subsidies on invoiced bill or Rs.10/sq.ft (whichever is lower) in Rent for the operational space upto 25,000 sq.ft,

- b) Re-imbursements of internet connectivity for TL as per original bills and limited to the following.
- i) Limited to 30 Mbps for up to 5,000 sq.ft, limited to Rs.1000/month)
 - ii) Limited to 50 Mbps between 5001sq.ft to 10,000 sq.ft with limited to Rs.2000/month
 - iii) Limited to 100 Mbps between 10000sq.ft to 25,000 sq.ft with limited to Rs.3000/month

How to Apply

The online application is available at KSUM Website: www.startupmission.gov.in

Contacts: surya@startupmission.in

Rent Subsidy Scheme for Startups in Scale up Stage

About Scheme

Kerala Startup Mission (KSUM) supports startups in scale up stage showing exceptional performance by providing rental support for their infrastructure built-up space in the Government parks or locations owned or leased by Government agencies. This is provided as a reimbursement of a portion of rent paid as a subsidy for a limited period. Government of Kerala vide G.O (Rt) No. 133/2018/ITD dt 21.05.2018 released an order for the above and accorded sanction to KSUM for implementing the rent subsidy scheme to startups based on pre-defined eligibility. The subsidizing would be in terms of re-imbursing part of the rent (a maximum of 50% or Rs.20/sq.ft), whichever is lower and this would be subjected to the growth shown by the startup.

Scheme Type

Target Audience : Scale up Startups

Nature of Support : Monetary

Eligibility

- Rent Subsidy will be extended only to product startup companies at scale up space o The company should be registered as a startup and should have DIPP startup registration to avail this benefit of rent subsidy
- Company should be operational in Kerala and shall have at least 70% of employees with Kerala domicile
- The company should have atleast 10 employees and of which 70% of them shall be from Kerala
- The company should have an annual revenue of atleast Rs.50 Lakhs or should have received equity funding of atleast Rs.150 Lakhs from external sources
- The maximum area eligible for a company will be 10000 sq.ft or 70 sq.ft/employee whichever is less
- The rent subsidy will be available for companies operating in Government Parks or any other locations owned or leased by Govt. agencies
- The spaces by startups, for which the rent subsidies are already in place are may not apply for the scheme

Extent of Support

The support is extended to only startups in scale up stage, and limited to the following:

- Maximum period of assistance is 3years and the subsidy will be given to companies which shows a year on year growth in revenue at least 50%
- The assistance will be given to only during the period in which company continue as a startup and meet all regulatory compliances
- Companies who have dues pending against them from any of the Government agencies will not be eligible for the subsidy
- The rent subsidy will be given only as a reimbursement to the company, after making actual payment of rent to the Government Park concerned

Steps to Apply

1. Online Applications through KSUM portal

<https://startupmission.kerala.gov.in/programs/subsidyscheme/>

All documents can be uploaded in the websites and would require submitting the originals of the following

- a) Invoices and receipts for rental payments made in actuals (in Originals)
 - b) Bank Transfer Statement verified by Bank Manager
2. Submission of Originals (courier to KSUM/ submit to any KSUM Locations)
 3. One to One Call with AM Incubation
 4. Confirmation on completeness of documents and initiate file processing
 5. Money Disbursements to your accounts

Submission Dates

Application Open for all days

Documents Check List

1. DPIIT Certificate under Startup India, Udyog Aadhar, Unique ID (KSUM)
2. Must full fill all startup statutory compliance including INC 22A
3. Incorporation Certificate (Signed/Digitally Signed), Memorandum of Association & Articles of Association
4. Copy of the valid rental / License agreement for the space with the Govt.Parks/Govt.Agencies for which the Subsidy is sought
5. Professional Tax Receipt of the company for the last 2 payments from an authorized institution.
6. Product profiles
7. Copy of Term Sheet / Investment Agreements of non-confidentiality of nature
8. AFFIDAVIT showing the company do not have any pending dues with any of the Govt. agencies till date

Disbursements

- The assistance would be given to them only during the period in which company continue as a startup (only until 10 years from the date of registration) and meet all regulatory compliances.
- The scheme is applicable only from the date of issue of G.O i.e, 21st May 2018
- The scheme being a re-imburement, the company should submit the receipts of payments made towards rent amount to the authorities (Govt owned park/leased by Govt.agencies to be submitted) upon which the amount will be re-imbursed on quarterly basis.
- The disbursement will be done in the form of Treasury Cheque in the name of the Startup and upon receipt of all documents in hardcopies

Query: rsubsidy@startupmission.in

Self-Declaration Template for Rent Subsidy Scheme

AFFIDAVIT FOR NO DUES FROM GOVERNMENT AGENCIES SUBMITTED TO KERALA STARTUP MISSION FOR AVAILING RENT SUBSIDY SCHEME FOR SCALEUP STARTUPS

(Self- Declaration)

I,(Son/Daughter/Wife) of Mr./Mrs.....,
 Resident of do
 hereby affirm and self-declare as under:

1. That I am the owner of the company M/s.....
having its CIN:, and it is registered in Kerala
at.....on.....
2. That My DIN is and have no other/other
directorships
3. That I have no dues pending with any of the Government Departments/
Government Agencies as of now
4. That I will not claim rent subsidies/ re-imburements from any other Government
Departments/Agencies, if found so, will be liable to re pay this re-imbursed amount
in full to KSUM in one-month time.
5. That if any difference will be found later in my statement in respect of the above-
mentioned property then I shall be fully responsible for the same.

.....

Signature of self-declarant

Date:

Place:

Entrepreneur Seed Support, Kerala Startup Mission

About the Scheme

Govt. of Kerala has introduced the Entrepreneur Seed Support (ESS) scheme, which is a financial assistance to startups, to foster the formation and development of innovative, technology-based business enterprises that will stimulate the economy of the State of Kerala through venture creations, increased employment and leveraging of private investment. This scheme is implemented through Kerala Startup Mission, which is the nodal agency of Govt. of Kerala for startup related activities and schemes.

Scheme Type

Seed funds are basically a startup loan with free collaterals and lesser interest rates when compared to other financial institutions and Banks. Startup entrepreneurs can look at this scheme as and when all other grant-in-aid supports/scholarships are being leveraged or before going for a bank loan. The personal guarantee you provide while accessing the loan will be the main repaying instrument.

Target Audience: Kerala based technology startups

Nature of Support: Monetary

There are two types of Seed Funding schemes under KSUM, which is categorized based on different startup stages.

- a) Seed Support Stage 1 (Startup Stage: Product development and early revenues)
- b) Seed Support Stage 2 (Startup Stage: For scaling up and growth)

If you are a startup, and looking for startup/business loans, then KSUM Seed Fund is the best available option in Kerala. No other organization in the state is providing such collateral free loans with a minimal interest rate of 6% per annum for technology startups in Kerala.

The table below illustrates the seed fund categories and scheme overview.

Type	Upper Limit	Startup Stages	Moratorium period	Repayment	Interest
Seed Stage 1	Rs.10 Lakhs Rs.15 Lakhs for exceptional cases	Product Development & Early Revenues	12 months	24 EMI' s Upto Rs. 5 Lakhs Support 36 EMI' s above Rs. 5 Lakhs Support	6% normal 9% for defaulters
Seed Stage 2	Rs.25 Lakhs	Growth and Scaling up Stages	18 months	36 EMI' s	6% normal 9% for defaulters

Objective

The basic objective of Entrepreneur seed support is to provide financial assistance as soft loans to startups. Seed loans supports startups with new and meritorious ideas, innovations and technologies to take them to the market, create initial tractions and to scale fast, there by turning the startups into a business. This causes these startups to grow up to the next level where they will be able to raise higher investments from Angels/Venture capitalist or reach a position to seek loans from commercial banks /financial institutions at higher rates/collaterals. Thus, the proposed seed support is positioned to act as a bridge between development and venturing of innovative technologies/products/services.

Scope

The ESS is confined to **product or technology startups with potential innovations**. This may vary with sectors like IT, Mobile, Electronics, Hardware, Biotech, Emerging technologies, technology driven rural innovations, space tech including aerospace, autonomous technologies, assistive technologies, healthcare, fintech, agritech, food tech, renewable/ clean tech, energy & waste management, media & entertainment etc.

Individual innovators with crazy innovations, Lively hood projects, Service Projects like Web development, Graphic Design, ERPs, Mobile app services, trainings & skill enhancements, HRD activities etc are not supported under this scheme. The seed supports will not be provided for company registrations, setting up business franchisees and routing monies to foreign subsidiaries 'operations as well.

The seed fund is exclusively for projects and not for company's daily operations. A seed application is limited to one project at a time. No two applications of the same director(s) will not be encouraged for same or different projects. Neither applications of a director, who is also in the board of other two or more companies will not be considered. Further, no such projects are entertained where an application(s) from a startup and/or his mentor/consultant/co-founder/employee working on projects with more than 50% similarity

Eligibility Criteria

A startup is eligible for Entrepreneur Seed Support System on meeting below criteria:

1. Startup should be a registered company in Kerala as an LLP or Pvt. Ltd company and should have an active registration with KSUM at the time of application
2. The startup company has DPIIT registration and an 'Active' / 'Active Compliant' status with MCA. Applications with 'Active Non-compliant' have chances to be rejected and this (Form INC 22A) should be done before fund disbursements are made. The startup must have taken Unique ID of KSUM & Udyog Aadhar.
3. The startup must be working on an innovative product or technology. The seed fund is not generally given for service startups and SMEs working in trade and commerce
4. The startups shall not have any other pending dues with any of the Government agencies, KSUM, Other incubators in the state and shall not be blacklisted by any Govt. agency in India
5. The startup director should have a good CIBIL Score, preferable more than 750.

Extent of Seed Support

Seed Support Stage 1

The Entrepreneur Seed Support System (Stage 1) primarily supports the startups on the following:

- Product Development Activities
- Research and Development Cost for Product Improvements, including basic raw materials
- Product Beta Testing & Pilot Implementation
- Finding out early adopters and Customer Acquisitions
- Creation of Strategic Partners & Business Alliances
- Marketing & Sales activities including digital and direct means
- Salary for employees
- Other operational utilities like rent, software licenses, cloud credits, platforms usage charges etc.

Supports exempted for the following

- Creation of Office Space and Business Facilities
- Purchase of Assets Like Computers, Laptops & Peripherals and essential equipments
- Patent Activities

- Salaries for Company directors
- Routing funds to other subsidiaries
- Consulting Fees by company directors and internal resources

Seed Support Stage 2

The proposal for the Seed Stage 2 can be a new project (which has got convincing traction) or a project already supported by Seed Stage. The Entrepreneur Seed Support System (Stage 2) primarily supports the startups on the following:

- Gaining Traction/ Client Acquisitions
- Delivering Bulk Purchase Orders, Initial Investments (in terms of resources, tools etc) on huge projects
- Marketing, Social Media, Ads & Promotional Activities
- CRM License Charges, Video Contents, Blogging, Marketing Automation Tools, Google Ad-words Tagging etc
- Business Operations and Supply Chain
- For being part of Business Networking Groups/ Connects/Communities for business scaling up in other geographies
- Right talent acquisitions for scaling up/ Manpower Charges/ Geographic Re-sellers in abroad/Micro Influencers/Charges for Business Consultants of at least 15 years of experience.
- Product improvements or optimization or tweaking by integrating with emerging technologies w.r.t market needs

- Part expenses for Investor Connects, Pitching, Tradeshows, Funding/Investment Conferences, Networking events related to External Investments etc
- Access to local Incubators/ Accelerators in international target markets
- Reaching out to target markets and collaborations for gaining tractions

Seed Support Stage 2 is exempted in same lines with the Seed Stage 1 mentioned above and for the following:

- Opening multiple offices in too many geographic locations
- Excess staffing/hiring for operations / management (more than 100% of the existing)
- Setting up Infrastructures and Capital Cost
- 100% service soriented companies

Notes: The seed fund stage 2 application will be considered as fresh application. However, those startup companies who availed the seed stage1 can also apply for Seed Stage 2 after their moratorium period (12 months) of Seed Stage 1. Such startups should not have any default seed payments with KSUM and no dues (license fee, old seed dues etc) with KSUM. Since the Seed Repayment is purely based on personal guarantee, those directors who have signed Personal Guarantee with KSUM for earlier seed loans, may not be considered for this round of seed fund, until and unless they are non-defaulters to KSUM.

Quantum of Funds

Seed Support Stage 1

The upper limit of seed stage I to a startup is Rs. 10 lakhs, which in no case given as single installment. However, KSUM will extend seed funds upto 15 lakhs for exceptional cases like amount required against a big purchase order, high growth potential/ scale up technologies with immediate releases.

The quantum of funds will be decided based on the Fund Utilisation Plan and Target Milestones. The quantum of funds will be generally two installments, how ever the second release of fund will fully depend up on the progress made by the startup using the initial release and achievement of milestone. Hence the chances are there for non-performing startups to decline the second tranche or splitting up second installments.

A company is eligible for applying to maximum 2 rounds of Seed Stage 1 until they reach a seed cap of Rs.10 Lakhs.

