#startupindia

DISCUSSION DOCUMENT FOR STATES' STARTUP RANKING 2019

Draft

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Broad Principles for Ranking 2019

1. The documentary proofs may be expected for minimum compliance on action points. However, they would be pre-requisite for consideration of evaluation committees and further for collecting feedback.
2. More emphasis would be on feedback from actual beneficiaries across all action points.
3. The framework shall be designed to inspire States so that they can target newer and higher goals.
4. Different yardsticks may be used for evaluation for States with mature Startup ecosystems vis-à-vis those who have recently started. The distinction may also be made on the basis of large States and small States.
5. The framework would evaluate progress made from 1st May 2018 to 31st May 2019.

Suggested action points for ranking 2019

Following section list the suggested pillars, action points and proposed weightages for the consideration and feedback from States.

Pillar 1: Institutional support

#	Action points	Feedback Questions	Marks

1	**Startup policy: Startup policy with clear mention of State's position on following broad elements.**
	  a. Clear definition of a 'Startup'
	  b. Sector agnostic support
	  c. Incubation support
	  d. Funding support
	  e. Human capital or building startup ecosystem
	
	Supporting document: Notified Startup policy with definition of Startup
	Feedback document: List of registered Startups along with their contact details (mobile number and email-id)
		Whether Startup is aware of the Startup policy in the State.	**Total marks - 1**

#	Action points	Feedback Questions	Marks
2	**Support from various departments: State Government departments, other than nodal department for Startup which have institutional support mechanism to support Startups on a regular basis.** ***Departments concerned may include** Agriculture, Health & Family welfare, Industries & Commerce, Education, Information Technology, Pollution Control, Power, Disaster management, Science & Technology, Social welfare, Sports & youth, Skills, Transport, Tourism, Urban Development and Water resources *For example,* Education dept. may launch student startup policy, IT dept. may organize hackathon programs, Skills dept. may develop business/entrepreneur training, Tourism dept. may organize grand challenge, etc. **Supporting documents**: Official documents notifying support, event reports of outreach programs and grand challenge, training document etc. **Feedback documents:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware of initiatives and programs by other State departments.	**Total marks – 10** a. More than equal to 10 Dept. - 10 mark b. >= 7 to 10 Dept. - 5 mark c. >= 5 to 7 Dept. - 3 mark d. Less than 5 - 0 mark
3	**Women Entrepreneurship: Special incentives or support may be made available to women led Startups through State Startup policy or any other State policy (ies)** ***Note** - Women led means a Startup with Founder or Co-founder as a woman. **Supporting documents:** State policy or scheme covering incentive or support such as dedicated incubators, seed or venture funding, special incentives in procurement etc. for women led Startups **Feedback documents:** List of registered women entrepreneurs along with their contact details (mobile number and email-id)	Whether women led/founded Startup received special incentives from Government as mentioned in the State policy?	**Total marks – 2** a. More than equal to 50 Startups - 2 mark b. >= 25 to 50 - 1 mark c. >= 10 to 25 - 0.5 mark d. Less than 10 - 0 mark
4	**Nodal department, officer and team: State provides institutional support to Startups through following ways**	a. Whether Startup is aware of nodal	**Total marks - 3**

#	Action points	Feedback Questions	Marks
	a. Nodal Department with responsibility of Startup ecosystem development in the State/UT b. *Nodal Officer who should be a senior and experienced person with responsibility of Startup ecosystem development in the State/UT. (highest level of officer who is 100% dedicated to Startup)* c. Dedicated team/agency for supporting the development of Startup ecosystem. Team should have experts who have extensive experience of working in the Startup ecosystem. (Provided qualification, professional training & experience) **Supporting documents:** URL and screenshot of State Startup portal where above information is provided **Feedback documents:** List of registered Startups along with their contact details (mobile number and email-id)	department for Startups b. Whether Startup is aware of nodal officer for Startups	
5	**Online system: State provides online registration and other facilities at State Startup portal** **Supporting documents:** URL and screenshot of State Startup portal where following information is provided **Feedback documents:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware of following facilities on State Startup portal?	**Total marks - 11**
	a. Online system for Startups to get registered and avail applicable incentives under State Startup policy	Online system for registration and availing incentives	1
	b. Notified Startup policy	Startup policy	1
	c. Contact details of nodal officer and department	Contact details of nodal officer and department	1
	d. Startup Registration process	Registration process	1
	e. Registration certificate (less 15 days / more than 15 days)	Registration certificate	1
	f. Application procedure for incentives	How to apply for incentives	1
	g. Status tracking of applications	Status tracking facility	1
	h. Details of query resolution/helpline	Query resolution	1

