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HOW TO

CREATE A PROGRAM

STEP-WISEPROGRAM GUIDE FOR HOSTS | VERSION 2.0

What is a Program?

Startups and entrepreneurs can participate in programs such as challenges and hackathons hosted on the Startup India Portal and can get a chance to win cash prizes, incubation, funding, or other kinds of essential support. They can also take advantage of educational workshops and sessions hosted on our platform.

Corporates, Incubators, Accelerators, Government Departments and other stakeholders can host a program in order to discover innovative solutions to their business problems or explore potential startups to partner with.

Who can be a Host?

You can register as a Host if you have the following profile type:

- **Mentor,**
- **Investor,**
- **Incubator,**
- **Accelerator & Corporate,**
- **Government Body.**

Program Creation: Overview

1. Create your **Host Profile**
2. Wait till it is published*
   (Which doesn't take long!)
3. Go to your **Dashboard** once published
4. Select '**My Programs**' to create your very own application for startups
5. Set your own **Parameters** for evaluating the **Startup Applications**
6. Create you own customized **Application Form**
7. Manage applications through your Program Dashboard once it is live and **Declare Results directly on Startup India**!

**Publishing of profiles takes approx. 48 hours as the Startup Team verifies your profile to make sure that it fits the role of an Ecosystem Host*

Program Creation

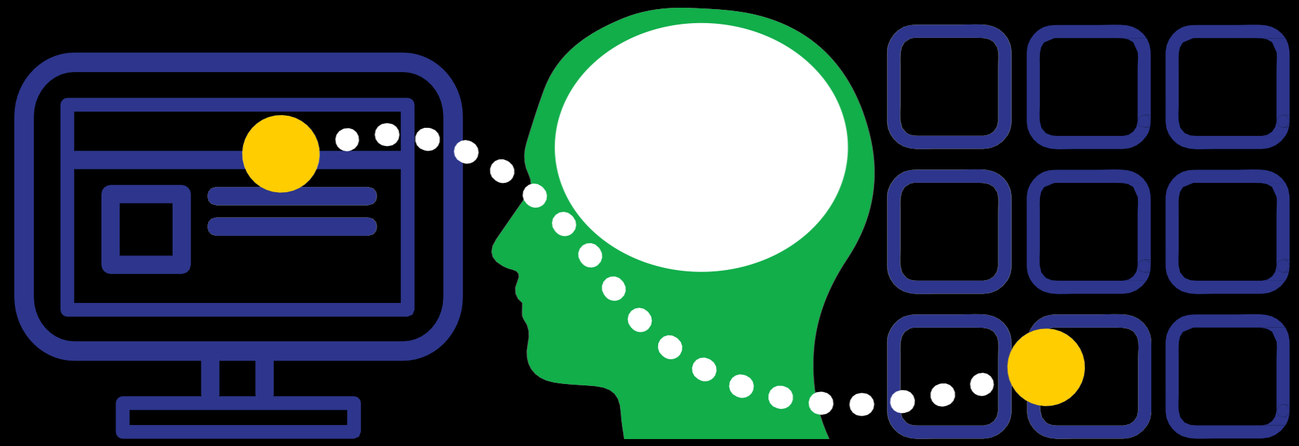
Additional Information

- Enabling bodies registered on the Hub can create their very own **Program**, **Workshop** or a **Challenge** along with the access to **manage all applications** they receive from startups and others during its course

- With the functionality of **Accepting, Rejecting, Scoring applications**, and marking an application as **Incomplete**, the System is an easy to use mechanism and an effective way to reach out to a huge entrepreneurial ecosystem

- You can select which industries, service type, stage or stakeholder you are catering to in the application

