

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