



सत्यमेव जयते

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

STATES' STARTUP RANKING 2019

UTTAR PRADESH

EMERGING STARTUP ECOSYSTEM

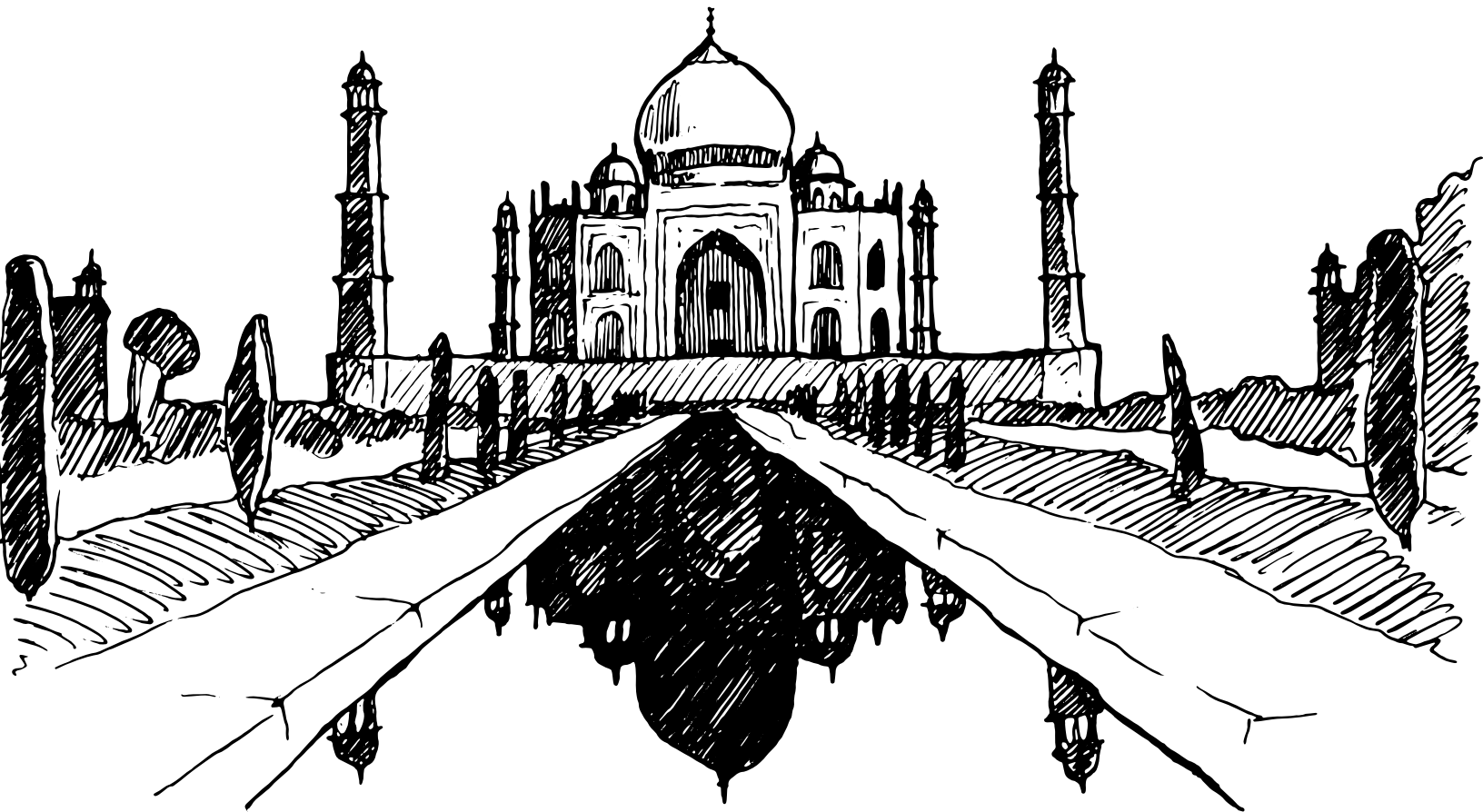




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OVERVIEW OF STATE STARTUP ECOSYSTEM

The State of Uttar Pradesh (UP), one of the largest contributors in Information Technology (IT) sector, has been consistently focusing on developing infrastructure, human capital development and effective policy implementation so as to create a conducive ecosystem for entrepreneurs in the state. The state has launched the Uttar Pradesh Information Technology and Startup Policy (2017-2022) (hereinafter called as 'the policy') with one of the core objectives to create an environment that fosters growth of investors, entrepreneurs and startups.