MAKE YOUR PROGRAM LIVE



300+ Programs & Challenges Hosted

26K+ Applications Received

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1. Create your Host profile

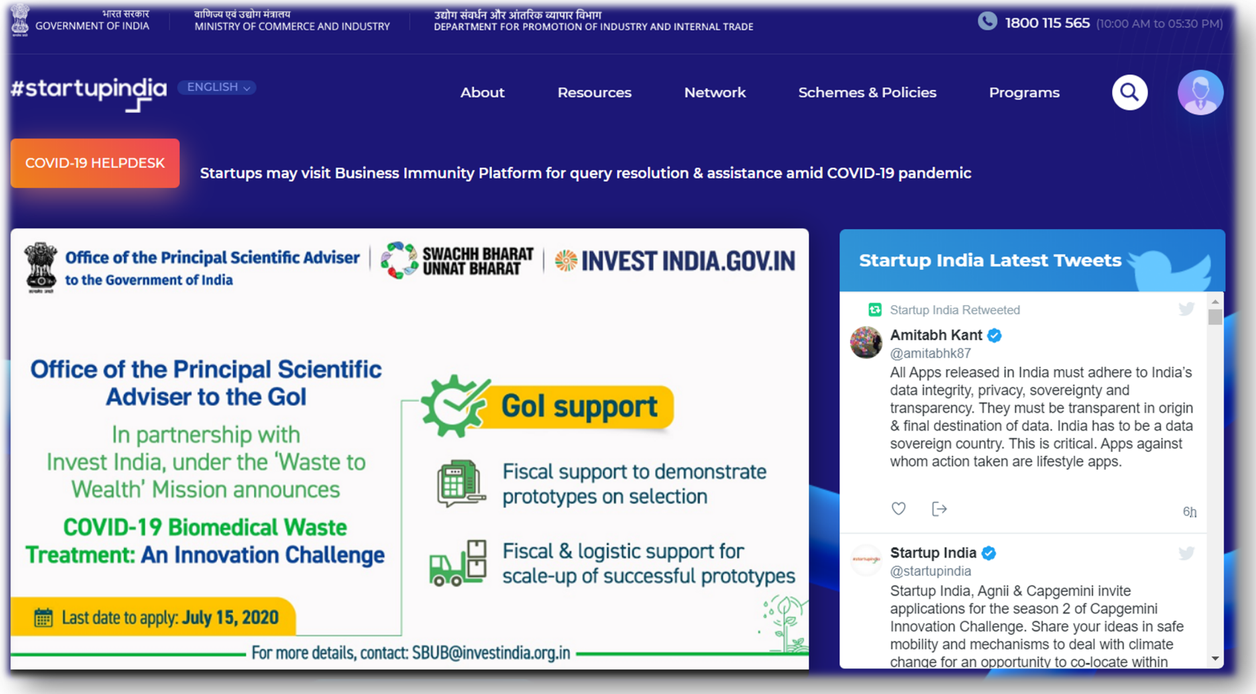
Creating a profile simply requires you to visit **www.startupindia.gov.in** & click on **Register!**

Once your email address is verified by an OTP, you will be taken to a 'Persona Creation' page to create your account

Make sure to select your profile type as 'Host'. Only hosts have the option to create a program

Reminder: you can create a Host profile only if you are:

- a Mentor
- an Investor
- an Incubator
- a Corporate
- an Accelerator or,
- a Government body

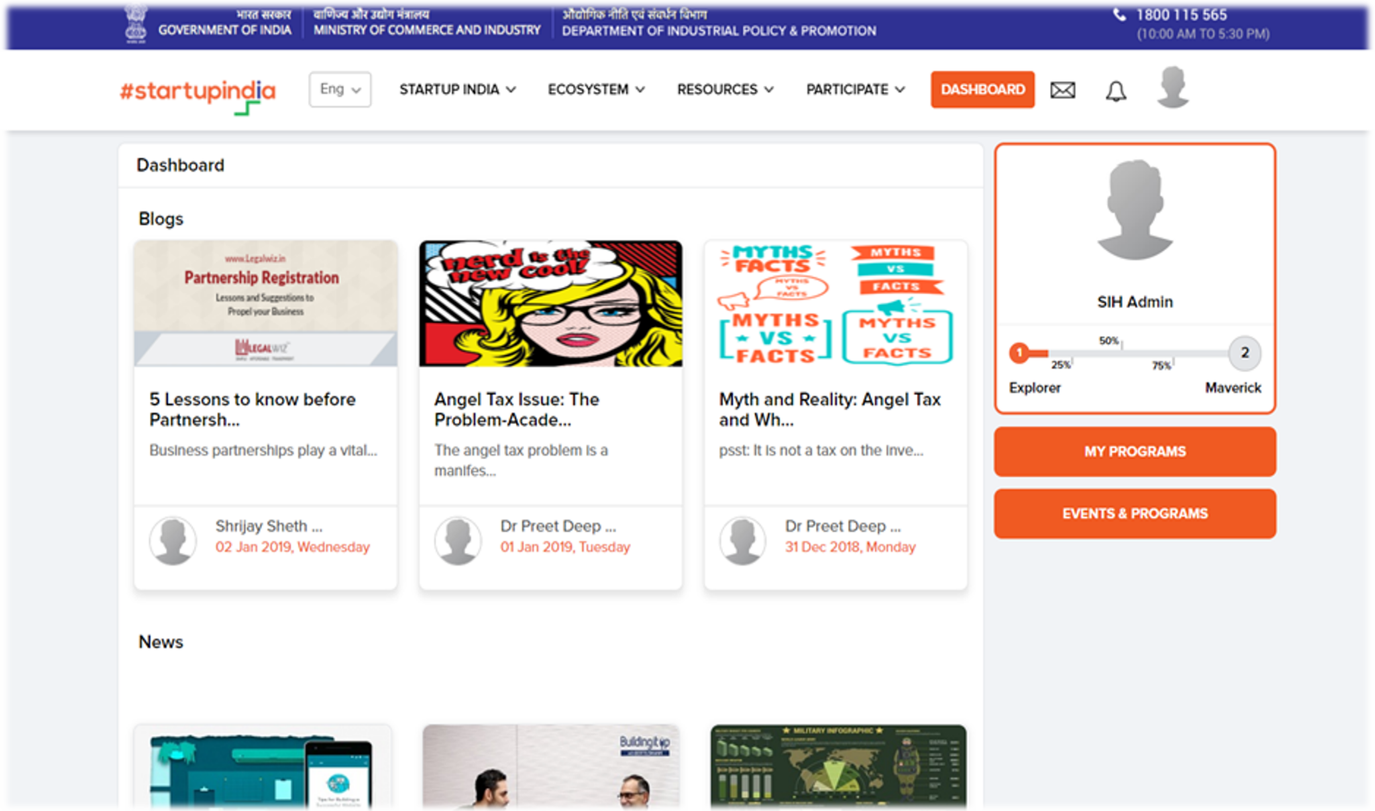


2. Visit Your Dashboard

The **Dashboard** is where you go to and begin creating **everything related to your Program**