#	Action points	Feedback Questions	Marks
	i. List of ecosystem components with their details (Incubators, Mentors, investors, Partners, International partnerships)	Ecosystem components/ players	1
	j. Events and activities conducted (Outreach, Hackathon, bootcamps, National/International events etc.)	Events and activities conducted	1
	k. Dashboard (No. of Startups registered, Direct Employment Generated, Women employees in Startups, Startups funded, incubators supported, events conducted)	dashboard	1
6	**Online information wizard: System should provide all State level approvals and clearances for Starting a business, doing and exiting a business for each sector** Note: Wizard should provide information on business approval required in each sector through a dynamic and interactive platform. Static FAQs shall not be accepted. **Supporting documents:** URL and screenshot of State Startup portal where above system is present **Feedback documents:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware and satisfied with online information wizard?	**Total marks – 2**
7	**Mentor Network: Startups connected and received mentorship from registered mentors** Duration: 1st May 2018 to 31st May 2019 **Supporting and feedback documents:** List of Startups who received mentorship, mentors connected by them and contact details of Startups (mobile number and email-id)	Whether mentorship provided by State add value to Startups' knowledge?	**Total marks – 1** a. More than equal to 100 Startups - 1 mark b. >= 50 to 100 - 0.5 mark c. >= 10 to 50 - 0.25 mark d. Less than 10 - 0 mark
8	**Intellectual Property (IP) support centers: State to support IP support centers for the benefit of Startups**	Whether incentives provided for filling patent/trademark by IP support center?	**Total marks - 1** a. More than equal to 25 Startups - 1 marks b. >= 10 to 25 - 0.5 mark c. >= 5 to 10 - 0.25 mark

#	Action points	Feedback Questions	Marks
	Supporting documents: a. URL and snapshot of State Startup portal where details of IP Support center along with their contact details and name of nodal person is available b. List of activities undertaken by PICs and IPFCs c. Incentives (subsidies, fee waiver, and reimbursement) provided to Startups for filing patent/ trademark. **Feedback documents:** List of Startups that have been provided incentives for filing patent/ trademarks along with contact details of Startups (mobile number and email-id)		d. Less than 5 - 0 mark
9	**Partnerships: Startups that have availed benefits of the corporate partnerships** **Feedback documents:** List of Startups that have availed benefit along with contact details of Startups (mobile number and email-id) and partnership facilities availed	Whether Startup availed benefits of these corporate partnerships?	**Total marks - 1** a. More than equal to 25 Startups - 1 marks b. >=10 to 25 - 0.5 mark c. >=5 to 10 - 0.25 mark d. Less than 5 - 0 mark

Pillar 2: Incubation support

#	Action points	Feedback Questions	Marks
1	a. **Setting up incubators: Support setting up incubators and/or scaling up existing incubators in the State for Startups** Guidelines: Evaluation on the basis of Capex (including capital, land) and Opex including Bills, reimbursement, etc.	Whether Startup incubatees are aware of the incubation facilities in the State?	**Total marks – 5** a. >= 10 incubator- 5 marks b. >=5 to 10 - 3 marks c. >=1 to 5 - 2 marks d. 0 - 0 marks

#	Action points	Feedback Questions	Marks
	Supporting document: Sanction Letters to incubators or Utilization Letter from Incubators **Feedback document:** List of Startup incubatees along with their contact details (mobile number and email-id)		
	b. Number of Seats: Number of seats available for Startups in the State supported operational incubators **Supporting documents**: Acknowledgement Letter or Certificate from incubators specifying number of seats **Feedback documents:** List of Startup incubatees along with their contact details (mobile number and email-id)	Whether Startup incubatees are aware of the incubation facilities in the State?	**Total marks – 3** a. More than equal to 500 active seats - 3 mark b. >= 200 to 500 - 3 mark c. >= 50 to 200 - 1 mark d. Less than 50 - 0 mark
	c. Subsidized incubation: Number of Startups assisted with subsidized incubation in State supported incubators till now **Supporting documents**: Official document specifying number of Startups provided subsidized incubation or sanction letter to Startups/ incubators reimbursing their cost of incubation. **Feedback documents:** List of Startup beneficiaries along with their contact details (mobile number and email-id)	Whether Startup received subsidized incubation from State supported incubator.	**Total marks – 3** a. More than equal to 250 Startups - 3 mark b. >= 100 to 250 - 2 mark c. >= 25 to 100 - 1 mark d. Less than 25 - 0 mark
	d. Incubation Management: Number of incubators with a professional team such as incubator manager/ head/ CEO or management team to run the supported incubators **Supporting documents:** Acknowledgement Letter or Certificate from incubators specifying details (name, contact details) of incubator management team. **Feedback documents:** List of Startup incubatees along with their contact details (mobile number and email-id)	Whether Startups are aware about the incubator management team.	**Total marks – 4** a. >= 10 incubator- 4 marks b. >=5 to 10 - 3 marks c. >=1 to 5 - 2 marks d. 0 - 0 marks
	e. Reporting Mechanism: Number of incubators where reporting mechanism has been setup to track the performance of the incubator or incubator dashboard (Job creation, revenue, IPR filed, funding received by Startups)	Whether incubators in the State track the performance of Startups on a regular basis.	**Total marks – 2** a. >= 10 incubator- 2 marks b. >=5 to 10 - 1 marks c. >=1 to 5 -0.5 marks d. 0 - 0 marks