The policy of the state was rolled out with a vision to develop IT as a vehicle for holistic socio-economic development; with a focus of creating employment, promoting entrepreneurship, innovation and enhanced quality of life in the state. The state has also developed an **INFUSE** model (**INC**ubators-**FUN**d of funds-**STA**rtup **ENT**repreneurs) to nurture the entire startup ecosystem of the state.

THE KEY OBJECTIVES OF THE POLICY ARE TO:



Develop and promote an attractive business ecosystem in UP by offering congenial, business friendly and progressive reforms, initiatives and unique value propositions



Nourish entrepreneurship and innovation by providing impetus to startups, incubators, Center of Excellence (CoE) while generating employment opportunities for the youth in the state



Lead digital empowerment through creation of citizen centric services whereby welfare is generated across all sections of society



Promote human capital development and infrastructure development by means of IT Cities, IT Parks, and IT-Business Process Management (BPM) units

KEY HIGHLIGHTS OF THE STARTUP ECOSYSTEM OF UTTAR PRADESH ARE:

- The startup portal of the state is live at <http://www.startinup.in/>. There is a dedicated nodal agency and nodal officer set up for the state
- The policy document of the state is available at <http://www.itpolicyup.gov.in>.
- The state has organised two bootcamps, three hackathons and three other outreach events with participation of 400+ stakeholders
- The state has created a startup fund of INR 1,000 crore which provides access to finance exclusively to UP based startups
- With the goal of breeding innovation and entrepreneurship, the state government has collaborated with premier institutes like IIT-Kanpur, IIT-BHU, IIM-Lucknow (Noida), KNIT Sultanpur to establish incubators
- A state-of-the-art IT City has been built over 100 acres of land at Lucknow, the capital of the state
- The state has provided seven work orders amongst three startups in order to boost entrepreneurship in the state
- The state ensures to provide both fiscal and non-fiscal support for incubators and entrepreneurs to create a conducive environment for the growth of investors, entrepreneurs and startups

SNAPSHOT OF STATE PERFORMANCE

The following representation details status of Uttar Pradesh's implementation on each of the 7 pillars of assessment. Data presented below is the percentile score.



Uttar Pradesh has been evaluated on 7 distinct pillars which largely contribute to the growth of the startup ecosystem in Uttar Pradesh. The representation as expressed above depicts the relative performance of Uttar Pradesh in each of the seven pillars in comparison to the performance of the best state in that pillar.

Although efforts have been made to enhance the startup ecosystem, the initiatives undertaken by Uttar Pradesh require improvements since results have been negligible across all pillars. Greater efforts need to be employed by the state for noticeable outcomes.

Detailed analyses of this snapshot can be viewed in the subsequent section, with extensive insight into the initiatives taken by Uttar Pradesh to uplift its startup ecosystem.



1. INSTITUTIONAL SUPPORT

Institutional support envisages provisions and execution of the state's startup policy including information on the nodal team within the state, online implementation system, registration of mentors and their listing on the state startup portal. The states are evaluated based on the laid provisions along with parameters of availing benefits through state intellectual property rights portal, establishing partnerships with institutions, providing special incentives for women led startups and entrepreneurship.



KEY FACTS

- The state provides institutional support to startups and aims to utilise potential across all sectors by supporting innovation through a publicly available startup policy with benefits of job creation. The state has an online implementation system along with a mentor network to support the startups.
- The Nodal Officer as a single point of contact is available from the state to respond to the queries of state's startups. UP Electronics Corporation Limited (UPLC), Department of Information Technology (IT) & Electronics, Government of UP is the appointed nodal agency of the state.
- The state has taken necessary steps to strengthen its mentor network in terms of a support mechanism as well as creating a pool of mentors. The state has further extended marketing support to startups to launch their products in the market and is keen to encourage women entrepreneurs with increased number of women led startups in the state.
- Additionally, the state has forged reasonable efforts to protect innovation through grant in-aid for both domestic and international patents.