My Programs

Click on '**My Programs**' to view your Dashboard

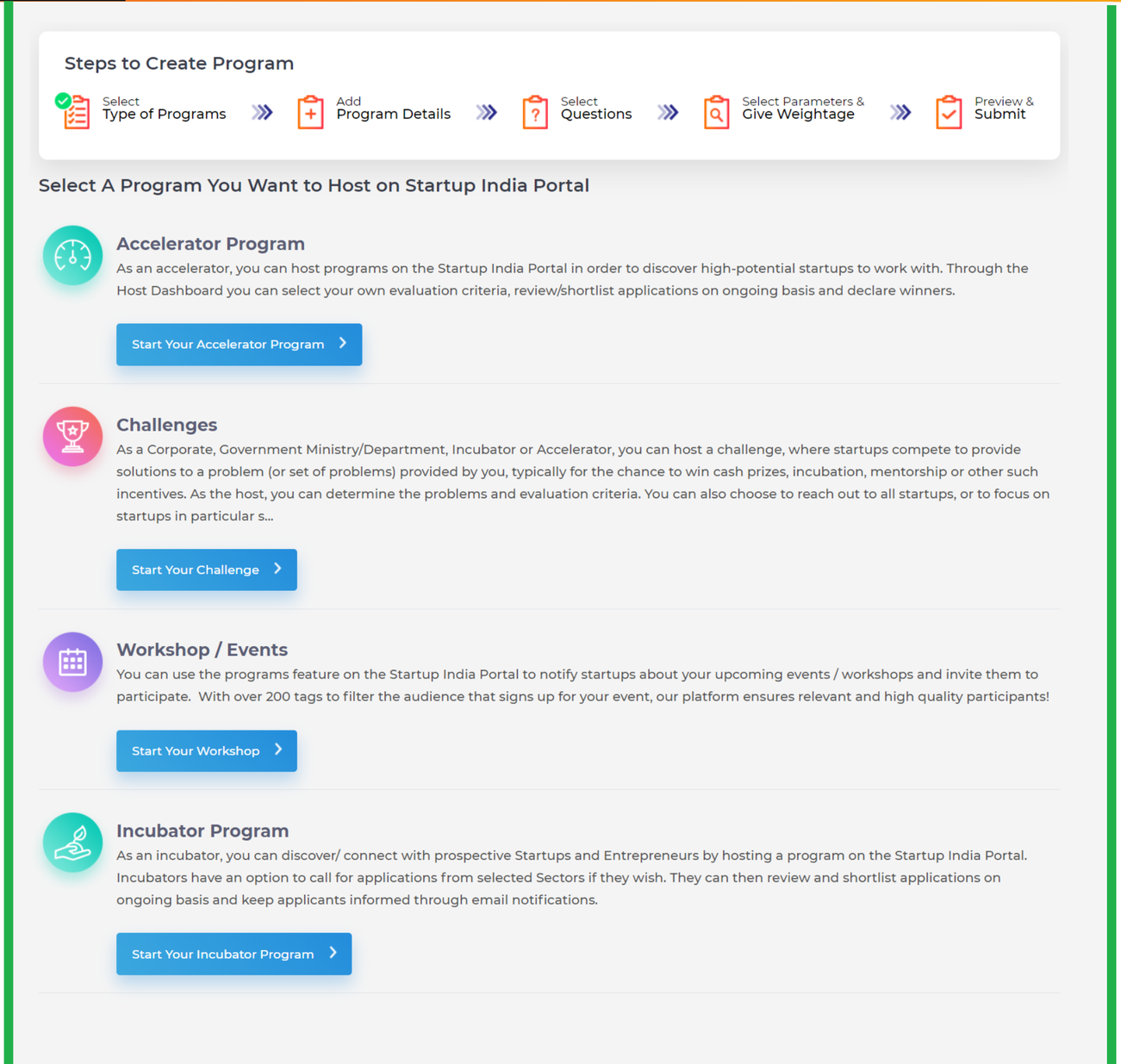


Events & Programs

Click on '**Events & Programs**' to view Programs created by other Hosts on the Portal

Latest blog posts, newsfeed, and stakeholder suggestions relevant to you are regularly updated on your Dashboard.