#	Action points	Feedback Questions	Marks
	Supporting documents: Details of the reporting mechanism, record of progress monitoring of incubators **Feedback documents:** List of Startup incubatees along with their contact details (mobile number and email-id)		
	f. **Number of Startups incubated or currently in incubation** **Supporting documents**: Official document specifying number of Startups provided subsidized incubation or sanction letter to Startups/ incubators reimbursing their cost of incubation. **Feedback documents:** List of Startup incubatees along with their contact details (mobile number and email-id)	Whether Startup received incubation support from State supported incubator.	**Total marks – 3** a. More than equal to 250 Startups - 3 mark b. >= 100 to 250 - 2 mark c. >= 25 to 100 - 1 mark d. Less than 25 - 0 mark
	g. **R&D Facilities: Number of incubators with R&D facilities, fabrication labs, tool rooms for hardware Startups** **Supporting documents**: Acknowledgement Letter or Certificate from incubators specifying R&D Facilities, sanction letter from State Government sponsoring the cost of R&D Facility (name, contact details) of incubator management team. **Feedback documents:** List of Startup incubatees along with their contact details (mobile number and email-id)	Whether Startups are aware of any R&D facilities in the State supported incubator.	**Total marks – 2** a. >= 5 incubator- 2 marks b. >=3 to 5 - 1 marks c. >=1 to 3 -0.5 marks d. 0 - 0 marks
	h. **Incubation academy: Whether training programs have been conducted by State for training incubator managers to successfully run incubation centers** **Supporting documents**: Details of training program(s) conducted by State to train incubator managers. **Feedback documents:** List of incubator managers who attended the training programs with details (mobile number and email-id)	Whether incubator managers are satisfied with the training programs organized by State.	**Total marks – 2** Yes- 2 No- 0
2	a. **Acceleration Program: Number of acceleration programs done in partnership with industry or private organizations** **Supporting documents**: Sanction letters to accelerators or Undertaking/ Certification from accelerators for support received from State.	Whether Startups are aware of the State supported acceleration program?	**Total marks – 1** a. >= 3 accelerator-1 marks b. >=1 to 2 -0.5 marks c. 0 - 0 marks

#	Action points	Feedback Questions	Marks
	Feedback document: List of Startup beneficiaries of accelerators along with their contact details (mobile number and email-id)		

Pillar 3: Seed Funding Support

#	Action points	Feedback Questions	Marks
1	a. **Seed funding guidelines: Seed funding guidelines shall detail the following** 1. Eligibility criteria 2. Extent of seed funding 3. Application procedure **Note:** Seed funding may be in the form of – Government grant (Directly or through incubators), subsidized loan, equity seed funding, product development and marketing financial assistance, monthly sustenance allowance. **Supporting document:** Guideline document with abovementioned details **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware of seed funding guidelines provided by the State.	**Total marks – 2** Yes- 2 marks No- 0 marks
	b. **Online or offline system to avail seed funding: System should provide application procedure(s) along with functionality of:** 1. Online application 2. Online status tracking 3. Online approvals or live pitching sessions **Supporting documents**: URL and Screenshots of the Startup Portal **Feedback documents:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware of a. online application b. status tracking c. online approval or status tracking	**Total marks – 3** 1. Online application- 1 mark 2. Online status tracking-1 mark 3. Online approvals or live pitching sessions-1 mark

#	Action points	Feedback Questions	Marks
2	**c. Number of Startups provided seed funding** **Supporting documents**: List of Startups provided seed funding with details (Name, Contact, Amount, Date) **Feedback documents:** List of Startup beneficiaries along with their contact details (mobile number and email-id)	Whether Startup received seed funding support from State.	**Total marks – 10** a. >= 100 Startups- 10 mark b. >=50 to 100 - 5 marks c. >=10 to 50 -3 marks d. Less than 10 - 0 marks