Seed Support Stage 2

The quantum of Seed Support Stage 2 is limited to 25Lakhs, which in no case given as single installment and with a minimum of 2 installments. However, this amount will be escalated to Rs.30 Lakhs as exceptional cases where it requires an exemplary scaling up

with respect to short time period, say 1-3 months, acquiring of a huge project that requires initial working capital

The quantum of funding will be decided based on the 3 years projected Marketing Plan, Sales Plan, Cash Flow Projections, Funding Plans (with External Investments), Orders gained, Client Feedbacks, Fund Utilisation Plan and Target Milestones. The company must submit the audited financials of the previous year and provisional financial statement till the previous financial quarter of the current FY.

The proposal for the Seed Stage 2 can be a new project (which has got convincing traction) or a project already supported by Seed Stage 1. In either case the maximum seed cap for Seed Stage 2 is limited to Rs.25 Lakhs/ Rs.30 Lakhs only for exceptional cases

A company is eligible for applying to maximum 1 round of Seed Stage 2. This means that the scalability potential of these startups, if not proved to be convincing then no further seed stage 2 will be offered.

How to Apply

1. Register in Startup Mission Web Portal <https://startupmission.kerala.gov.in> as a member with basic details.
2. A profile will be created, where you can submit the seed application and upload required documents
3. One to One call
4. Initial Pitching with KSUM Team

5. Submission of all documents and completeness of form
6. Invitation for final pitch
7. Final Pitch before Seed Expert Committee
8. Submission of any details, as per the committee
9. File processing
10. Fund disbursal

Seed Calendar

Wednesday is kept as the Seed Meeting day for KSUM.

1. Initial Pitch with KSUM Team – Every 1st and 3rd Wednesday (April to Feb of every year)
2. Fund disbursal – Every 2nd and 4th Wednesday ((April to Feb of every year)

Usually the Seed Calendar would be booked at least one month ahead, so the applicant will get a chance of allotting their pitch dates after 1-2 months' time.

Note: All applications submitted for a month before 20th will be processed that month itself and those ones received after 20th will be processed in the following month only.

Processing of files will start by receiving a mail or call from KSUM. Applicants can check their status in the website by logging in using their username and password.

Application Support

All queries related to application process may be mailed to ksumseed@startupmission.in with the subject *Seed Support Queries: Application*.

Selection

Shortlisting Process

The applications received by KSUM will first be shortlisted by KSUM team based on the following criteria.

1. The startup must be working on an innovative product or technology and not involved in pure service delivery
2. If startup has availed any previous funding support from KSUM, they need to submit an audited utilisation certificate for the same
3. Current Stage of the Startup Seed support is generally not given for an idea stage startup except in case of a few who have very innovative product ideas Idea Stage startups can apply for idea grant scheme for funding
4. If the startup has any dues with KSUM, that need to be cleared before availing the fund.
5. Business Plan and usage of Fund – Clear deliverables and outcomes have to mentioned by startups in their application. The shortlisting will be based on the quality of business plan provided. Product-market fit, early customer feedback,

technological capability of startup team to execute the project are some of the factors considered for shortlisting

The startups should bring 2-minute video introduction of the product along with the pitch deck. The shortlisted startups will then be selected to pitch in front of the Seed Expert Committee Panel, who will recommend if the Startup is worth for funding.

Invitation to Final Pitch

Startups selected for seed support presentation will be notified through email and portal at least 5 days before the scheduled day of meeting with the Seed Expert Committee. Applicants who were rejected will also be notified through email. The final pitch presentation to be forwarded to Seed Co-ordinator.

Final Pitch

The startup must report to KSUM 10 minutes before the presentation. Those who are late by 45 minutes than their allotted time, will not be allowed to present on the date, if the experts are not comfortable.

The startup will pitch their project to the Expert Committee about the seed project. The team should bring the PPT and/or 2 min. product videos. The duration of pitching is 15 minutes, 10 minutes are kept for Q & A.

The seed pitch deck should have the following:

- a) Company's Legal formation, Authorised Capital, Paid-up Capital, Share holding pattern, CIN, MCA & DIPP Status

- b) Product, Key differentiators, Product Status (Product Video)
- c) Target Markets, Go to Market Strategy, Marketing Plan/Strategies
- d) Sales plan for next 6 months
- e) Projected Revenues, Cash Flow Statements
- f) Fund Utilisation Plan & Break up Seed Amounts, Target Milestones, Timelines
- g) Financial Statements of previous year(if any)

According to the proposal, the startup should bring Purchase Orders, Customer Feedbacks, Client Portfolios, Pipelines for B2B, while one should bring details of downloads/monthly signups, users, % growth rates, revenue growth for B2C.

Selection Panel

For recommending the applications for seed support system, KSUM constitutes a committee called the Seed Support Expert Committee whose members would be experts who can evaluate the prospective startups requiring seed support. At least 2 external experts with related domain expertise will be the part of the panel. Suggestive composition of Seed Expert Committee would be as follows:

1. Domain experts
2. Business Expert/ Successful Entrepreneurs
3. Financial Expert
4. Incubation Official
5. Seed coordinator

Selection Criteria

The startups will pitch their product before the Expert Committee. Also ensure that the presentation contains Company and product Briefing, Current Status, Total cost of the project and fund request, Fund utilization Plan with timeline, expected outcome from the product and milestones for next 6 months. Evaluation will be done by the panel based on the following criteria:

Seed Support Stage 1

1. Idea and solution usefulness
2. Potential for growth
3. Commitment and expertise of the team
4. Market Study and customer feedback
5. Proposed utilisation of fund
6. Scalability

Seed Support Stage 2

1. Market Validation scenario
2. Customer base/ Client portfolio
3. Fair Scaling up rates
4. Marketing / Sales Plan
5. Revenue Generating/ Scaling up Plan
6. Market Acquisition

7. Team and Business Networks
8. Funding Plans

Final Pitch Results

The final Pitch results will be communicated through emails by Seed Co-ordinator after getting minutes signed by all members.

Sanction of Seed Loan

The recommendations of the committee will be submitted to the CEO, KSUM for approval. Fund sanctioned above 5 Lakhs will need to be approved by IT Secretary, Govt. of Kerala, who is also the Chairman of KSUM Executive Committee.

Disbursal Process

Seed Loan will be disbursed in tranches by executing a Seed Loan agreement. The startup should submit a set of documents, which are listed out under next head. Usually half the sanctioned amount is disbursed in the first tranche after collecting necessary documentation, and the remaining amount is disbursed after the startup submits an interim progress report on meeting targeted milestones with audited utilisation certificate. A review meeting with an expert panel is done on reviewing the progress of the project and the disbursement will be based on positive recommendation by the committee. Mode of payment will be through Treasury cheque in name of the company.

Execution of Seed Agreement

The startups with seed loan sanctioned are expected to submit a detailed fund utilisation plan along with project milestones. The fund utilisation plan for the first tranche should be clearly stated along with the interim outcomes expected to be achieved.

The list of documents to be submitted are as follows:

1. Address ID proof of founder signing the agreement
2. Address ID proof of witness signing the agreement
3. Scanned copy of passbook front page of the company account.
4. Rs.500 worth Stamp paper in name of the company.
5. Affidavit from a Chartered Account stating the Dues Statement of the company with KSUM, Other Incubators and Govt.Agencies/department
6. Personal Guarantee taken in Rs.500 worth Stamp Paper

Agreement may be signed by two founders, whose personal guarantees are collected. Rental dues and loan interests dues (if any with KSUM) need to be cleared before release of the seed loan.

After verifying these details, KSUM will execute an agreement with the Startup. The startup is expected to complete this step by visiting KSUM office, Trivandrum. The fund will be released within 2 days of signing the agreement as account payee cheque at Sub treasury, Kazhakootam .

Reviews & Progress Assessment

KSUM will assess the progress before the disbursement of second tranche of the fund and after the end of the project. The startups are expected to submit the interim progress update and utilisation certificate to initiate the release of the second tranche of fund. The progress will be reviewed by a committee of experts set up by KSUM before the balance amount is released. Where necessary, the startup will be asked to present a demo.

Documents for Second Tranche

Apart from the interim progress report and the audited utilisation certificate, the startup is also expected to detail out the plan for utilising the balance amount and the expected outcome of the project. The progress will be reviewed by a committee of experts set up by KSUM. Release of the second tranche will be subject to verification of these documents and the review meeting.

Project Completion Report

Startups are expected to submit the final report and audited utilisation certificate at the end of the project duration. The subsequent support for the startup will be subject to the submission of report and utilisation certificate.

Repayments

The repayment will start after moratorium period of 12 months. The seed fund is given to startup as a soft loan carrying a simple interest of 6% per annum. The defaulters will be charged 9%. Normally, the startup can avail 12 months of moratorium on repayment and the entire amount along with interest have to be repaid in 36 monthly installments (for more than Rs.5 Lakhs), as per the loan repayment schedule given along with the seed fund disbursal agreement. In order to support the startups, the repayment is first accounted against the principal and interest portion need to be paid only after completion of repayment of the principal.

The seed repayment shall be done as follows:

1. For seed loan amount upto Rs.5 Lakhs, repayment of the first installment shall starts on completion of one year moratorium period and shall be made within a period of 2 years in 24 EMI' s. The repayment of the second installment shall starts on completion of one year moratorium from the date of release of the second installment and which shall be repaid in 24 EMIS within a period of 2 years.
2. For Seed Loan above Rs.5 Lakhs, 24 EMI' s to be replaced by 36 EMI' s
3. All the repayment will be initially counted against the principal and the later to the interest. Interest will not be compounded.
4. The current interest rate is 6% per annum and 9% per annum for defaulters.
5. The enterprise will have an option to prepay to the K-SUM, the entire outstanding of the loan assistance together with all outstanding interest and other charges thereon, without any pre-payment penalty.

6. Startups are encouraged to waive off the moratorium period on mutual consent.

Failed Projects

Not all startups are expected to get market validation and take off. Projects might fail due to technical reasons or because the customer failed to adopt the idea or product. As a policy KSUM believes that ventures might fail, but entrepreneurs never fail. For failed ventures, the entrepreneur is expected to share his/her learnings and the reasons for failure in the report and submit this along with the utilisation certificate for the sanctioned amount. The innovator is expected to repay all the seed amount before closing the project.

Applying Again

Yes, the startup with a previously failed venture could get seed loan for a new idea or project. The project report submitted by the innovator which details out the efforts taken and the reasons for failure will be thoroughly reviewed along with and the audited utilisation certificate and if these are found satisfactory, the innovator may be considered again for the seed loan after a break of 6 months.

Notes:

1. Annexure I is the template of application for Seed Stages. However, the seed application to be submitted online by KSUM website mentioned above. All applicants to make themselves ready with the details and documents prescribed in the form.

2. After loan is approved the startup should update the seed tracker, the details will be shared by KSUM officials before disbursement of each tranche.

CHECKLISTS TO BE SUBMITTED BY STARTUPS FOR FIRST RELEASE

1. DOCUMENTS FROM INCUBATOR
2. AFFIDAVIT BY CA
3. FUND UTILISATION PLAN & REVENUE PROJECTIONS
4. PERSONAL GUARANTEE ON STAMP PAPER
5. CANCELLED CHEQUE

APPROVAL DOCUMENTS BY KSUM

1. SHARING OF MINUTES
2. AGREEMENT BETWEEN STARTUP & KSUM
3. RELEASE OF FUNDS TO STARTUP' S BANK ACCOUNT

CHECKLISTS TO BE SUBMITTED BY STARTUPS FOR NEXT RELEASES

1. AUDITED UTILISATION CERTIFICATE & STATEMENT OF EXPENDITURE
2. PROGRESS REPORTS
3. PRESENTATION IN SEED REVIEW
4. FUND UTILISATION PLAN & REVENUE PROJECTIONS
5. ANY OTHER DOCUMENT SPECIFIED IN THE FIRST MEETING

OTHER DOCUMENTS

1. FINAL UTILISATION CERTIFICATE & STATEMENT OF EXPENDITURE
IN 3 MONTHS
2. PROJECT COMPLETION REPORT

3. ANNUAL ACCOUNTS FOR NEXT

TEMPLATES

1.Document from Incubator *(Applicable only if the startup is in an incubator)*

ENTREPRENEUR SEED SUPPORT FOR STARTUP- KSUM

(To be submitted by the Startup Verified by their Incubation Manager)

1. Name of the Startup:

2. Location of Operation (Full address):

3. Incubator in which the startup is enrolled:
 - a) Physical Incubation (YES/NO)
 - b) Virtual Incubation/Membership (YES/NO)

4. Details of Startup

Sl no	Particular	Response	Basis of Assessment (supporting document)
1	Details of the incubator, where the startup is incubated		Certificate of Incorporation
2	Date of Startup joining the Incubator		Agreement with Incubator

3	Is there a valid agreement between startup and Incubator? Specify the tenure and dates		Agreement with Incubator
4	Seat (s) occupied by the startup		Certificate from Incubator. If the startup is not in an incubator, the latest copy of professional tax paid
5	Monthly License Fee Invoiced by the Incubator?		Copy of Invoice and Payment receipt
6	Is the startup regular in paying the License Fee		Certificate from Incubator; Rental / Lease receipt in case startup is not in incubator
7	Has the incubator supported them with a Seed Amount/ Co-investment/ Subsidies/ Re-imbursement/Any other financial supports?		Certificate From Incubator regarding the same
8	The funds raised by startups so far	<ul style="list-style-type: none"> a. Grants- Rs. b. Seed Loans- Rs. c. Equity Loans- Rs. d. Bank Loans- Rs. e. Any other- Rs. 	An affidavit towards this supported by a certificate from a CA. In case of Loans already availed, please submit the documentary proof
9	Details of External Investments so far	<ul style="list-style-type: none"> a. Individual-Rs. b. Angel fundings- Rs. 	The copy of term sheets, agreements

		c. Venture Capitalists-Rs. d. HNI' s- Rs. e. Any other	
--	--	--	--

History of License Fee payment for last 6 months

1. Total bill invoiced for last year(Rs.)
2. Actual payment received (Rs.)
3. Dues as on date (Rs.)

Financial Supports Extended by the Incubator to the startup?