3. Select your Program Type

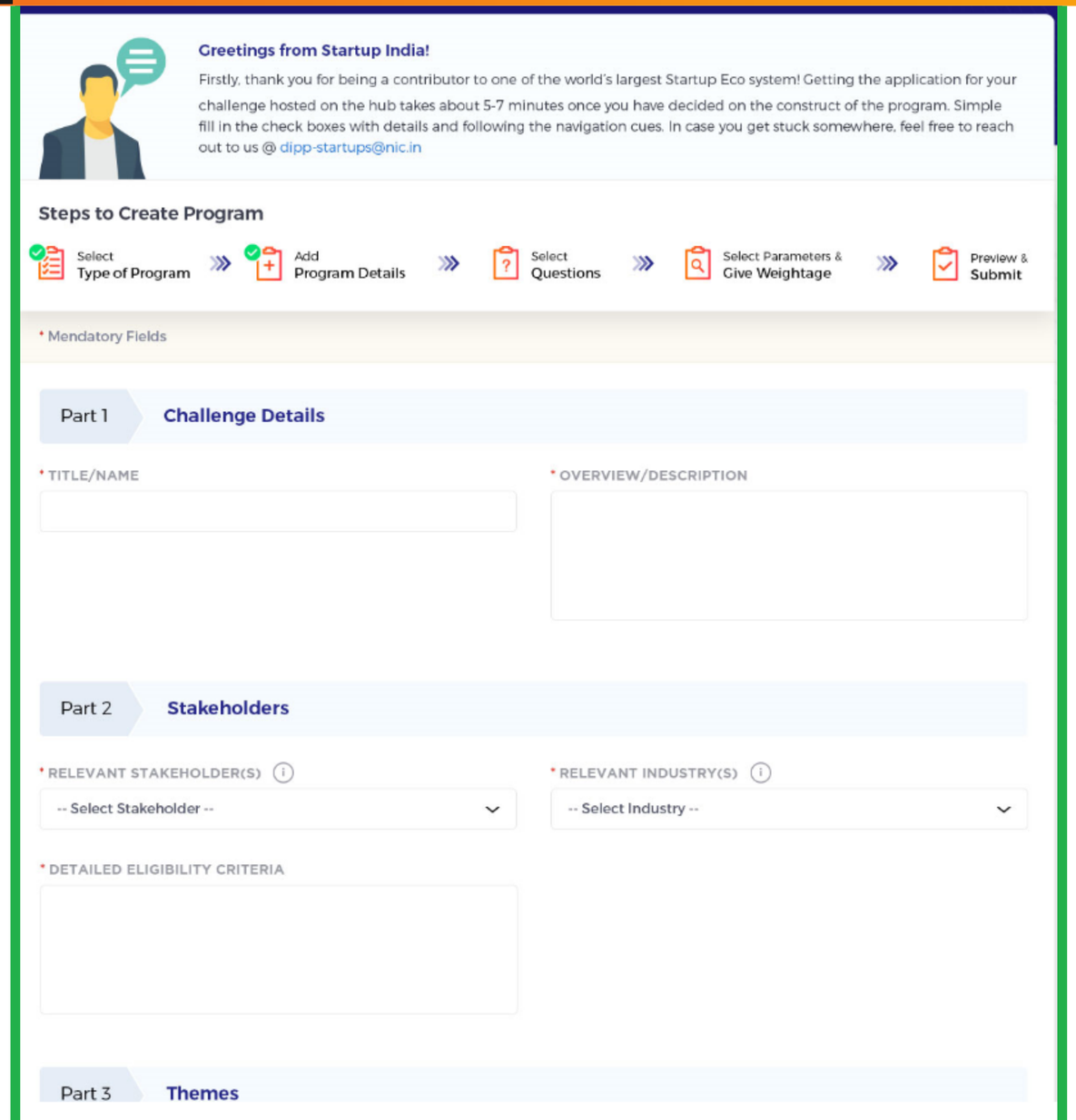


Types of Programs we have for you:

- **Challenge**
- **Accelerator Program**
- **Incubator Program**
- **Workshop / Event**

On selecting **My Programs** on your **Dashboard**, you will be taken to the first step of creating any Program, which is selecting the type of **Application** you wish to create

4. Fill Out The Program Details



This is where you provide essential information regarding your program:

Title & Overview

Relevant Stakeholders (your target audience for the program), **Eligibility Criteria, & Incentives**