Pillar 4: Angel & Venture Funding Support

#	Action points	Feedback Questions	Marks
1	a. **Angel Investing Workshops: Number of workshops or networking events conducted for awareness on angel investing** **Supporting document:** Event Reports, List of attendees (angels, Startups, Government representatives) **Feedback document:** List of Startups which attended the workshops along with their contact details (mobile number and email-id)	Whether the angel investing workshops were beneficial for Startups.	**Total marks – 1** a. >= 5 workshop- 1 mark b. >=3 to 5 - 0.5 marks c. >=1 to 3 -0.25 mark d. 0 - 0 marks
	b. **Number of Startups which got an opportunity to pitch in presence of angel investors in above workshops** **Supporting documents**: List of Startups provided opportunity to pitch in angel investing events with details (Founder Name, Startup Name, Contact, Date, Event Name) **Feedback documents:** List of Startup beneficiaries along with their contact details (mobile number and email-id)	Whether Startup received opportunity to pitch in front of angel investors.	**Total marks – 1** a. More than equal to 250 Startups - 1 mark b. >= 100 to 250 –0.5 mark c. >= 25 to 100 –0.25 mark d. Less than 25 - 0 mark
2	**a. Venture Funds: Create or Support Venture Funds or Fund of Funds for Startups. Following milestones shall be reported.** 1. Budget allocated 2. Operating guidelines for venture fund designed and approved 3. MoU with Fund manager (public/ private) to manage the fund operations	Whether Startup are aware of venture funding support from State.	**Total marks – 2** Yes- 2 No- 0

#	Action points	Feedback Questions	Marks
	4. Independent venture funds (Category I -Alternative Investment Fund (AIF)) should be approached to participate with State/UT Fund of Funds **Supporting documents**: Official documents to support completion of above milestones including Government order for budget allocation, Operating guidelines, MoU with fund manager **Feedback documents:** List of registered Startup along with their contact details (mobile number and email-id)		
	b. Amount of venture funding support provided to Startups through Government supported venture funds. **Supporting documents**: Sanction Letters **Feedback documents:** List of Startups funded along with their contact details (mobile number and email-id), amount of funding and date of funds disbursal.	Whether Startup have availed the venture funding support from State.	**Total marks – 3** a. More than equal to 10 crore - 3 marks b. >= 5 crore to 10 crore - 2 marks c. >= 1 crore to 5 crore - 1 marks d. < 1 crore - 0 marks
	c. Number of Startups funded from venture fund(s) or Fund of Funds supported by State/UT Government **Supporting documents**: Sanction Letters **Feedback documents:** List of Startups funded along with their contact details (mobile number and email-id), amount of funding and date of funds disbursal.	Whether Startup have availed the venture funding support from State.	**Total marks – 3** a. More than equal to 50 Startups - 3 marks b. >= 25 to 50 Startups - 2 marks c. >= 5 to 25 Startups - 1 marks d. < 5 Startups - 0 marks

Pillar 5: Easing public procurement

#	Action points	Feedback Questions	Marks
1	**Public Procurement: Do away with 'prior experience' criteria for Startups from Government procurement of all State/UT Government Departments, enterprises and PSUs through Government order** **Supporting document:** Government order exempting 'Prior experience' criteria for Startups and sample RFPs where exemptions are provided **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that State has exempted Startups from 'prior experience' criteria in public procurement?	**Total marks - 2**
2	**Public Procurement: Do away with 'prior turnover' criteria for Startups from Government procurement of all State/UT Government Departments, enterprises and PSUs through Government order** **Supporting document:** Government order exempting 'Prior turnover' criteria for Startups and sample RFPs where exemptions are provided **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that State has exempted Startups from 'prior turnover' criteria in public procurement?	**Total marks – 2**
3	**Public Procurement: Do away with 'submission of EMD' criteria for Startups from Government procurement of all State/UT Government Departments, enterprises and PSUs through Government order** **Supporting document:** Government order exempting 'submission of EMD' criteria for Startups and sample RFPs where exemptions are provided **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that State has exempted Startups from 'submission of EMD' criteria in public procurement?	**Total marks - 2**
4	**Public Procurement: Preference may be in percentage terms of public procurement of goods and/ or services should be given to Startups** **Supporting document:** Government order providing preference to Startups in public procurement	Whether Startup is aware that State has provided preference to Startups in public procurement?	**Total marks - 2**

