Form 80IAC: Video Guidelines

Please ensure that you provide all the following details in your Video link:

✓ The video should ideally be of 2-3 minutes and be no longer than 5 minutes
✓ Please showcase the working of the product(s)/prototype/proof-of-concept developed by your startup
✓ If you are a product or software based startup then showcasing a demonstration/prototype/walk-through of the product(s)/software product(s) developed by you is compulsory
✓ If you provide software or technology services such as website development, application development, developing white-label software products for clients, then please showcase a demonstration/prototype/walk-through of the product(s) developed for your key clients
✓ Please also showcase the market traction that your product/service has generated through either online customer reviews, client testimonials (video/text are acceptable), or any other similar appreciation/feedback received

Note: Please upload the video is uploaded on a third-party video hosting platform such as Youtube or Vimeo. In case you are uploading the video on Google Drive please make sure that it is NOT access restricted.