Timeline

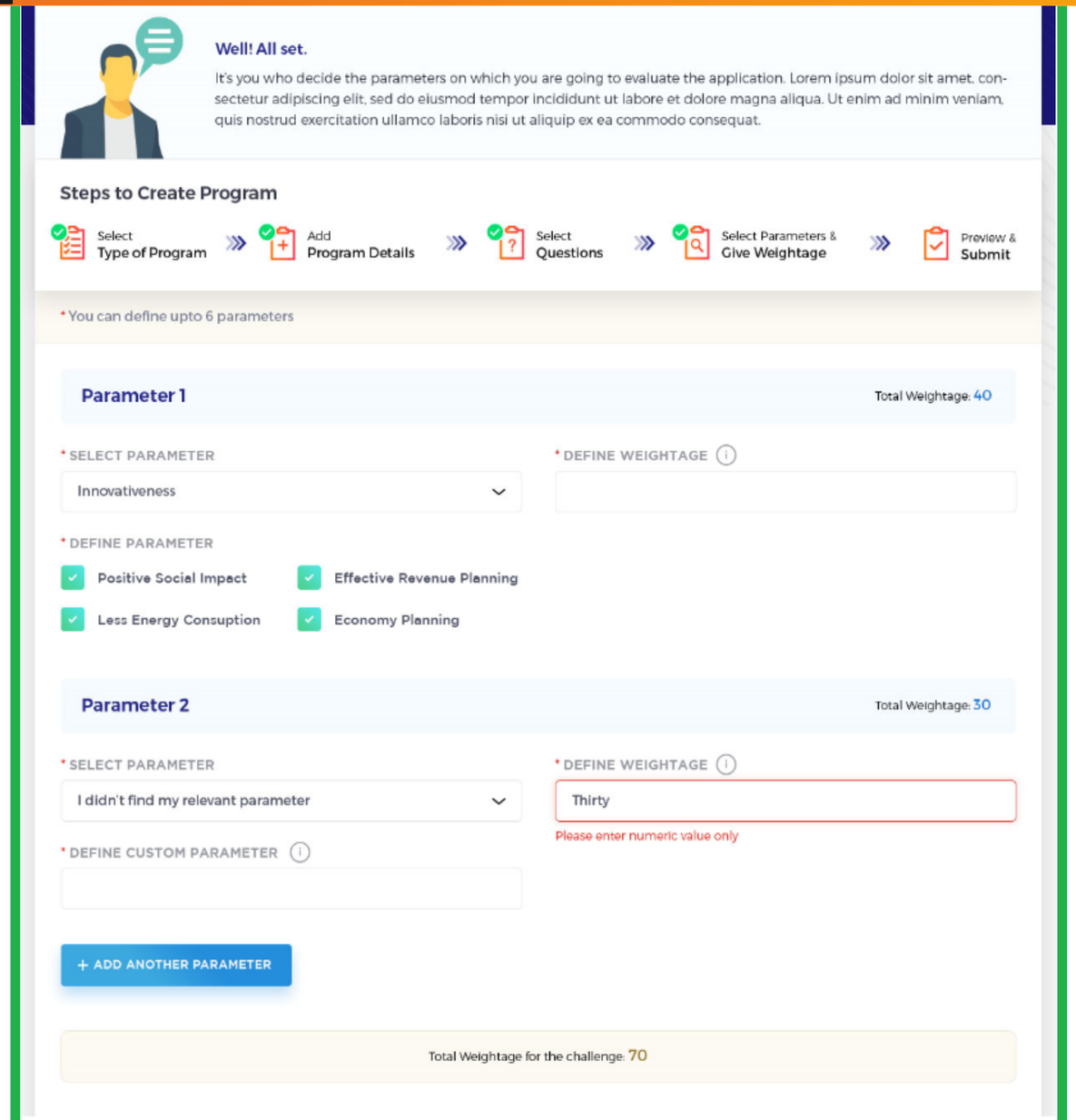
Program SPOC details

Banner Image, Partners & Logos

Social Media links (if any)

FAQs about the program

5. Set Your Own Parameters



This is the section that allows you to **define the criteria for evaluating received applications**

You can choose from existing parameters like **Innovativeness**, **Team Strength**, **Solution** or, define your own **Custom Parameter**