#	Action points	Feedback Questions	Marks
	Feedback document: List of registered Startups along with their contact details (mobile number and email-id)		
5	**Work orders awarded: Government tenders/work orders awarded to Startups across the State** **Supporting document:** Copy of Government tenders/work orders awarded to Startups **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that State has provided tender/work order to Startups?	**Total marks – 5** a. More than equal to 10 tenders/work orders - 5 marks b. >= 5 to 10 work orders - 3 marks c. >= 1 to 5 work orders - 1 mark d. < No work order - 0 marks
6	**Procure directly from startups: Guidelines and mechanism are defined to procure directly from Startups** **Supporting document:** Government order providing guidelines related to procurement directly from Startups **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that Government has put a mechanism to procure directly from Startups?	**Total marks - 2**
7	**Procurement through GEM portal: Purchase of goods from Startups are done through GEM portal** **Supporting document:** Government order that makes it mandatory to purchase goods from GEM Portal **Feedback document:** List of registered Startups along with their contact details (mobile number and email-id)	Whether Startup is aware that Government has put a mechanism to procure directly from Startups through GEM portal?	**Total marks - 2**

Pillar 6: Awareness and outreach

#	Action points	Feedback Questions	Marks
1	**Startup outreach: Startups showcased their idea in outreach events or platforms** **Supporting documents:** Event report with details such as Event name, Date and Venue of the event, Startups attended and brief description of event in 100 words **Feedback documents:** List of Startups that attended the event along with their contact details (mobile number and email-id) and outreach event attended	Whether Startup considers such outreach activities useful?	**Total marks – 2** a. More than equal to 50 Startups - 2 marks b. >= 25 to 50 Startups - 1 marks c. >= 10 to 25 Startups - 0.5 marks d. < 10 Startups - 0 marks
2	**Bootcamps: Government sponsored bootcamps organized in Schools/colleges** **Supporting documents:** Event report with details such as Boot camp name, Date and Venue of the event, students participated and brief description of boot camp in 100 words **Feedback documents:** List of students participated in bootcamps along with their contact details (mobile number and email-id) and boot camps attended	Whether students considers such boot camps useful?	**Total marks – 2** a. More than equal to 500 students - 2 marks b. >= 250 to 500 – 1 marks c. >= 50 to 250 - 0.5 marks d. < 50 students - 0 marks
3	**Hackathons: Organize Hackathons for Startups/entrepreneurs** **Supporting documents:** Event report with details such as Hackathon name, Date and Venue of the event, problem statements posed, Startups attended and brief description of event in 100 words **Feedback documents:** List of Startups attended hackathons along with their contact details (mobile number and email-id) and hackathon name	Whether Startup considers such Hackathons useful?	**Total marks - 2** More than equal to 500 Startups - 2 marks >= 250 to 500 Startups - 1 marks >= 100 to 250 Startups - 0.5 marks < 100 Startups - 0 marks
4	**Entrepreneurship cells: Colleges and academic institutes in which entrepreneurship cell/society have been setup**	Whether students considers such	**Total marks – 2**

#	Action points	Feedback Questions	Marks
	Supporting documents: List of Colleges and academic institutes in which entrepreneurship cell/society have been setup along with number of registered students in entrepreneurship cells and activities performed in each E-cells **Feedback document:** List of students along with their contact details (mobile number and email-id)	Entrepreneurship cells useful?	a. More than equal to 50 institutes - 1 marks b. >= 25 to 50 institutes - 0.5 marks c. >= 5 to 25 institutes - 0.25 marks d. < 5 institutes - 0 marks
5	**National/International events: Startups supported (through fiscal incentive) by State in national or international events** **Supporting documents:** Event report with details such as event name, Date and Venue of the event, Startups supported, sanction order and brief description of event in 100 words **Feedback documents:** List of supported Startups along with their contact details (mobile number and email-id) and event participated	Whether Startups considers such support useful?	**Total marks – 1** a. More than equal to 50 Startups - 2 marks b. >= 25 to 50 Startups - 1 marks c. >= 10 to 25 Startups - 0.5 marks d. < 10 Startups - 0 marks
6	**International partnerships: Startups supported or availed benefit from international partnerships** **Feedback documents:** List of supported Startups along with their contact details (mobile number and email-id) and partnership facilities availed	Whether Startups considers such support useful?	**Total marks - 1** a. More than equal to 50 Startups - 2 marks b. >= 25 to 50 Startups - 1 marks c. >= 10 to 25 Startups - 0.5 marks d. < 10 Startups - 0 marks