Type	Type	Amount (Rs)	Tranches Released (Rs)	Tranches Pending (Rs)	Interest Rate	Repayment Status
Grant in Aid	Idea Product Scale up				-	
Seed Loans (without collateral)						
Seed Loan (Equity)						
Co-investor (Investment Partner)						
Subsidies						
Re-imbursments						

Any other- Specify						
-----------------------	--	--	--	--	--	--

Repayments for startups for last 6 months

1. Fund Released:
2. Interest Rate:
3. Principle Amount:
4. Moratorium Period:
5. Total Bill Invoiced (Rs.):
6. Actual Payment Received (Rs.):
7. Dues Amount as on date(Rs.)

Dues, if any due by Startup to Government Agencies

Agency	Loan Availed	Dues, if any	Grants Received	License Fee Dues if any	Remarks
KSIDC					
KFC					
Maker Village					
BIONEST					
Mobile 10X					

Verified & Checked:

Signature of Chartered Accountant (with seal & date)

2.Affidavit by Startup

**AFFIDAVIT SUBMITTED TO KERALA STARTUP MISSION FOR AVAILING
ENTREPRENEUR SEED SUPPORT**

I,(Son/Daughter/Spouse) of
Mr./Mrs....., Resident of
..... do hereby affirm and
self-declare as under:

1. That I am the founder/ co-founder of the company
M/s..... having its
CIN:..... and active in RoC under MCA.
2. That it is incubated at....., with a valid agreement with
period..... Or Not Applicable (strike off the invalid)
3. That I have no pending dues with the Incubator in terms of License Fees/
Seed Payments/Any other pending Payments
4. That I have no dues pending with any of the Government Departments/
Government Agencies as of now
5. That if any difference will be found later in my statement in respect of the
above-mentioned property then I shall be fully responsible for the same and
understand that I will not be awarded the seed funds.

..... Declarant

Seal Startup

Date:

VERIFICATION BY INCUBATOR (if applicable)

Details of Dues, if any due by Startup to Incubator

Incubator	Loan Availed (Rs.)	Dues, if any	Grants Received (Rs.)	License Fee Dues if any	Remarks

Verified and Confirm that my declaration is true and correct to best of my knowledge and belief and nothing has been concealed therein

..... Authorised Signature

Incubator Seal

Date:

Name of Authorised Signature:

Contact of Incubator:

VERIFICATION BY CHARTED ACCOUNTANT

Details of Dues, if any due by Startup to Government Agencies

Agency	Loan Availed (Rs.)	Dues, if any	Grants Received (Rs.)	License Fee Dues if any	Remarks

KSUM					
KSIDC					
KFC					
Maker Village					
BIONEST					
Mobile 10X					
Any other Govt Dept. or Agencies					

Verified that the contents of my above declaration are true and correct to best of my knowledge and belief and nothing has been concealed therein.

Verified at _____ on _____.

.....

Signature of Chartered Accountant

Date:

Registration No. & Seal

3.Fund Utilisation Plan & Revenue Projections

Every startup should present the Fund Utilisation Plan (for the Seed Fund Sought) and 6 months Revenue Plan during Final Pitch

FUND UTILISATION PLAN (ENTREPRENEUR SEED SUPPORT-KSUM) (For installment sought)						
Seed Project Name:						
Tranche /Installment Amount		Rs.				
End Project Deliverables:						
	Milestones to be achieved	Items for Expenditure	KSUM Seed (Rs.)	Other Funds (Rs.)	Time duration (Month-Month)	Source of Other funds
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
SUB TOTAL (Rs.)			0.00	0.00		
TOTAL PROJECT COST (Including Tranche) (Rs.)			0.00			Total period
Name of the Director:						
Startup						
Date:						

Revenue Projections

REVENUE & EXPENDITURE PLAN FOR NEXT 6 MONTHS						
Project Name:						
Items	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Sales Expected (Rs.)						
<i>Revenue from the product (select from list below)</i>						
Total Revenue Expected (Rs)	0.00	0.00	0.00	0.00	0.00	0.00
<i>Expenses forecasted (list by one by one)</i>						
Total Expenditure Forecastd (Rs.)	0.00	0.00	0.00	0.00	0.00	0.00
Revenue over Expenditure (Rs)	0.00	0.00	0.00	0.00	0.00	0.00

4. Personal Guarantee in Rs.500 Stamp Paper)

PERSONAL GUARANTEE

We, Mr. _____ S/o _____ and Mr. _____ S/o _____, residing at _____ and _____ (hereinafter Guarantors), do hereby personally guarantee the repayment of Seed Support System for the project _____ Rs.5 Lakhs (Rupees Five Lakhs) with regard to the agreement executed between _____ and Technopark Technology Business Incubator (also known as Kerala Start Up Mission, K-SUM).

In the event that M/s _____ fails to make any payment to Technopark Technology Business Incubator, or fails to perform in any manner with regard to the agreement executed between the two entities, the Guarantors do hereby promise to make all payments (principal amount, interests and surcharges, if any) in full, with no pending dues to Technopark Technology Business Incubator in the same manner as per the rates (after moratorium period of 12 months, 6% per annum and as 24 EMI' s) mentioned in the agreement.

IN WITNESS WHEREOF, this personal guaranty is entered into this day of

_____ (month & day), ___ (year).

Signature

Date

Signature

Date

SCHEDULE – I Memorandum of Intent (this forms the part of seed agreement)

- 1. Description of the Project to be undertaken** including development content, objectives of the Project:
- 2. Names of key technical professionals behind the Project:**

Name	Academic Qualification	Present Designation
------	---------------------------	---------------------

3. Time schedule of implementation:

SL	ACTIVITY	DURATION IN MONTHS	START TIME	END TIME
1				
2				

4. Estimated cost of the Project:

5. Means of financing:

II.	Particulars		Status on Date	Additional Proposed	Total(Rupees in lakhs)

		Means of finance			
1.					
2.					
3					

6. The Borrower hereby undertakes to complete the project successfully on or before

7. **Details of testing facilities:** Three testers on contract,

8. **Position of patent rights:** Need to file

9. **Intention to undertake commercial scale production:**

5. Audited Utilisation Certificate & Statement of Expenditure (for next releases)

UTILISATION CERTIFICATE FOR ENTREPRENEUR SEED SUPPORT SYSTEM

For the financial year 200.... (ending 31st March 20.....)

(To be submitted by the Startup)

1	Title of the project/scheme		
2	Name & Address of the Incubatee (IN BLOCK LETTERS)		
3	Authorized Signatory details		
4	Date of signing the Agreement and releasing the Seed Support System		
5	Seed Fund received from T-TBI so far (please give the no.& date(s) of cheque(s) showing the amounts paid).	No. & date of cheques	Amount
6	Total amount of seed fund that was available for expenditure (excluding commitments) so far		
7	Actual expenditure (excluding commitments) incurred so far		

8	Unspent balance amount of seed fund carried forwarded from the previous year	
9	Unspent balance amount of seed fund to be carried forward in future	

UTILISATION CERTIFICATE

Certified that out of **Rs** _____ of Entrepreneur Seed Support System(Seed Loan) sanctioned and released during the year 20....- 20..... in favor of **M/s** _____ through the Seed Agreement between **M/s** _____ and Kerala Startup Mission (KSUM) dated ____ and **Rs** _____ on account of the unspent balance of the previous year carried forward, a sum of **Rs** _____ has been utilized for the purpose of _____ for which it was sanctioned that the balance of **Rs** _____ remaining unutilized at the end of the year has been surrendered to KSUM/will be adjusted towards the seed loan payable during the next year/will be carried forward to the next year.

Signature of Director
Accountant

of the Company

(Authorised Signatory with date & seal)

Signature of the Chartered

/Registrar

(CA officer with date & Seal)

Certified that I have satisfied myself that the conditions on which the Seed Loan was released by Kerala Startup Mission have been fulfilled/ are being fulfilled and that I have exercised the following checks to see that the money for the expenditure of Rs. _____ (Rupees _____) mentioned against Col. 7 was actually incurred in the project/scheme for the purpose which it was sanctioned.

Kinds of checks exercised

- 1.
- 2.
- 3.

Signature of the Chartered Accountant*/

CA Officer with date and seal

STATEMENT OF AUDITED EXPENDITURE

NAME OF THE GRANTEE ORGANISATION /INCUBATEE :

ADDRESS:

DATE OF SEED AGREEMENT:

AMOUNT RELEASED WITH DATE OF ISSUE :

PURPOSE OF GRANT:

MILESTONES COVERED:

1.

2.

3.

6. Progress Reports

Sl.N o	Items of Expenditure	Sanctioned Expenditure	Actual Expenditure	Variation Excess/ Shortfall	Reasons/ Justification for variations
1					
2					
3					

Signature of Principal Investigator

Signature of Chartered Accountant*

(Company Director with date & seal)

(CA officer with date & seal)

*This has to be verified by a registered Chartered Accountant

PROGRESS REPORT FOR THE INCUBATEE UNDER SEED SUPPORT SYSTEM

Title of the project/scheme:

Name & Address of the Incubatee

(IN BLOCK LETTERS)

MILESTONES COMPLETED

1.

2.

3.

ACTIVITIES FOR WHICH MONEY WAS SPENT

Activity

Amount

Remarks

1.

2.

3.

4.

WORKS UNDER PROGRESS

1.

2.		
3.		
MILESTONES NEED TO BE COMPLETED WITH AMOUNT & TIME FRAME		
Milestones	Amount Required(Rs.)	Time (months)
1.		
2.		
3.		
4.		
5.		

Name of the authorized signatory with company seal

Name:

Designation:

Signature:

Date:

Company seal:

SEED APPLICATIONS

(Apply Online & the contents are given below)

KERALA STARTUP MISSION ENTREPRENEUR SEED SUPPORT SCHEME

STAGE I

Application Form

Company Information

1. Name of Startup as registered in Registrar of Companies:
2. Office Address:
3. Website:
4. Email id:
5. Telephone:
6. Registered Office Address:

7. Startup India Registration Number:

8. Udyog Aadhar Number:

Company Management Information

1. Name and Designation of the contact person:
2. Contact Number (Mobile):
3. Email id:
4. Names of the Directors of the Company (Attach resumes):
5. Total number of employees in the company (permanent and contract)

Business Plan of the enterprise

1. Brief Profile of the company and history (Key Highlights)
2. Snapshot of the Company (*Elaborate on each item below in less than 100 words*)
 - a. Business Offerings by the company
 - b. Technologies in which the startup is working on
 - c. Profile of the projects you are working on
 - d. Business Sector / Domain of Startup:
3. Company' s Statutory Compliances
 - a. Company CIN:
 - b. Authorised Capital of the company:
 - c. Share Holding pattern (% of shares) with each directors:
 - d. Legal Status (Pvt Ltd/LLP):
 - e. Status as per MCA Site: (Active, Dormant, Strike off)
4. Team

- a. Founding Team with profiles and experience
 - b. No. of Technical Persons and their roles
 - c. No. of Management Team and their roles
5. Marketing
- a. Target Markets/ Customers Identified
 - b. Marketing Plan and Channels
 - c. Scope for Growth and Expansion
 - d. Competitor Analysis
6. Product Details
- a. What is the project/product you are working at? Give details.
 - b. Details of product / technology/business innovations:
 - c. Uniqueness of the product/ technology:
 - d. At which stage the startup is at (*Bold/Tick the appropriate*)
 - i. Concept/Idea
 - ii. Design Architecture
 - iii. Proof of Concept done
 - iv. Prototype (s) development
 - v. Minimum Viable Prototype (MVP) developed
 - vi. Product Validation (Product Iterations/ Beta Testing)
 - vii. Product Release/ Early adoption
 - viii. Product Live in the market/ Commercialization
 - ix. Scaling up Stage (Growing Users, Customers or Revenues/Gaining Market Traction):
 - x. Others, specify
 - e. More details on stage of the project (*details for question 7*)
 - f. Product Development plan (Development stages vs timeline)
 - g. Status of patenting the technology (if any):
 - h. Comparison of products/Key features with the existing known players
7. Business Risks and Challenges Identified

- a. Business Risks and Challenges Identified for next 1 year
- b. Risk Mitigation Plan

Details of the Incubator *(only applicable, incase incubated with any incubator)*