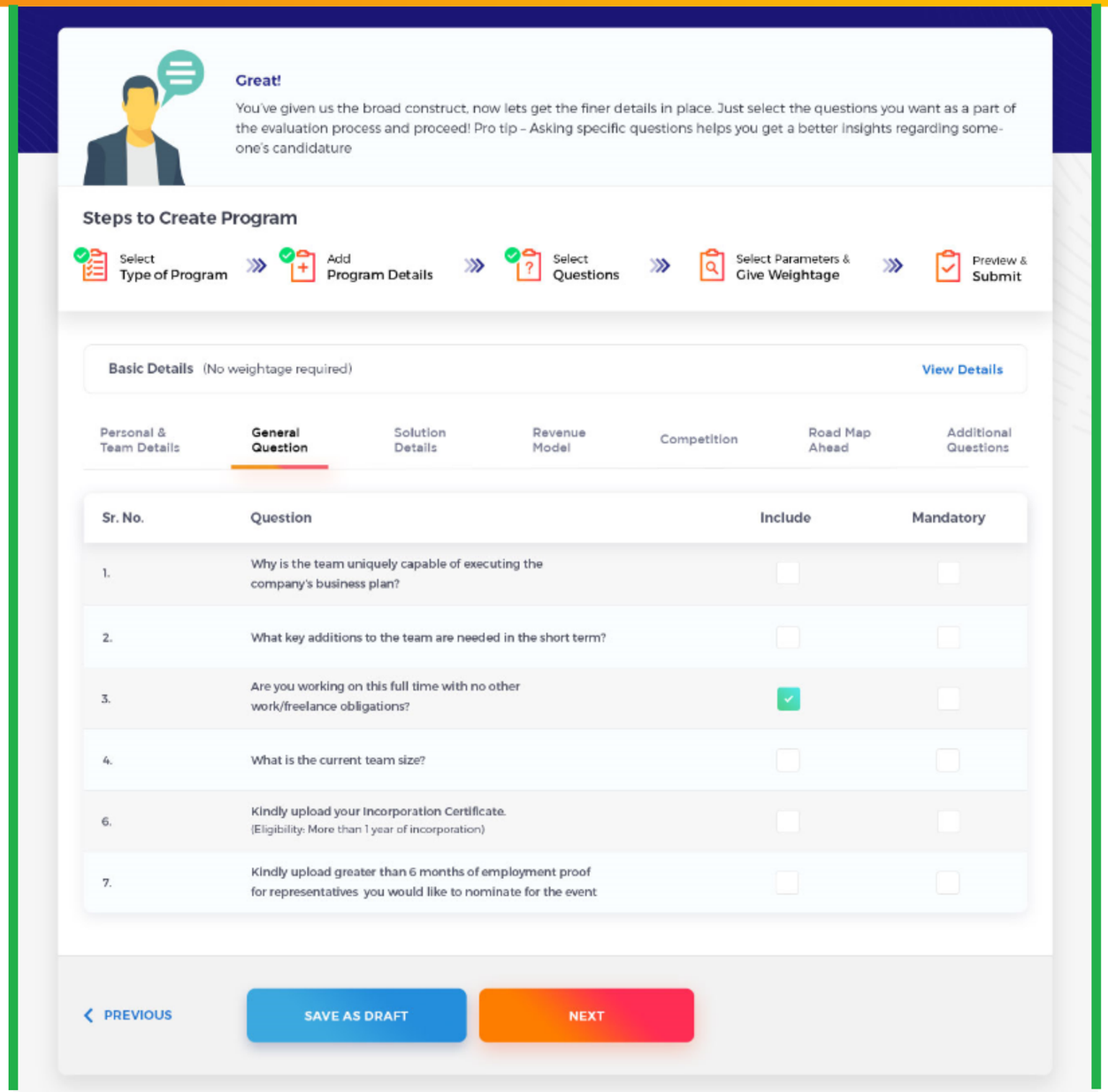
You can set the **Desired Weightage** against each Parameter that will later be helpful in deciding the leading applications

6. Create your own Application form

We have a plethora of questions to choose from. Categories have been provided for your convenience.

Unable to find the questions you're looking for?

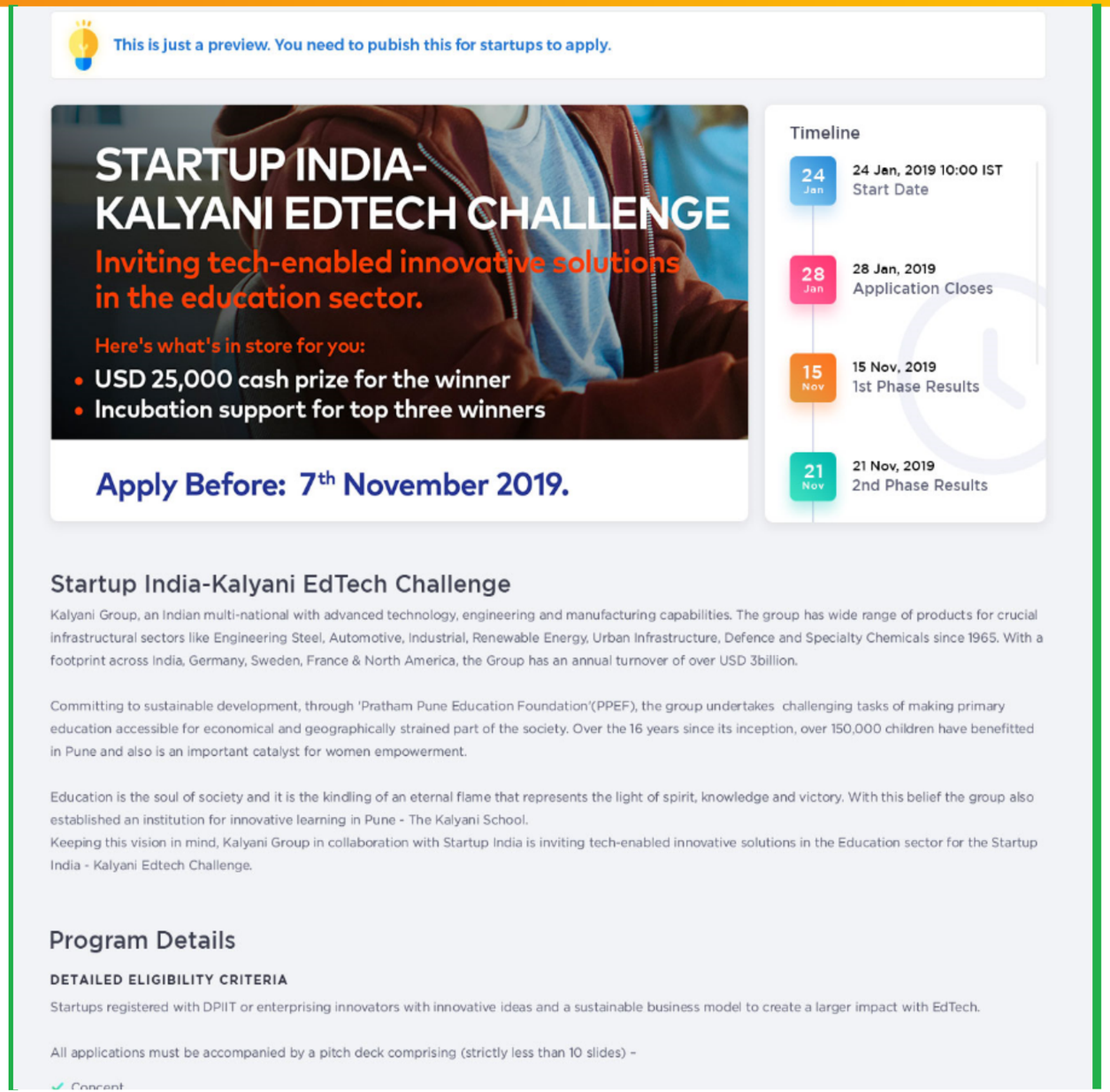
You can add your own questions in the form under the option '**Additional Questions**' which can be text, radio, dropdown, document or any other type!



