

APPLICATION FORM FOR STARTUPS

1 Name of startup:

2 Contact details

a. Primay Contact Person
(should one of the full time founder)

Designation

Email

Mobile Number

b. Registered Address

c. Office Address *(if different from above)*

d. Email

e. Office Phone

f. Website

3 Legal Status of firm – PVT. LTD / LLP / RP / OPC

4 Registration number and date

Firm registration (as applicable)

a. PAN

b. TAN

c. Service Tax

d. Has the Company filed all annual IT returns
till date *(Yes / No)*

e. Does the company have an SSI registration

5 What is the “Core Offering” (Product / Service / Process) of the StartUp (not more than 50 words):

6a Capital structure with name of shareholders for Pvt. LTD company:

• Authorised Capital

• Paid up Capital

• Share Holding Structure

Name of Shareholder and DIN numbers	No. of shares	% tage Holding	Founder (Yes / No)	Designation / Role in Company	Full Time (FT) or Part time (PT)

In case Shareholders / Founders are also share holders in other companies (Pvt. Ltd. / Partnerships), the same MUST be declared separately

6b Partnership/LLP details

• Name of each partner

7 What is the annual turnover of your company since Incorporation (as per IT Returns filed)?

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover in INR lakh					

8 Please explain your revenue model

• How do your currently generate revenue for the company?

• If you are still in idea/prototype development stage, please explain how you anticipate generating revenues?

9 Details of ALL Founders

- a. Name

- b. Educational Qualifications
(Std. passed / Degree, Year, University)

- c. Work Experience
(Company, No. of Years, Functional Area)

- d. Permanent Address

- e. Contact: Phone, Mobile, Email

- f. PAN Card

- g. AADHAR Card No.

10 Have any of the Founders of the company left the Company ? (YES / NO)

If Yes, please furnish the details such as tenure in the company, designation and reason for leaving

11 Benefits prescribed under Startup India Action Plan are available only to start ups working towards

- a. Who is/are the END CUSTOMERS ?

- b. What "problems" of Society/End Customers/Workflow are bring solved through the core offering by the startup *(provide a list)*

- c. Technology behind the core offering by the Startup (tick applicable):

TO BE DEVELOPED	SELF DEVELOPED	ACQUIRED	LICENSED	OFF THE SHELF
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- If Self Developed – technology development time & linkages used / is the technology Patentable / status of patent and-or application / countries where applicable / if not yet patented what are the strategies for protection

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- If Acquired / Licensed – from whom & terms – conditions

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- If Off the Shelf – comments on the 'innovation' from the startup

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d. Explain the innovative/ novelty features of your "core offering":

- What are the New Features / Significant Improvements that your core offering brings forth (provide a list)

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- Who are your competitors and what is your competitive advantage? (Comparison with Existing Products / Companies)

Features of Product	YOUR STARTUP	Existing prod. / company 1	Existing prod. / company 2	Existing prod. / company 3

Note: In case of claims that there are "NO COMPETITORS" – should be adequately justified (in not more than 100 words).

- Value proposition (s) to the customer segment

- i) Indicate measurable outcomes – comparisons with existing scenario

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- ii) Comments on intangible benefits (not more than 50 words)

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e. Market linked information

- Which markets are you addressing (tick appropriate)

Domestic	Global	Both

- What is the estimate of the addressable market size. Describe how you arrived at this and indicate assumptions used.

- List your "Go To Market Strategies"

- Do you have paying Customers ? If yes then how many are repeat customers (indicate %) and what is the current Order Book Size

- List your major customers / first adopters (if any)