1. Name of the Incubator in which you are incubated
2. Contact Person and email id
3. Contact Address and phone number
4. Date of joining the incubator
5. Category of Incubation (Physical/ Virtual)
6. Specify the period of current agreement with the incubator:
7. No. of seats allotted
8. Monthly license fee invoiced by the incubator (last month):
9. Details of financial supports availed by the incubator so far:

Financial Overview of the Startup

1. Three years projected Profitability Statement, Cash Flow Statement and Balance Sheet of the startup (Upload, if applicable)
2. Three years projected Revenue and Sales Plan
3. Present Status ad Progress of the company from the date of incorporation

Particulars	Year 1	Year 2	Year 3
Authorised Capital			
No. of Employees			

Annual Sales/ Turnover			
Net Profit			
Investment raised so far			

4. Three years projected Management Cost Estimate

	Year 1	Year 2	Year 3
Remuneration to CEO			
Average Monthly Salary (INR)			
Yearly Salary (INR in Lakhs)			
Number of Other Working Directors			
Average Monthly Salary (INR)			
Yearly Salary (INR in Lakhs)			
Total Cost (INR in Lakhs)			

5. Attach previous years audited financial report (if applicable)

Proposal for Entrepreneur Seed Support of KSUM

1. Details of the project, for which seed support is sought:

2. End deliverables of the project, using Seed funds:
3. Total Project Cost (Investment)
4. Expenses already Incurred so far:
5. Time frame for this project execution:

	Month 1	Month 2	Month 3	Month 4
Activity 1				
Activity 2				
Activity 3				
Activity 4				

6. Project Implementation Plan (Explain the Phases, Action plans, duration and Total Project Cost)

Project Phases	Action Plan	Estimated Cost (Rs)	Time/duration

Total Project Cost and Duration in months		
---	--	--

7. Amount Needed as Entrepreneur Seed Support (*Maximum of 10 Lakhs*)

Amount Required as installments	Project Phases	Duration	Justify the Usage of Fund amount

8. Fund Utilisation Plan

Milestones	Activities	Deliverables	Time frame	Project Phase
Milestone 1	Activity 1			
	Activity 2			
	Activity 3			
Milestone 2	Activity 1			
	Activity 2			
	Activity 3			
	Activity 1			

Milestone 3	Activity 2			
	Activity 3			

9. Identified sources of funds for the total project cost

Project Phase	Amount to be Incurred	Sources of fund	Assisting agency, if any

10. Are you funded by any other Government agencies/Institutions/ VC for this project, if so furnish the details

Funding Agency & Type of Funding	Fund Approved (Rs)	Fund Received (Rs)	Balance to be received (Rs)

** Type of funding includes grants, re-imburements, soft loans, equity loans, loans with collaterals, Bank Loans and Angel/VC funding*

Company Information

1. Name of Startup as registered in Registrar of Companies:
2. Office Address:
3. Website:
4. Email id:
5. Telephone:
6. Registered Office Address
7. Startup India Registration Number:
8. Udyog Aadhar Number:

Company Management Information

1. Name and Designation of the contact person:
2. Contact Number (Mobile):
3. Email id:

4. Names of the Directors of the Company (Attach resumes):
5. Total number of employees in the company (permanent and contract)

Business Plan of the enterprise

1. Brief Profile of the company and history (Key Highlights)
2. Snapshot of the Company (*Elaborate on each item below in less than 100 words*)
 - a. Business Offerings by the company
 - b. Technologies in which the startup is working on
 - c. Profile of the projects you are working on
 - d. Business Sector / Domain of Startup:
3. Company' s Statutory Compliances
 - a. Company CIN:
 - b. Authorised Capital of the company:
 - c. Share Holding pattern (% of shares) with each directors:
 - d. Legal Status (Pvt Ltd/LLP):
 - e. Status as per MCA Site: (Active, Dormant, Strike off)
4. Team
 - a. Founding Team with profiles and experience
 - b. No. of Technical Persons and their roles
 - c. No. of Management Team and their roles
 - d. Manpower Plan for next 2 years with Key responsibilities
5. Marketing
 - a. Target Markets/ Customers Identified
 - b. Marketing Plan for next 3 years
 - c. Competitor Analysis
6. Product Details

- a. What is the project/product you are working at? Give details.
 - b. Details of product / technology/business innovations:
 - c. Uniqueness of the product/ technology:
 - d. At which stage the startup is at (*Bold/Tick the appropriate*)
 - xi. Product Validation (Product Iterations/ Beta Testing) [freemium/ free logins]
 - xii. Product Release/ Early Adopters [<5 paid clients (B2B)<100 paid users (B2C)]
 - xiii. Product Live in the market/ Paid Customers- Early Revenue [≥ 5 paid clients (B2B)/ ≥ 100 paid users (B2C)]
 - xiv. Scaling up Stage (Growing Users, Customers or Revenues/Gaining Market Traction):[> 25 Clients (B2B)/ > 500 paid customers (B2C)]
 - xv. Growth Stage [> 50 clients in different geographies/ 2000 paid customers (B2C)]
7. Measuring Growth Rate: The following are to be filled
- a) Monthly Recurring Revenues (MRR)
 - b) Annual Recurring Revenue (ARR)
 - c) Gross profit (Total Revenue-Cost of Goods sold)
 - d) Total Contract Value (TCV) (One time + recurring charges)
 - e) Billings (Current Quarter Revenue + Deferred Revenue from previous quarter)
 - f) Customer Acquisition Cost(CAC) (Full cost of acquiring one user)
 - g) Daily Active Users (DAU) (Users other than one time users a day)
 - h) Monthly Active Users (MAU) (Users other than one time users per month)
 - i) Number of logins
 - j) Month on Month Growth (MoM) (Avg. of monthly growth rates)
 - k) Direct Traffic (Traffic that comes directly and not through intermediary)
 - l) Organic Traffic
 - m) (Unpaid traffic from search results)

- n) Monthly Churn Rate (Lost customers this month/ prior month total)
 - o) Retention by Cohort (% of original installed base[1st month] that are till transacting)
 - p) Monthly Cash Burn Rate
 - q) Net Burn Rate (Revenues-Gross Burn)
 - r) Total Addressable Market (TAM) Revenue Opportunity available for a product
8. Client Acquisition Plan (with cost) for next 24 months
 9. Business Models to be adopted
 10. Business Operations Plan of the company (24 months)
 11. What are the Challenges and Risk Identified for next 3 years? The Mitigation Strategies may be included
 12. Financial Plan for next 36 Months
 13. Upload the audited Financials for the previous FY (Audited Annual Report)
 14. Upload the ITR Filed for last FY

Proposal for Entrepreneur Seed Support of KSUM

1. End deliverables of the project, using Seed funds:
2. Total Project Cost (Investment) :
3. Expenses already Incurred so far:
4. Time frame for this project execution:

	Month 1	Month 2	Month 3	Month 4
Activity 1				
Activity 2				
Activity 3				

Activity 4				
------------	--	--	--	--

5. Project Implementation Plan (Explain the Phases, Action plans, duration and Total Project Cost)

Project Phases	Action Plan	Estimated Cost (Rs)	Time/duration
Total Project Cost and Duration in months			

6. Amount Needed as Entrepreneur Seed Support (*Maximum of 25 Lakhs*)

Amount Required as installments	Project Phases	Duration	Justify the Usage of Fund amount

7. Fund Utilisation Plan

Milestones	Activities	Deliverables	Time frame	Project Phase
Milestone 1	Activity 1			
	Activity 2			
	Activity 3			
Milestone 2	Activity 1			
	Activity 2			
	Activity 3			
Milestone 3	Activity 1			
	Activity 2			
	Activity 3			

8. Identified sources of funds for the total project cost

Project Phase	Amount to be Incurred	Sources of fund	Assisting agency, if any

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9. Are you funded by any other Government agencies/Institutions/ VC for this project, if so furnish the details

Funding Agency & Type of Funding	Fund Approved (Rs)	Fund Received (Rs)	Balance to be received (Rs)

** Type of funding includes grants, re-imbursements, soft loans, equity loans, loans with collaterals, Bank Loans and Angel/VC funding*

Patent Support System

About Scheme

Kerala Government, through Kerala Startup Mission has a launched a scheme called **Patent Support Scheme**, where supports are provided for startups and student entrepreneurs who are able to secure a patent.

Patent Support System intends to support startup entrepreneurs and student entrepreneurs by reimbursing the patent cost including consultation fee, subject to a limit of Rs. 2 lakh per Indian

patent awarded. For awarded foreign patents on a single subject matter, up to Rs. 10 lakh would be reimbursed. The reimbursement will be done in 3 stages during filing, prosecution and award.

Scheme Type

Target Audience : Startup and Student Entrepreneurs

Nature of Support : Monetary

Eligibility

- The patent applications which are filed only after 09.11.2015 will be considered
- The patent support can be directly applied by Student Entrepreneurs through their IEDC' s
- For startup, it should be a legal entity registered with RoC as Pvt Ltd or LLP. The schemes are not applicable to Innovators.
- The startup must be registered in Kerala, within 10 years from date of Incorporation and must have a DIPP and Udyog Aadhar
- For students, the support will be given only for those who are pursuing the academics
- The scheme does not extend supports to patent renewals and prosecutions against appellate authority who already rejected one' s patent claims.

Extend of Supports

- Rs.2 Lakhs/ Indian Patent
- Rs.10 Lakhs/International Patent
- Activity Covered are: Provisional Patents Filings, Patent Search, Drafting, Filings, Claims Preparations, Fast tracking Fees, Claims prosecutions, Granting

- Activities of Prosecution against Appellate Authority who already rejected your claims due to Valid reasons and Patent renewals are not covered.
- The scheme support only patents not trademarks, copy rights or any other Intellectual Property Rights.

Steps to Apply

6. Online Applications through KSUM portal. <https://startupmission.kerala.gov.in/register>. All documents can be uploaded in the website except the below items.
7. Originals of (Invoice & Receipts by an authorized/ recognized IP Consultant, Bank Statements verified by Bank Manager can be couriered / submitted to any KSUM Offices
8. One to One call with Project Co-ordinator
9. Confirmation on completeness of documents and initiate file processing
10. Money Disbursements to your accounts

Submission Dates

Application Open: All days

*Note: All application (adhering step 4) submitted for a month before 20th will be processed that month itself and those ones received after 20th will be processed in the following month only.

Consultancy Supports: The supports from empaneled legal consultants are availed through Business Facilitation Centre of KSUM

Documents Checklists- For startups

1. Original hard copy of Invoice & Receipt with authorized seal and signature from IPR India (by a registered Legal Consultant) for Consultation charges and / or IPR charges
2. Originals of Bank Statement showing amount transfer (Verified by Bank Manager).

3. A brief write up of the ideas/ claims applied for patent
4. Copy of provisional patent certificate, if any
5. Patent certificate, in case of patent received
6. Copies of various forms (patent application, early publish, early examination, changes in original application or any other document relevant to this) or respective receipts from IPR.
7. Residence Proof details of the director(s)/ applicant(s)
8. Company incorporation documents (Incorporation Certificates, MoA, AoA, DIN nos)
9. Copy of assigning and assignor agreement, if any. In such case NOC from the original inventor for re-imbursing patent cost to the startup to be furnished.
10. In case of original inventor transferring technology to the startup, an NOC from the original inventor for re-imbursing patent cost to the startup to be furnished.
11. In case the patent is filed before forming or registering company, then such patent costs are re-imbursed to startups, where the filed patent idea or technology is being pursued by the startup for building business.
12. Undertaking that the startup has not so far claimed and will not claim patent reimbursement cost from any other organisations/ govt. bodies and if found, they will pay twice the amount to KSUM, that is re-imbursed through patent support scheme
13. Cancelled Cheque of the company and Bank details (Branch name, IFSC Code)

Documents Checklist- For students

Students Following documents to be produced

1. Original hard copy of Invoice & Receipt with authorized seal and signature from IPR India (by a registered Legal Consultant) for Consultation charges and / or IPR charges

2. Original Bank Statement showing the statement of money transfer verified by Bank Manager
3. Recommendation letter from IEDC stating that the student entrepreneur is an active member of the IEDC and the project being genuine
4. A brief write-up of the ideas/ claims applied for patent
5. Copy of provisional patent certificate, if any
6. Patent certificate, in case of patent received
7. Copies of various forms (patent application, early publish, early examination, changes in original application or any other document relevant to this) or receipt from IPR.
8. Residence Proof details
9. Letter from College certifying the applying student is currently a student of the institution, signed by Principal/ equivalent authority
10. Future plans of the project
11. Undertaking that the startup/applicant has not so far claimed and will not claim patent reimbursement cost from any other organisations/ govt. bodies and if found, they will pay twice the amount to KSUM, that is re-imbursed through patent support scheme

Disbursements

The disbursement will be done in the form of Treasury Cheque in the name of the Startup/ student innovator and upon receipt of all documents in hardcopies

Query: patent@startupmission.in

Workshops & Mentoring

These programmes are offered to startups and/ or Incubators in Kerala

The intensive mentoring & coaching programmes involve one to one mentor connects, mentor clinics, chat with mentor, mentor speed dating and on demand mentoring

activities for startups. The startup may be given intensive coaching like Pitching as part of funding preparations.

The coaching programme will be also offered for Incubators as well.