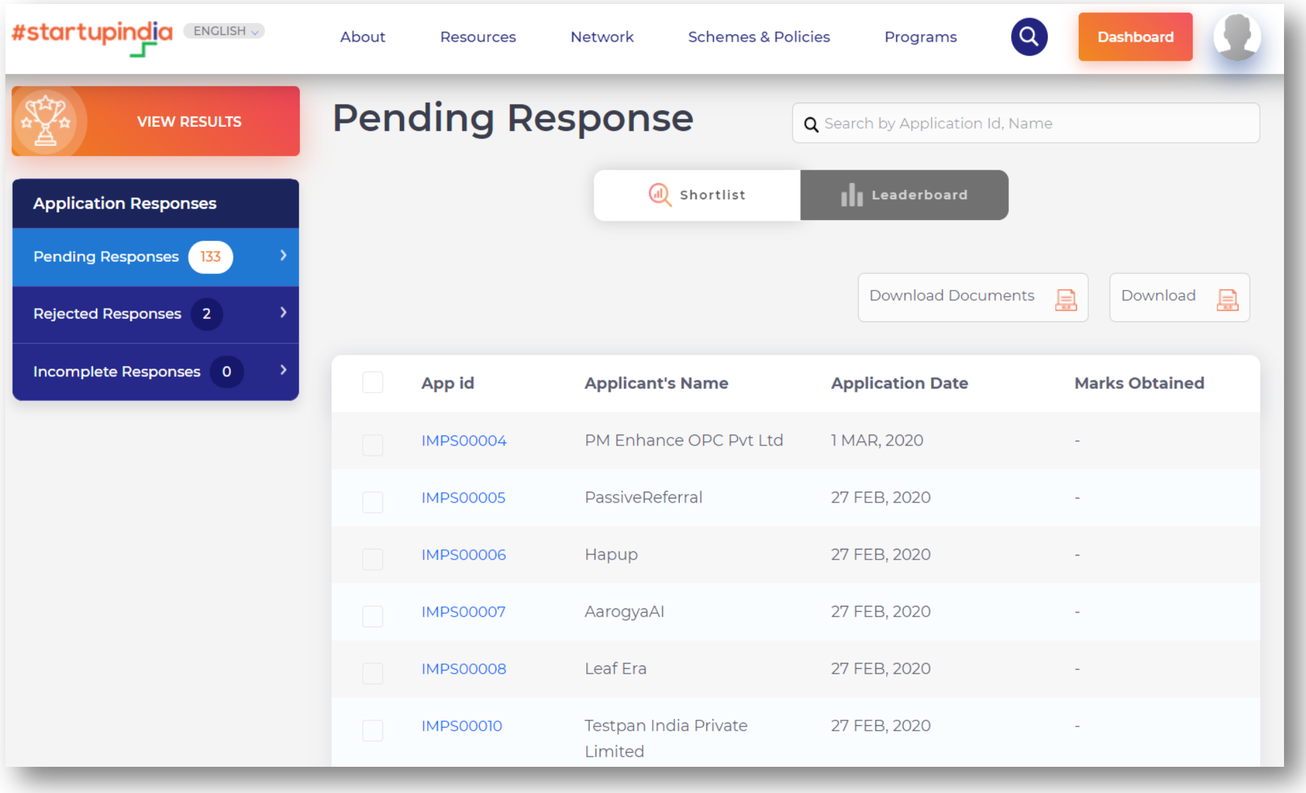
7. Preview your Application & Submit

You are provided with the actual **Preview of the application** before submitting and how it would look to the users once live

