HOW TO

CREATE A

PROGRAM

STEP-WISE PROGRAM 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 your 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
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
1. **Create your Host profile**

Creating a profile simply requires you to visit [www.startupindia.gov.in](http://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
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.
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.

Select A Program You Want to Host on Startup India Portal

- Accelerator Program
  - As an accelerator, you can host programs on the Startup India Portal in order to discover high-potential startups to work with. Through the Host Dashboard you can select your own evaluation criteria, review shortlist applications on an ongoing basis and declare winners.
  - Start Your Accelerator Program

- Challenges
  - As a corporate, government ministry/department, incubator or accelerator, you can host a challenge, where startups compete to provide solutions to a problem (or set of problems) provided by you, typically for the chance to win cash prizes, incubation, mentorship or other such incentives. As the host, you can determine the problems and evaluation criteria. You can also choose to reach out to all startups, or to focus on startups in particular sectors.
  - Start Your Challenge

- Workshop / Events
  - You can use the events feature on the Startup India Portal to notify startups about your upcoming events/workshops and invite them to participate. With over 200 tags to filter the audience that signs up for your event, our platform ensures relevant and high quality participants.
  - Start Your Workshop

- Incubator Program
  - As an incubator, you can discover and connect with prospective Startups and Entrepreneurs by hosting a program on the Startup India Portal. Incubators have an option to call for applications from selected sectors if they wish. They can then review and shortlist applications on an ongoing basis and keep applicants informed through email notifications.
  - Start Your Incubator Program

Steps to Create Program

1. Select Type of Programs
2. Add Program Details
3. Select Questions
4. Select Parameters & Give Weightage
5. Preview & Submit
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**
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.
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!
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.
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.
LET'S CREATE A MORE INCLUSIVE & ENABLING ECOSYSTEM TOGETHER