Expected Outcome:

- To equip startups with specialized skill sets to scale up their venture
- To improve the quality of Startup Incubators in Kerala, who will eventually improve the quality of the incubator and the incubated startup

KSUM will offer Management Development Programmes with premier Business Institutes in India (IIM' s) for the Startups. KSUM will also offer International. Bootcamps/ Educational Programmes to startups in association with premier International Entrepreneurship Institute.

Expected Outcome:

- To improve the quality of startups with global standards
- To network with Unicorns and Mentors from these premier institutes
- To help startups to come up with high growth influencing startups with good business valuation

How to Apply: KSUM will call on application for the above programmes, which can be easily tracked through KSUM' s official social media pages and websites

Fund of Funds for Startups (for Venture Capitalist Funds)

Promotion through print and social media

The invitation to apply for fund of funds scheme will be published in all major print medias and will be promoted through social media handles of Kerala Startup Mission. Such campaigns will support in sourcing applications from startups.

Eligibility

- ü Startups who are into the business of developing tech enabled products.
- ü Startups registered as a Pvt Ltd or an LLP entity in the state of Kerala.
- ü Should hold a valid DIPP registration number.
- ü A scalable business model with a high potential of employment generation or wealth creation.

The Application

Startups looking for funds shall apply for funds through the Fund of fund initiative by online. An online application will be hosted at KSUM website. The basic details of the startup company and the founder is required to be entered in the application. Adding to this, a pitch deck (presentation) regarding the product for which the funds are being sourced should be uploaded. There is a guideline for preparing the pitch deck (enclosed as Annexure I). The founder of startup should confirm to the guideline while preparing the pitch.

Review and Mock Pitch

The pitch decks received from the startups will be reviewed and the pitches which confirm to the guidelines will be shortlisted. The shortlisted startups will be invited for a mock pitch training at KSUM incubation.

The mock pitch shall be led with the support of a third-party agency on-boarded exclusively for this purpose. The co-founders of the startups should pitch before the panel.

The pitch will be evaluated based on the potential of the product, its scalability and value, the co-founder's capability in conveying the idea and the appeal of the pitch deck.

The co-founder will be given feedback for the presentation and instructed on presenting a revised pitch. The startups which will present a strong potential product at these mock pitches will be finally selected for further connects with investors/funds.

Investor Engagement

The partners/representatives from VC firms onboarded through the Fund of fund scheme will be engaged with KSUM activities through multiple events and programs. They will be invited for events which will have the participation of startups who are looking for funds. This is to enable them to expose to the ecosystem and to source potential deals.

Tools for funds to source deals

Investor Café

Investor Café is a speed dating for startup with investors. Angel networks and VC firms from across India will be invited for this. Investor Café is scheduled on the last Wednesday of every month. The fund of fund partners will be given opportunity to participate in the program. The shortlisted startups will be given opportunity to pitch before the funds at this program.

Online connects and pitching

The selected startups profile shall be shared with the funds on a monthly basis through direct emails and newsletters. Startups which generate interest among the funds will be connected to them.

Virtual connects- Funds who would not be able to physically present at the engagement programs shall use the virtual connects as a tool.

Ø Selected Startups will be connected to fund through personal emails.

Ø Online video conference can be set up for pitching at KSUM incubation.

The investment manager of the fund will constitute an investment committee and the investment proposals sourced through the above methods will be presented before the committee. Those deals which are recommended by the committee shall be invited for a presentation before the committee. Once the committee is convinced on the proposal, the funds may bring in other co-investors as required. A term sheet will be signed based on the valuation of the startup, indicating the value of shares against which the investment is made.

Post the term sheet, a due diligence will be performed on the startup to verify the genuineness of the venture. If there are no major issues, the VC will fund the startups based on the terms agreed with.

Query: funding@startupmission.in

Innovation Grants

Idea Grant

Idea Grant of upto 2 lakhs will be disbursed to ideas/startups through 2 processes:

- Through Idea Days, and
- Through Competitions, Challenges run by reputed organisations

1. Idea Days

Applications will be called out through KSUM website, social media and print media and a panel of experts will review and recommend ideas/startups for Idea Grant of up to 2L INR.

Eligibility:

Startup or student ideas with a working prototype, a patent, a publication or any other award or citation.

Selection Process:

First round of screening will be done by reviewing the application and the second round will be through face to face pitching with a panel of domain/tech experts and experts from reputed incubators/accelerators. Demo of working prototype needs to be given during the presentation. Founders should have relevant background knowledge in the sector/technology and should be able to substantiate this with previous projects, courses done etc. The final approval of startups/ideas recommended by the pitch presentation review panel will be done by CEO, KSUM.

Disbursal guidelines:

- Upto 2 lakhs will be disbursed as grant in installments through IEDCs, Incubators or Technolodges.

- It is also necessary that all Idea Grant winners should attend 3 compulsory courses/programs organized by KSUM during grant period.

2. Innovation Competitions/Challenges

Idea Grant will be given to ideas of startups or students selected in various college innovation competitions, events conducted by CII, FICII and other national & reputed corporate agencies. The grant amount will be limited to 2 L INR.

Eligibility:

Startups/student teams with working prototypes who have won competitions/challenges conducted by reputed organisations. The list of such competitions and challenges will be published by KSUM in its website. New challenges will be added after review by Project Director- Operations, KSUM.

Selection Process:

- The winning teams from selected challenges/competitions will pitch to a panel of domain/tech specialists and experts from reputed incubators/accelerators. Detailed fund utilisation and development plan also needs to be submitted.

- The final approval of startups/ideas recommended by the pitch presentation review panel will be done by CEO, KSUM.

Disbursal guidelines:

- Upto 2 lakhs will be disbursed as grant in installments through IEDCs, Incubators or Technolodges.
- It is also necessary that all Idea Grant winners should attend 3 compulsory courses/programs organized by KSUM during grant period.

Productization Grant

Productization Grant of upto 7 lakhs which is to help startups at prototype stage to launch their products, will be disbursed to startups through Idea days. Applications will be called out through KSUM website, social media and print media and a panel of experts will review and recommend ideas/startups for Productization Grant of up to 7L INR.

Eligibility:

- Startups should have an MVP or product which is in beta stage and has an initial traction with or without revenue.

Selection Process:

First round of screening will be done by reviewing the application and the second round will be though face to face pitching with a panel of domain/tech experts and experts from reputed incubators/accelerators. Demo of beta product and the

details of customer trials needs to be given during the presentation. Grant development should be for product fine tuning, customer traction, early revenue. The final approval of startups/ideas recommended by the pitch presentation review panel will be done by CEO, KSUM.

Disbursal Guidelines:

- Upto 7L INR will be disbursed as a convertible debt, subject to a due diligence process and verification of claims made by startup.
- At the next funding round, startup will have the option of returning the grant or converting the grant into equity. The terms of this equity conversion will be as per the terms of the investment being raised by the startup and will be capped at 3%.
- KSUM will be granted an observer seat at the Company' s Board Meetings and copy of returns of company for a minimum period of 3 years will be submitted to KSUM.
- It is also necessary that all productization Grant winners should attend 3 compulsory courses/programs organized by KSUM during grant period.

Scale-up Grant

Scale-up Grant of upto 12L INR is intended to support startups who have market tested products to ramp up their sales. This grant will be disbursed to startups through 2 processes-

- Through Scale-up Days, and

- As a Co-investment Grant

1.2.1 Scale-up Day Model

Applications will be called out through KSUM website, social media and print media and a panel of experts will review and recommend startups for Scale-up Grant of upto 12L INR. The grant will be disbursed as convertible debt. The startup will have the option to return the grant amount or convert this into equity while raising the next round of funding.

Eligibility:

Startups who have either

- generated at least 12L of revenue, or
- have raised at least 12L as investment from an external investor

Selection Process:

First round of screening will be done by reviewing the application and the second round of screening will be a pitch presentation. The screening will be done by a panel comprising of investors, domain/tech experts and experts from reputed incubators/accelerators. Startups will need to demonstrate how the amount of grant can result in substantial improvement in product/sales. The final approval of startups recommended by the pitch presentation review panel will be done by the Scale-up Grant Approval Committee which includes

- Chairman, EC, KSUM
- CEO, KSUM
- CEO, Technopark / CEO, KSITL / CEO, ICTAK

Disbursal Guidelines:

- Upto 12L INR will be disbursed as a convertible debt, subject to a due diligence process and verification of claims made by startup.
- At the next funding round, startup will have the option of returning the grant or converting the grant into equity. The terms of this equity conversion will be as per the terms of the investment being raised by the startup and will be capped at 3%.
- KSUM will be granted an observer seat at the Company' s Board Meetings and copy of returns of company for a minimum period of 3 years will be submitted to KSUM.

Co-investment Model

Scale-up Grant will be available for startups who are raising funds from SEBI accredited Alternate Investment Funds or from Angel networks recognised by KSUM. The Scale-up Grant will have 2 parts- a grant of up to 2L and equity investment of up to 10L in exchange for a maximum of 3% equity from the startup. The terms of this equity investment will be same as the terms agreed by the startup with the Angel/VC Fund.

Eligibility: Startups raising funds from Angel/VC Funds recognised by SEBI or by KSUM

Selection Process: Review by Scale-up Grant Approval Committee which includes

- Chairman, EC, KSUM
- CEO, KSUM
- CEO, Technopark / CEO, KSITL / CEO, ICTAK

Disbursal Guidelines:

- Upto 2L INR will be disbursed as Grant upon signing of Investment Term Sheet
- Upto 10L INR will be disbursed as co-investment in exchange for equity as per the investment agreement executed between the startup and investing entities. Maximum equity held by KSUM will be 3%.
- KSUM will be granted an observer seat at the Company' s Board Meetings and copy of returns of company for a minimum period of 3 years will be submitted to KSUM.

R&D Grant

R&D Grant of upto 30L INR is intended to support startups with a highly promising hardware or deep tech Startups with working prototype/ IP which needs to be developed into a final product through extensive R&D. This grant is limited to Rs. 30 lakhs/startup.

This grant will be disbursed to startups through 2 processes-

- Through R&D Days, and
- As a Co-investment Grant

1.3.1 R&D Day

Applications will be called out through KSUM website, social media and print media and a panel of experts will review and recommend startups for R&D Grant of upto 30L INR. The grant will be disbursed as convertible debt. The startup will have the option to return the grant amount or convert this into equity while raising the next round of funding.

Eligibility:

- Startups with proven research credentials which includes IP rights or publications which gives them a unique advantage or are working on research problems that can lead to technological disruptions

- Startup should be incubated with a recognised incubator and should be ideally affiliated to research universities or should have research faculty as mentor/advisor.

Selection Process:

First round of screening will be done by reviewing the application and the second round of screening will be a pitch presentation. The screening will be done by a panel comprising of R&D experts, domain specialists, and investors. Startups will need to have a clear development plan, should have identified potential use cases for commercialisation and have a technically strong team which can develop the product. The final approval of startups recommended by the pitch presentation review panel will be done by the R&D Grant Approval Committee which includes

- Chairman, EC, KSUM
- Director, KDISC
- CEO, KSUM
- Senior Faculty/Researchers from R&D organisations recognised by/affiliated to the State or Central Government.

Disbursal Guidelines:

- Upto 30L INR will be disbursed as a convertible debt, subject to a due diligence process and verification of claims made by startup.

- At the next funding round, startup will have the option of returning the debt or converting the debt into equity. The terms of this equity conversion will be as per the terms of the investment being raised by the startup. Equity received by KSUM will be capped at 3%. For this, additional debt amount if any, will be converted into grant.
- KSUM will be granted an observer seat at the Company' s Board Meetings and copy of returns of company for a minimum period of 3 years will be submitted to KSUM.

1.3.2 Co-investment Model

R&D Grant will be available for startups who are raising funds from SEBI accredited Alternate Investment Funds or from Angel networks recognised by KSUM. The R&D Grant will have 2 parts- a grant of up to 2L and equity investment of up to 10L in exchange for a maximum of 3% equity from the startup. The terms of this equity investment will be same as the terms agreed by the startup with the Angel/VC Fund.

Eligibility:

- Startups raising funds from Angel/VC Funds recognised by SEBI or by KSUM

- Startups with IP rights which gives them a unique advantage or are working on research problems that can lead to technological disruptions
- Startups with proven research credentials which includes IP rights or publications which gives them a unique advantage or are working on research problems that can lead to technological disruptions

Selection Process: Review by R&D Approval Committee which includes

- Chairman, EC, KSUM
- Director, KDISC
- CEO, KSUM
- Senior Faculty/Researchers from R&D organisations recognised by/affiliated to the State or Central Government.

Disbursal Guidelines:

- Upto 10L INR will be disbursed as co-investment in exchange for equity as per the investment agreement executed between the startup and investing entities. Maximum equity held by KSUM will be 3% and part of the amount may be converted to grant for this as required.

- KSUM will be granted an observer seat at the Company' s Board Meetings and copy of returns of company for a minimum period of 3 years will be submitted to KSUM.

Government as a Market Place

Kerala Government, in its IT Policy 2017 has indicated Government' s intent to help the startups by becoming an early adoption market for startups. Kerala Startup Mission being the nodal agency for the startup in the state has been coordinating this by acting as a facilitator between the Government and the Startups.