After a thorough check, you can click on the **Submit Button** for the Administrator to approve



8. Manage your Applications on your Dashboard

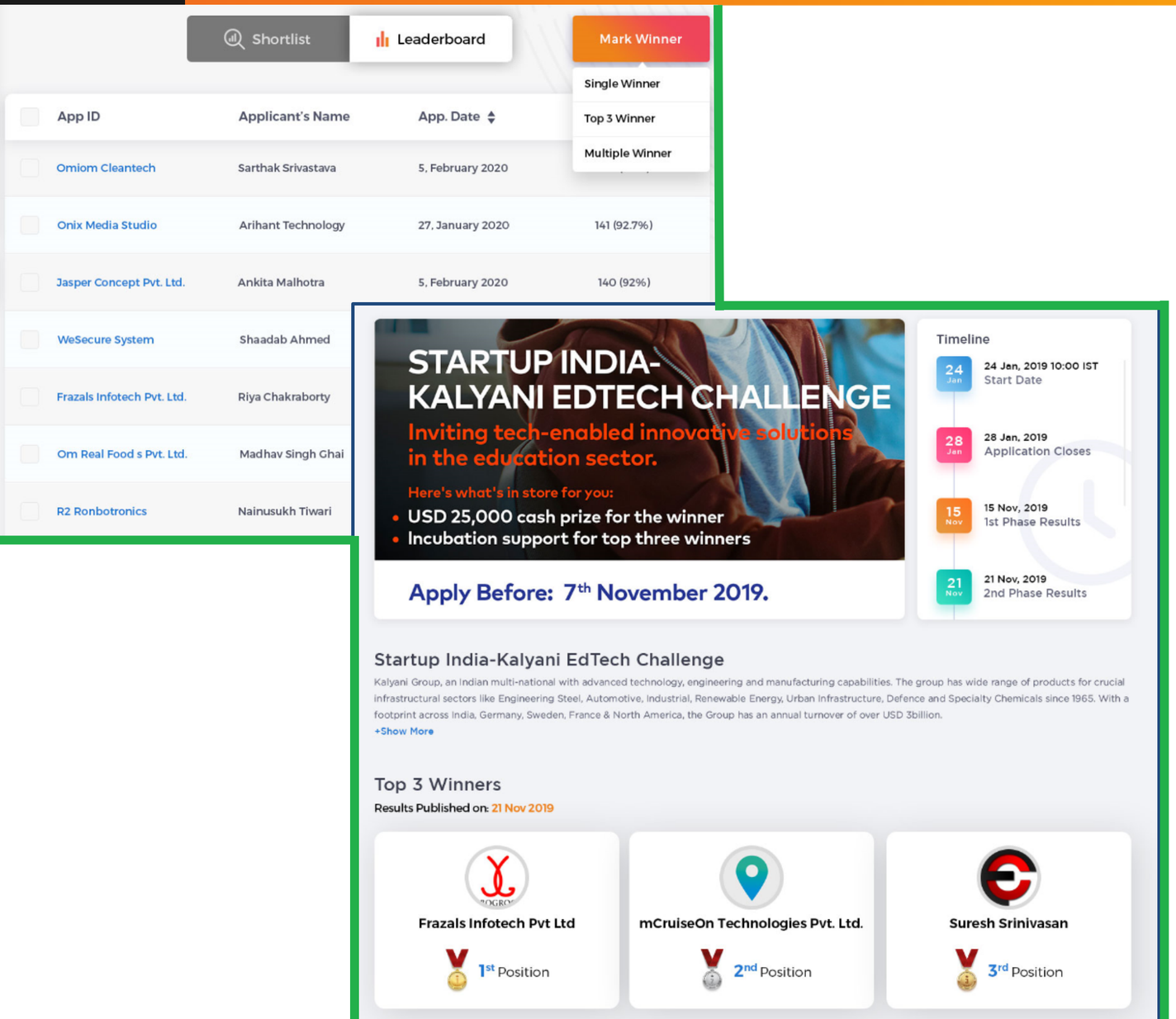


Once the Application is submitted, it will be vetted by the Admin, that takes **less than 48 hours!**

Once approved, the Application will go **live** on the portal for Startups and others to apply! You can manage entries on the Dashboard.

On your Dashboard, you can **Reject** irrelevant applications, **Mark them as Incomplete** if required, and most importantly, **Score the Applications online** basis the parameters previously set by you

9. Leaderboard | Declare Results



You can switch tabs on the Dashboard & see the **leading applications** in the **Leaderboard** based on your online evaluation

From the leaderboard, you can select your choice of winners (**Single, Top-3 or Multiple**) and **Declare Results** instantly!

The results section shows a **brief** about the program and the **selected startups / applicants**. Their profile is linked as well in the results section

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LET'S CREATE A MORE INCLUSIVE & ENABLING ECOSYSTEM TOGETHER