In the last 2 years Kerala Startup Mission has been closely working with various Government departments for addressing their needs through startups. In order to effectively help in finding solutions for various department Government of Kerala has given provision for Department for procuring Directly from startups without any tender process upto Rs 20 Lakhs. Kerala Startup Mission had coordinated 2 Demand Days one for various departments and one exclusively for Kerala Police.

The process followed by KSUM

Direct Procurement

As per the Government Order GO(Rt) No. 2/2017/SPD dt 16.01.2017 , GO (Ms) No 19/2017/ITD dt 04.08.2017, GO (Ms) No 1/2018 dt 11.01.2018 Government departments are allowed to purchase Mobile Applications upto a maximum of Rs 5 lakhs from Startup Companies. Subsequently detailed operational guidelines have been issued for the procurement processes. Accordingly a committee headed by Secretary (IT) with members from Kerala IT Mission, SEMT and User Department evaluate and clear proposals for the procurement of the Mobile Applications. Recently Government of Kerala vide

Government Order G.O (Ms) No.24/2018/ITD dt 29.09.2018 has enhanced the limit to Rs 20 Lakhs.

Facilitation of Department requirements through Startups

Kerala Startup Mission is approached by various Government Departments for the development of mobile and web applications. These requests are met through a facilitation devised by KSUM. Kerala Startup Mission facilitate the entire process by helping departments to finalise technical specifications, circulating the same among startups, initial technical assessment and shortlisting for the committee to take final decision. In many instances it is felt that the requirement of department are beyond Rs 5 lakhs and hence Government of Kerala has enhanced this limit to Rs 20 Lakhs

Following are the steps involved:

1. Call for Expression of Interest among startups incubated/registered with KSUM
2. Submission of EOI
3. Technical Proposals are then obtained from startups who have submitted the interest.
4. Technical proposals are then evaluated.
5. Startups who qualify the technical evaluation are then asked to submit the financial proposal.
6. L1 among the startups is identified by the method of Quality and Cost Based Selection (QCBS) wherein 70% marks for the technical proposal and 30% for the financial proposal.
7. The L1 startup is then recommended to the Department.
8. KSUM ensures that the startup delivers the product to the Department and Department is satisfied with the work.
9. The payment is made directly by the department to the startup after signing an agreement.

Demo Days

In order to showcase potential startup products for usage within the Government Departments , Kerala Startup Mission calls for Demo Day. The participants for the Demo Day includes Startups and various stakeholders of each department.

KSUM showcases selected startup to each Department inorder help departments identify products that are of potential use to them.

Process

- KSUM calls for proposals from startups who are having products (software/hardware) that are relevant to Specific Departments.
- The startups are given a window period for submission of proposals. Start
- The received proposals are then scrutinized and KSUM identifies product that are very much relevant to each department. The shortlisted startups are then given an opportunity to present before the department stakeholders.
- After the presentation by startups , the department informs KSUM if they are interested in one or more product presented during the Demo Day which are found to be of use to them.
- A detailed proposal from the selected startups are then collected by KSUM including financials for the implementation of the same and are presented for evaluation by the Technical committee as stipulated in the G.O (Ms) No 19/2017/ITD dt 04.08.2017.
- The technical committee comprises of ;
 - Secretary (IT) or Nominee
 - Representative from KSITM

- Representative from SeMT
 - Representative from KSUM (Convenor)
 - Two representatives from the user department
- The committee evaluates the technical and financial proposal given by the startup and recommends for the same.
 - After the meeting, the minutes of the meeting are passed on to the respective Department for necessary actions.
 - The department on receiving the minutes is expected to issue a work/purchase order to the startup.
 - The department also enters into an agreement with the startup for successful implementation of the system. Refer sample agreement given in Annexure. The agreement shall include timeline of completion, payment terms and SLA and penalty clause as given the G.O (Ms) No 19/2017/ITD dt 04.08.2017.

Payment terms (Ref:G.O (Ms) No 19/2017/ITD dt 04.08.2017)

SI No	Milestone description	Milestone
1	Prototype Completion	10%
2	Product Delivery and Acceptance by Department	50%
3	Successful deployment and Go-live	30%
4	Completion of Warranty Support*	10%

*Warranty period usually 12 months.

How to Apply:

The notifications are updated at KSUM Website: www.startupmission.kerala.gov.in

Marketing Support & Business facilitation Centres

Marketing support to startups

Marketing Support (Video & Digital):KSUM has empanelled agencies for the Video and Digital creatives. The startups usually face the financial constraints in projecting their products via explainer videos as well as product videos.The cost for the video productions are high and this has created financial burdens. The agencies whom KSUM has empanelled via E Tender are CAT,Channel IM,Stark and Media Mate with a mutually decided rate.Support to the startups 70% with a ceiling of Rs 1.5 lakh/ video.The startups with a viable fully developed product only needs to be supported.Maximum support for the startup for video creation shall be two numbers in one year or upto the cost ceiling which is specified. KSUM will call applications via website and startups can directly involve with the vendors.

Process

1. Call for application via website
2. Review the applications based on the product
3. Sanction of application
4. Startup can engage with the vendor directly routed through KSUM
5. After successful completion the cost of the same shall be reimbursed.

Business facilitation Centers

The business facilitations are on different themes and following facilitation services/ supports are offered to startups in the below areas:

- Startup Registration
- Funding advisory
- Marketing
- Legal Advisory
- Statutory Compliances
- Intellectual Property Rights
- HR Services

KSUM shall support the startups with 50% of the cost as payment to the empanelled agency.

Deep Dive Reports

KSUM offers startups with Customised Deep Dive Reports that gives insights of the current market position of a startup, the related market trends, investment opportunities, competitive analysis and so on. The Deep Dive reports are prepared exclusively for a startup by Tracxn. Any startup registered with KSUM are eligible for the same.

Market Research access - Tracxn.com

Kerala Startup Mission has subscribed to the platform named Tracxn that gives Reports on various Technology startups, Details on Investments, Funding , Sector landscapes globally that are relevant for a startup. Tracxn is used as one of the effective market research platform for various startups.

Query: varun@startupmission.in

Exchanges & Global Immersion

Under the above programme, students and young entrepreneurs of the state are given exposure to the international startup ecosystems and to foster cooperation between startup ecosystems across the world.

The programme plans for:

1. International Business Connect
2. International visits for students/ startups
3. Exposure Programmes

International Business Connect

Business connects always happen when people network each other and understand their product. Every business succeed when there is a win win situation.KSUM provides a platform which helps startups to build the business connects. The business connects are by different means like delegations,launch pad programmes etc. Some of the programmes are given below

1. London Tech Week
2. RISECon, Hong Kong
3. DLD Tel Aviv (
4. Web Summit, Lisbon
5. SLUSH - Helsinki
6. CES 2020, Las Vegas
7. MWC Barcelona
8. TIECON USA
9. Innovfest Unbound

10. GITEX 2019

11. Nasscom Innotrek

Process followed

KSUM will be calling EOI via website and the same will be published via Email, Social media and Press releases. The applications collected will be scrutinised by the expert team based on the product, revenue generated, importance of the startup product with the conference, willingness to pay the registration fees.

The candidates so shortlisted will be taken for the Business delegation

International visits for students/startups

The Global Startup ecosystem have wide range of activities happening which need to be learned, connected and collaborated. There are different conferences as well as startup pitches happening across the globe. There are good platforms for startups as well as aspiring entrepreneurs to pitch their products to get customers as well as get investor connects. The investor connects will help the startups to get mentored and guided at the right time. This will be a learning experience for the students as well as startups the best practices as well as approaches by different regions on the startups. The same if explored the startup products can be able to be scaled globally which ultimately create global leaders from the state. Th

The international visits for students and startups will help them to understand the possibility of scaling their product. The cultural differences and the opportunities their products have in the global scenario. Startup products from Kerala are scalable and there shall be some iterations when taken to the global scenario and such learnings are very much possible by the international visits.

Process

1. Information from startup regarding the event

2. Validation of the event based on the product of the startup by the expert.
3. Submission of event report after the event
4. Reimbursement of Travel and visa charges on submission of original documents like boarding passes, tickets etc along with the report.

Reimbursement Guidelines

Startups attending International Programs/ Conferences

First Travel

1. 100% support for one member from the startup. This includes to and fro travel and visa charges.
2. If two founders are travelling 50% of travel and visa support

Second travel

1. 75% travel support for one member from the startup. This includes to and fro travel and visa charges.
2. If two founders are travelling 50% of travel and visa support

Third Travel

1. 50% travel support for one member from the startup. This includes to and fro travel and visa charges.
2. If two founders are travelling 25% of travel and visa support

Fourth Travel

1. 25% travel support for one member from the startup. This includes to and fro travel and visa charges.

Applicable to startups as defined by DIPP.

Startups attending National Programs/ Conferences

First Travel & Second Travel

1. 100% support for two members max from the startup. This includes to and fro travel.

Third Travel

1. 100% travel support for one member from the startup. This includes to and fro travel.
2. If two founders are travelling 50% of travel.

Fourth Travel and for further travels

1. 50% travel support for one member from the startup. This includes to and fro travel.

Exposure Programmes

Kerala Startup Mission has associated with different Industry bodies to support the startups to pitch their product to the international market. Global exposure is much needed for the startups to take their products to the next level. Startups going for the delegations will get multiple benefits like client onboarding, collaborations, channel partners, product validation ,product expansion ,investor connect, mentor connect, industry exposure etc. The delegations taken by startup mission has given good value addition for the startups.

Incubation Program

Kerala Startup Mission (KSUM) is designed to provide a springboard to budding entrepreneurs who wish to launch themselves into the world of technology based business careers. Entrepreneurs' bright ideas to develop an innovative product using advanced technology solutions can find a fertile ground in Kerala Startup Mission. KSUM is designed to provide entrepreneurs all the support to make technology based business ventures successful. The highly innovative and productive environment of KSUM provides entrepreneurs the right ambiance to build up technology ventures at international standards. KSUM is restricted to high tech startups with technology products and innovations with in a limited time frame that literally makes the entrepreneur to seriously work on his product idea and boost him to come up with a 'Market viable prototype.

KSUM has 4 types of Incubation Programme

Programme	Startup Stage	Duration	Deliverables
K-Launch Pad	Concept to Proof of Concept/ Minimal Prototype, Direct entry to Incubation Programme	3 Months, Not extendable	Idea Validation Creation of Proof of Concept Road Map Ahead

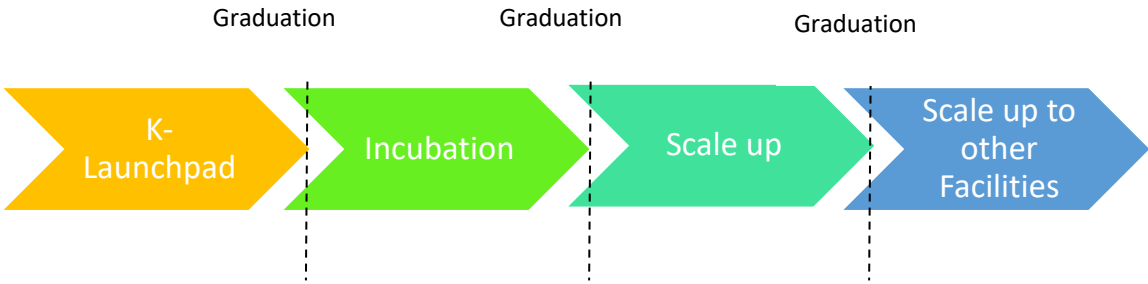
Structured Cohort Programme	Initial Prototype + Basic product validation	18 Months, Not extendable, Graduate to scale up space or Move out	Product Development Market Validation Early Revenues
Non-Cohort Programme	High Growth Potential Startups (Unique services with high IP or Business Value/ Technology startups)	11 months, extendable to one more term with higher rates	Quick Product Development, Accelerated Revenue & Investments
Premier Incubation	Companies from other startup locations/ metros/global, where they want to launch their startup on a particular product / innovation	11 months, extendable to one more term with higher rates	Quick Product Development with National/ International Presence, backed by investments Accelerated markets, revenue creation & external investments

Further KSUM provides spaces for scaling up startups

1. Scaling up startups in seater basis
2. Scaling up startups in sq.ft basis

Programme	Scale up Stage	Duration	Deliverables
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Scale up Startups (seater)	Startups who have raised early revenues and want to scale up	3 years	Scaling up Revenues, Valuations and External Investments
Scale up Startups (sq.ft)	Startups who are in the growth to mature stage	3 years	Establishing prominent Market Shares/ Global Presence, Commendable Business Valuations, External Investments & Employment Generation



A normal startup will undergo above stages but can enter at any stage and graduate at any stage depends up on their performance.

Value Propositions of KSUM Incubation Programme

The value proposition of KSUM lies as follows:



This can be detailed as follows

A. CONNECTS

- Technical & Business Mentorships- Online mentor connects/ Live Chats, One to One Mentor connects, On demand mentoring, Mentor Speed Dating, Mentor Chats, Mentor clinics etc
- Investor Cafes, Investor Connects, Fund raising workshops, Pitching Workshops/ Coaching, Investor Clinics
- Connects with Academic & Research Institutes in national & international
- Entry to Business Accelerators
- Access to other sectorial incubators and incubator networks in Kerala

- Easy access to government bodies, agencies and ecosystem Celebrities
- Easy Connect to Startup India
- Access to Industry Bodies like NASSCOM, TIE, ISBA, FICCI, CII, KMA etc

B. BUSINESS SUPPORTS

- Business Facilitation Services- Digital Marketing, Branding, Financial Advisory (business valuation, term sheet preparation, investor negotiation), statutory compliances, Company registrations, Legal Advisory, Intellectual Property Rights etc.
- Registration Supports- DPIIT (Startup India), Udyog Aadhar, KSUM Unique ID
- Incubation Support Services including Amazon Web Services, Razor Pay, Hubspot, MGS91, Collect chat etc

C. FACILITIES

- Brand name of Kerala Startup Mission
- Beautiful & Collaborative Workspaces crafted for Startups with easy check-in
- Plug & Play Facilities with Workstations & highspeed Internet at discounted rates
- Secured Office spaces with Common Facilities Management and Services
- Downloading Centre, Printing supports, Log Lists, Reception service, conference & discussion rooms and other basic amenities
- Easy access to Fablabs & Future Labs

D. COACHING

- Structured Cohort Programmes, Story Board Preparations, Milestone settings and Expert Reviews
- Startup education programmes with Premier Business Schools in India & Abroad in various startup themes
- Various Workshops, Sessions & Connect Programmes for Startups (Technical, Business, Operational, Funding etc)
- Extensive mentoring & Coaching for Startup Fund raising

E. CULTURE

- Learning how to build successful startup and adopting a startup culture
- Networking with corporate personalities, renowned entrepreneurs, internal delegations, government authorities etc
- Peer Learning & Knowledge Sharing
- Informal meet ups (weekly founders meet), active social networking etc
- Easy access and updating of Startup Events, Startup Schemes, Government Projects and other KSUM Benefits
- Startups introduction to International & National Delegations, Ministry Officials & ecosystem Celebrities

F. FUNDING

- Direct Connect to Angel Investors & Venture Capitalists like Lets Venture, Unicorn Venture, Indian Angel Networks, Malabar Angels, SEA Funds, Speciale Invest Fund etc
- Access to Funds (Grants, Seed Loans, Equity, Venture Capitalists), Financial Institutions, Banks
- Fund Raising Workshops, Investor Café, Pitch Clinics
- Investor Education and/ or 'Seeding Kerala Events'

- Get networked with Investors and Fundraised startups

Success Factors Identified

KSUM identified following are going to be success factors of KSUM Incubators

SUCCESS FACTORS IDENTIFIED	EXPECTED OUTCOMES
Product	Helping startups to come up with “Building Products What People Want”
Technology	Teaching Startups “Not to use complicated technologies, and use robust, dynamic, adaptable & trending technologies to improve the user design, usability, performance, convenience and effectiveness of the overall product”
Team	Good team Intake (with experience and executorial capabilities) Connect them/ help them to meet people who really help them to gain knowledge, market connects, references and funding
Markets	Help them to right understand the Target Markets and projecting their offerings Market Validation, Access Networking Events & Meet ups
Funding	Offering Coaching for Fund Raising

Business Valuation Supports

Platforms for pitching their startups to Investors

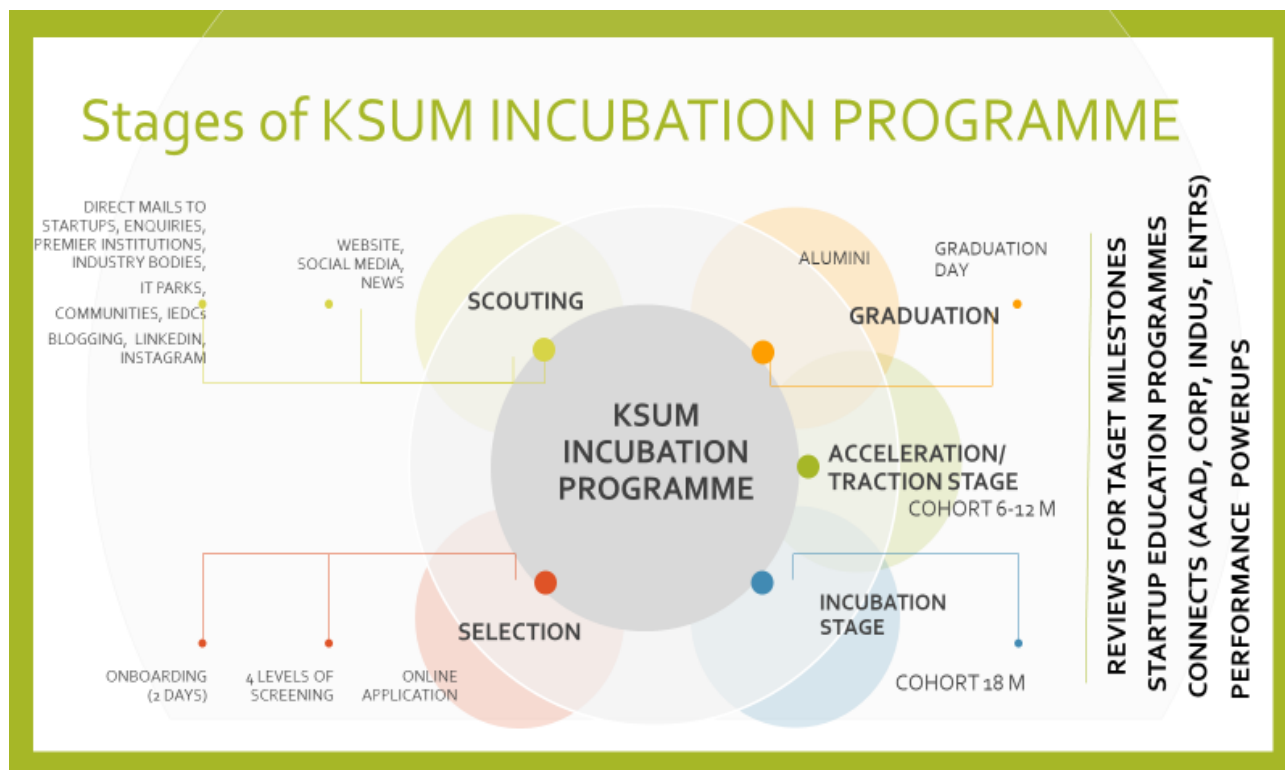
Funding in terms of grants, loans and external Angel/VC funding

INCUBATION PROGRAMME

The Incubation Programme has following stages

- a) Scouting
- b) Selection
- c) Incubation Stage (Product Development)
- d) Acceleration /Early Traction Stage
- e) Graduation

The total overview of the incubation programme as shown below:



How can a Startup Apply for KSUM Incubation Programme?

Eligibility for all except K-Launchpad

The selection of startups for membership in KSUM will be based on the recommendation of an expert committee specifically set up for the purpose.

The criteria for acceptance are the following:

1. The business activity proposed is in the advanced technology area. The company must meet the definition of a "technology-based company" (An organization which pursues commercial applications of science/technology-based innovations;

employs a high percentage of technicians, engineers or scientists; or requires extensive R&D to produce new products or services)

2. The solution must have technology or product or business innovations and foresee an exponential growth potential
3. Any individual or group of individuals who have registered themselves into a Pvt Ltd Company or limited liability partnership (LLP) registered at RoC
4. Number of members/founders of the startup: minimum 1 and maximum 7 in the core team, each holding a significant position in the startup. Founder(s) preferably from Kerala
5. The startup who are looking for starting their operations in Kerala.
6. Preference will be given to emerging technologies like AI, IoT, ML, Block Chain, Cyber Security, AR/VR/MR, Space Applications, Embedded & Hardware etc

Eligibility for K-Launch Pad

1. The team should have a potential Idea in the trending technologies
2. Passionate and executionable capabilities
3. Hardworking, Open and learning attitude
4. Basic know how of business operations
5. Company incorporation not required as this is Idea Validation

How to Apply & Selection

KSUM will open up the application through www.startupmission.kerala.gov.in and the call for applications will be announced by KSUM. This will be done as per the availability of spaces in various KSUM Incubators.

Steps for incubation/ cohort

1. The startup has to apply through F6S platforms for Incubation & K-Launchpad
2. Initial tele-call will be done by the KSUM Official
3. The applicants are validated by Technical Expert & Manager (who will make a tele/video call)
4. The shortlisting for final pitch will be done based on this.
5. Final Pitch before Expert Committee
6. Submission all requested documents, Payments
7. Agreement execution

Payment for Incubation;

Rs.10,000 for K-launch pad for 3 months with 2 seat, additional seat Rs.2500/-

Rs.2000/-- for Cohort

Rs.3000/- Coworking

Rs.4000/- premier Incubation

Sq.ft varies as per buildings ranging from Rs.35/sq.t, Rs.42/sq.ft & Rs.56/sq.ft

Steps for Scale Up Applications

The application for scale up applications will be announced intermediately, for which any one can follow us in website and social media (Face book, LinkedIn, Twitter)

1. The startup has to apply through the application called on by KSUM
2. Initial tele-call will be done by the KSUM Official
3. Presentation before Expert Committee

Admission procedure

We are looking for Innovative, scalable product startups in any industry verticals. Our selection process includes due diligence on the business idea, Founding team and competitive differentiation in the market.

Step 1 – Online Application & Initial Review

Interested companies need to complete online application through KSUM portal (<https://startupmission.kerala.gov.in/incubation>.) The Application will be open all the time and KSUM will intake new startups once in every 3 month for each incubator.

Initial review will be focused on following area

1. Determination of eligibility by KSUM based on preliminary application.
2. Submission additional details on application (if needed)
 - A. Detailed Business Plan of the new venture
 - B. Entrepreneur's tax returns for prior three years if applicable
 - C. Details of company's corporate structure, bylaws, ownership, etc.
3. KSUM Incubation team will scrutiny received applications.
4. KSUM Will set up an expert panel members including domain experts, business experts and experienced founders for first round review of applications.
 - A. This step usually done remotely using our portal
 - B. KSUM and expert will sign a mutual Non disclosure agreement (NDA) and Non conflict agreement (NCA)

5 . Evaluation criteria as follows

SL. NO	Criteria	Marks	
1	Idea (Usefulness)	10	The idea is Oxygen and the product or service becomes frequently used
		8	Frequently used over a period of time (say once/twice a week/month)
		6	Good problem solving situation. Eases a pain but then not an essential.
		4	Addictive and charming for the first say 20/30 mins and also does not ease any pain.
		2	Used rarely
2	Opportunity (Market Sizing)	10	Global Market
		8	India Market
		6	Regional Market
		4	Local Market
		2	Hyperlocal
3	Solution (Value)	10	Solution/Technology feeds on existing networks and social / civic systems, ride on top of them and create a network of customers.
		8	discovery, validation, and sell it to them. High on Customer

			Development
		6	partnerships can be door openers to customers
		4	Need to significantly modify existing social/cultural/civic systems
		2	Weak network creation model. Spend more time to create network effects than on delivery of value
4	Founder (Skill set & Experience)	10	At least one founder who have experienced in the same domain. Second round of a successful Entrepreneur
		8	Two or more founders, Diverse skill set or Experience
		6	Founders with good clarity and vision about product
		4	Student startup with the same skills & Experience
		2	Single founder startups without good experience

The Business Plan

The Business Plan is expected to cover the basics of the business, viz. Value proposition, products and services, market analysis, competition analysis, funding requirements, capital structure, milestones and timelines, development and marketing plan,

organizational structure, team, risk analysis and projected financials. A template for a business plan may be

obtained from the KSUM or may be downloaded from its website. Applicants may give such additional information as they think would help in the assessment of their proposal.

The Expert committee panel

The Expert Committee will consist of experts having technical, business and financial expertise. The members will be other than KSUM employees. The members of the Expert Committee would be invited/ identified depending on the nature of the proposal from time to time. An expert should have a minimum of 5 year solid experience in that particular domain except future technologies

An expert committee panel consists 4 -6 members. Formation of Expert committee as follows.

- Technical Expert - 1 Person

A person who has solid experience in developing and implementing technology solutions or a person in a position like solution architect in a multi domain expertise company

- Business/Marketing Expert - 1 Person

A person who has sound experience in sales and marketing area especially IT related products in india and abroad

- Startup Founder - 1 Person

An Experienced founder who is willing to share his/her experience. A serial entrepreneur or a startup founder who got exit from a venture is preferred.

- Investment Expert - 1 Person

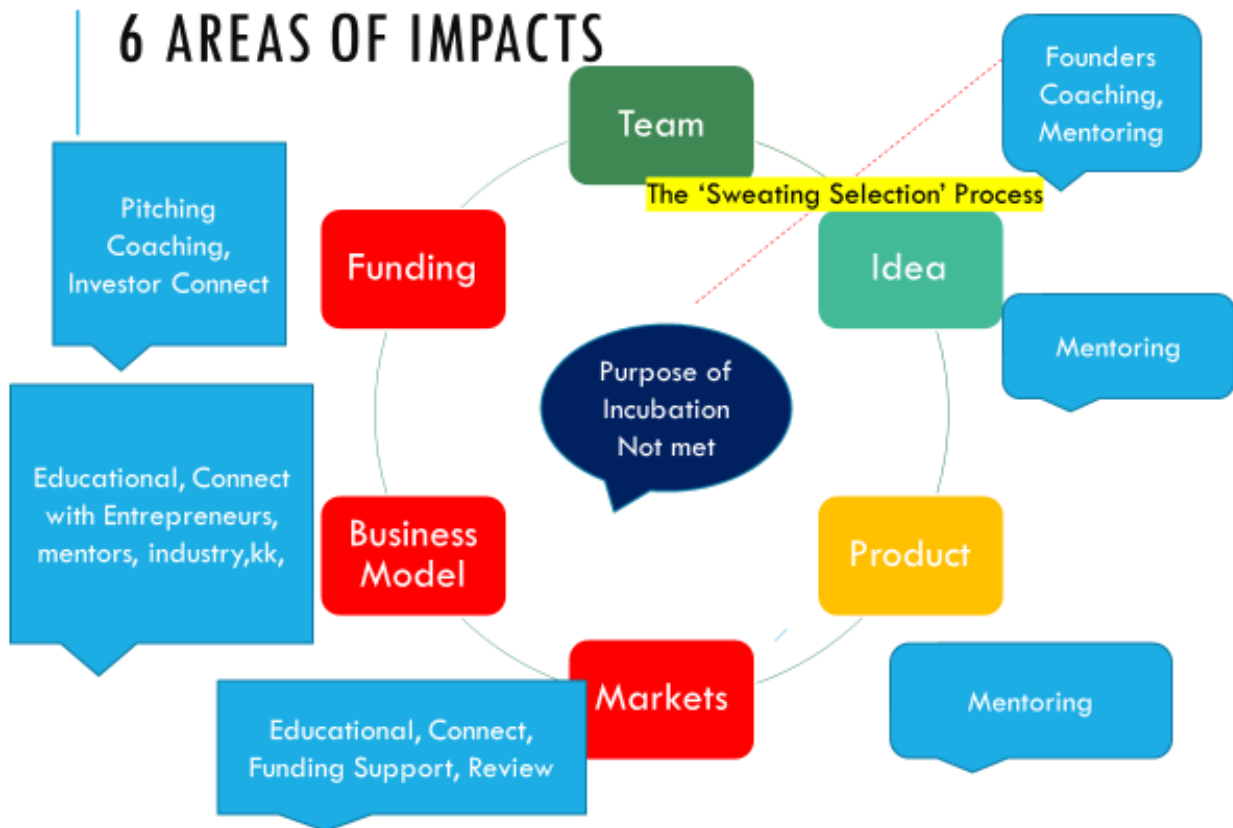
A person with startup investment experience as Angel or as part of VC.

- KSUM incubation team member - 1 or 2 person

A KSUM staff with experience in Cohort and startup selection. He/she will be the charge of this selection day and drafting necessary documents like Minutes of the meeting, Attendance sheet and NDA, etc..

Expectations of the Expert Committee

- Demonstrate a need for incubator services.
- Demonstrate capability for business viability and growth.
- The business plan submitted by the entrepreneur is sound.
- The entrepreneur will submit a proper business plan to Incubator, which will be reviewed by the expert committee before final acceptance
- The business proposed should have significant technology content / employment potential / revenue generation potential / export earning potential.
- The entrepreneurs may or may not have a track record in undertaking entrepreneurial ventures.
- A first time entrepreneur should have the requisite aptitude in promoting the venture. The expert committee will assess this through personal interview, review of past activities, background check, references etc.



Step - 2 Final Pitch

Companies who successfully completed first round review will be selected for presenting their idea face to face with Expert committee panel. This presentation will be a 5 -10 minute pitching about the product and 5 min Q & A . This has to be done by founders of the company. Experts may ask additional information to founder to evaluate better.

This meeting will be done in any of the KSUM office. Startup/Entrepreneur will be prior informed to attend the meeting with necessary documents

Step - 3 Onboarding

Based on recommendation from Expert committee members, KSUM incubation team will decide the whether the applied startup need to be selected or not. Once the decision is made to admit the entrepreneur/startup to the Structured incubation programme of Kerala Startup Mission, the following activities are undertaken:

1. Primary data collection

- a. Details of authorised signatory
- b. Company incorporation details
- c. Registered office details
- d. Company profile including revised Business plan, logo,
- e. number seats required in incubator and CVs of all promoters
- f. Address proof of promoters

2. License agreement is executed between KSUM and the entrepreneur/Startup

3. Milestone setting with KSUM Incubation team for next 3 months

4. Identify mentors, consultants, service providers or resource centres to assist the entrepreneur/Startup to achieve goals

K-Launchpad

K-Launchpad programme is the 3 months pre-incubation programme for early stage entrepreneurs, and startups. Startups who are in the idea stage and concept stage who are looking for idea validations and creating PoC' s can looked for this programme.

K Launchpad mainly focuses on ideation stage, where technologist having a potential innovative idea can be provided with a co-working space. During this period, the entrepreneur takes up the role of a 'techno-evangelist' who develops the idea to into a proof of concept and prepares him for understanding the technical feasibility of the idea proposed. Sometimes, a number of potential innovations or startup teams may come out of this coworking ecosystem.

KSUM will be supporting the startups by mentoring, connecting with right support system or by creating right platform for networking. Once a marketable technology/product idea is technically proved, a company can be formed and KSUM can look at for Incubation Stage. KSUM will also encourages the entrepreneur to apply for innovation/Idea grant and similar other ones. The reviews of startups would be taken at the end of 3 months and startups whose performance/progress are not satisfied by KSUM will be discontinued after 3 months. Performing startups will be recommended for Cohort incubation programme.

Programme Highlights

3 Months, 3 stages, Get your Idea or Proof of Concept Validated

- Stage 1- Idea Validation, Business model canvas, value proposition
 - Stage 2-Team Structuring, Paper prototype, Define Customer journey
 - Stage 3-Establishing POC, Roadmap
-
- a) Idea screening and refinement
 - b) Guided mentoring and coaching to make the idea bankable.
 - c) Technical assistance on concept development of prototype.
 - d) Successful graduates will be enrolled to Incubation Programme
 - e) Access to networks
 - f) Assistance in Idea and PoC Validation, Market Analyses

Deliverables: Idea Validation/ Proof of Concept Validation/Paper Prototype

(depends on each startup, and that would be mentioned in their milestone setting)

Month	Activity	Duration
Month 1	Induction	2 Days
Month 1	Talking about your Idea to Mentors / Experts	1 Days
Month 1	Design Thinking Workshop	2 Days
Month 1	Presenting your BMC & VPS to the Experts	1 Hour
Deliverables		
Month 2	Workshop for Startup Team Building	1 day
Month 2	Mentor speed dating on Team structuring	Half day
Month 2	Submission of Proposed Team Structure and partners identified to KSUM	
Deliverables		
Month 2	Designing your product prototype 1.0 through sketches	1 day
Month 2	Validating your product prototypes with 50 people	4-5 days
Month 2	Session/Mentoring on understanding customers	1 day
Month 2	Resketch your product prototype 1.1	2 days
Month 2	Validating your product prototype 1.1 before Experts (panels)	2 hours
Month 2	Submission of Paper Prototype	1 day
Deliverables		
Month 3	Start building Proof of Concept	
Month 3	Session/ Mentoring on Startup Road map or Business Plan	1day
Month 3	Presenting your Business Proposal to Experts with PoC	1 day
Deliverables		
Month 3	Graduation from K- Launchpad	

New Structured Cohort Incubation Program Overview

The structured Cohort incubation program will support the startups in building sustainable enterprises with early traction/ revenue. KSUM will provide the necessary supports for the growth of the startups including plug and play co-working spaces with hi-speed internet connectivity, financial assistance, mentor connects, exposure programs etc. KSUM will work with the industry and communities across the nation to bring the best out of our incubated startups.

The Cohort programme is structured in a way so that the startups will be closely monitored and hand held for developing their product ideas into successful business.

Programme Highlights

- ❖ Startup Induction Programme
- ❖ Milestone setting with Startups
- ❖ Mentoring-Mentor Speed Dating, Mentor Reviews
- ❖ KSUM Reviews & Quarterly Expert Reviews
- ❖ Workshops, Sessions and Events for Startups
- ❖ Pitching Workshops & Investor Connects
- ❖ Demo days
- ❖ Graduation day

Incubation Timeline (Tentative)

Deliverables: Product Live, Revenue Generation and/ or initial scaling up stage
(depends on each startup, and that would be mentioned in their milestone setting)

Month	Activity	Duration
Month 1	Induction	2 Days

Month 1	Design Thinking Workshop	2 Days
Month 1	Milestone Setting	1 Hour
Month 2	Monthly Review	1 Hour
Month 2	Sector Talks & Founder Talk series	2 Hrs for 2 days
Month 2	Workshop on UI/UX	1 day
Month 2	Mentor Speed Dating (Ui/UX, Design Architect)	1 Hour
Month 3	Monthly Review/ Quarterly Expert Review	1 Hour
Month 3	Workshop on Product Management	1 day
Month 3	Mentor Speed Dating (Product Development)	1 Hour
Month 4	Monthly Review	1 Hour
Month 4	Customer Development Workshop	1 Day
Month 4	Mentor Speed Dating (Market /Customer Development)	1 Hour
Month 4	Mentor Speed Dating (Customer Relationships)	1 Hour
Month 5	Monthly Review	1 Hour
Month 5	HR Session/ Team Development & Manangement	1 Day
Month 5	Mentor Speed Dating (HR/Team Development)	1 Hour
Month 6	Monthly Review/ Progress Catch up with CEO	Half Hour
Month 6	Session on Marketing & Business Models	1 day
Month 6	Mentor Speed Dating (Marketing & Business Models)/ Marketing Sales Workshop	1-2 days
Month 7	Monthly Review	1 Hour
Month 7	Session on Revenue & Pricing Models	1 day
Month 7	Mentor Speed Dating/ Investor Connect	1 Hour
Month 8	Monthly Review	1 Hour
Month 8	Session on Financial Planning & Management	1 day
Month 8	Mentor Speed Dating (Startup Finance)	1 Hour
Month 9	Monthly Review/ Quarterly Expert Review	1 Hour
Month 9	All about Pitching Workshop	2 days
Month 9	Mentor Speed Dating (Pitch Preparations)	1 Hour
Month 10	Monthly Review	1 Hour

Month 10	Session on Business Valuation	1 day
Month 10	Mentor Speed dating/ Investor Connect	1 Hour
Month 11	Monthly Review	1 Hour
Month 11	Mock Pitching Workshop	2 days
Month 11	Mentor Speed Dating (Pitch Reviews)	1 Hour
Month 12	Monthly Review/ Progress Catch up with CEO	Half Hour
Month 12	Demoday 1	1-2 days
Month 13	Monthly Review	1 Hour
Month 13	Sessions on Scaling up	1 day
Month 13	Mentor Speed Dating (scaling up)	1 Hour
Month 14	Monthly Review	1 Hour
Month 14	Mentor Speed Dating (on demand)	1 Hour
Month 15	Performance Evaluation/ Expert Committee (Exit for non-performing & graduation plans)	1 Hour
Month 15	Open Sessions/ On demand Mentoring	1 day
Month 16	Pre-Final Review	1 Hour
Month 16	Open Sessions/ On demand Mentoring	1 day

Month 17	Final Review	1 Hour
Month 18	GRADUATION	1 Hour

*Programme may vary as per startup requirements/need

Expected Deliverables

Month	Activity
Month 3	Feedback from 50 prospective customers on your product
Month 6	Achievement of Product & Market Matrix
Month 12	Last 1 year Matrix Review & Funding Plan for next 1 year
Month 15	Reviewing your Traction Matrix & Road map for next 1 year
Month 18	Progress Updates on last 6 months (Traction Matrix & Revenue)
Month 18	Graduation

Induction Program

KSUM is giving an induction program to newly onboarded startups. The induction program will be a 2days program where startups from first cohort go through an introduction about KSUM, its offerings and setting their startups ready for incubation

Sample program schedule as follows.

Day	Induction Activity
Day 1	Over view of Kerala Startup Mission
	Introduction to Team 'Who's who' & Basic Facilities
	Introduction to Cohort Programme

	Incubation Support Platforms, Website Logins, Nexodus
	Schemes and Supports to Startups
	Startups to meet all other startups in the incubator and the batch themselves
Day 2	Startups presenting the names of met startups & their product
	Over view of Startup Compliances-KSUM
	How to register a startup under Startup India & Udog Aadhar
	Startup Compliances- Professional Taxes, Corporate Taxes, GST, Basics of Labour Laws/Minimum Wages Act, Contracts Building
	Importance of Patents & Trademark
	Startups resumes to their seats

Periodic Assessment

- ❖ Monthly reviews with KSUM Officials
- ❖ Quarterly Expert Reviews with KSUM Officials, Experts and Mentors
- ❖ Semi Annual Review with CEO/ Project Director
- ❖ Annual Review with Experts for further extension/ exit

Period of Graduation

- K Launchpad: 3 Months from the date of Agreement Execution
- Cohort Batch: 18 Months from the date of Agreement Execution
- Non-Cohort Batch: 11 Months from the date of Agreement Execution
- Scale up seater: 11 Months from the date of Agreement Execution

- Scale up (sq.ft) : 3 terms of agreement