KEY STRENGTHS

COMPREHENSIVE STARTUP POLICY

- The state's startup policy is notified by the state government, available in public domain and has a sector-agnostic approach. The policy encapsulates the process of registration of startups and provides definition of a startup.
- The IT/ IT enabled Services (ITeS) sector units are given a certificate of registration for availing benefits and incentives under the policy.
- A Policy Implementation Unit (PIU) is established by Department of IT & Electronics to take decisions on matters pertaining to effective and successful implementation of policy in relation to promotion of startups, Incubators, Venture Capitalists, Startup corpus fund etc.



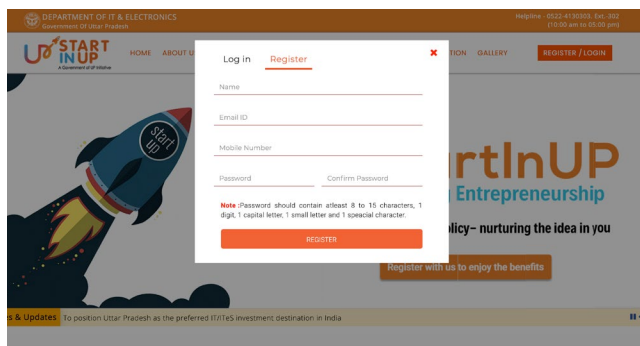
KEY STRENGTHS

DEDICATED NODAL DEPARTMENT, OFFICER AND TEAM

- The details and contact information of the nodal agency are available on the state's startup portal wherein UPLC as the nodal agency, appointed through a government notification in January 2018 manages the startup website of the state.
- The deputy manager of UPLC is the appointed nodal officer via a government notification dated 16th April 2018. The nodal officer is responsible for the overall monitoring and implementation of the startup policy.
- Additionally, the state has also appointed a dedicated team of six members who have over 10 years' experience in the startup ecosystem development, innovation or startups.

WELL DEFINED ONLINE IMPLEMENTATION SYSTEM

- The state is equipped with an online platform that allows for registration, online tracking of applications, online receipt and resolution of queries of the startups.
- The state has 133 registered startups on the portal with 11 registered partners, 2 registered accelerators and 3 registered incubators.
- A dedicated call centre and helpline has been setup to answer all the queries of the startups related to the policy wherein the state has submitted a list of 127 registered startups.
- The website for startups has a detailed list of incubators and mentors available for support.
- A dashboard which provides the details of the number of registered startups, seed funded startups, venture funded startups, incubators supported, number of incubates and purchase orders awarded is available on the state's startup portal.



DEVELOPED MENTOR NETWORK

- The state currently has 18 listed mentors who are available through government supported incubators. A brief profile of each mentor is also available as this would help startups choose an appropriate mentor for their business.
- The state has developed an integrated mechanism to connect the startups with mentors online. The startups can select the mentors online and reach out for support.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

Dedicated policy for state's startups

- The startup policy in public domain could highlight the process of availing incentives for startups. It is important for the state government to lay down clear processes, specifically of availing incentives for startups. The clearly defined processes may help to create greater awareness for startups to avail the benefit with ease. This could also potentially increase the number of registered startups and would enable the interested entities to gain knowledge by registering themselves under the scheme and availing necessary benefits.

ESSENTIAL INTELLECTUAL PROPERTY (IP) SUPPORT

- The state government has exclusively extended financial support for research and development (R&D) through patents; protecting product innovation which is essential for startups. The cost of reimbursement is capped to INR 5 lakh each for domestic and international patents.
- The state government has also given a sustenance allowance of INR 15,000 per month to all startups for one year which is useful to cover daily personal expenditure of entrepreneurs while their savings can be utilised to cover operational business expenses.
- The state offers up to INR 10 lakh as means of marketing support and commercial assistance to all startups in the state.

SUPPORT FROM PARTNERSHIPS

- The state provides a list of 11+ unique startups which have received support from the partnerships and strategic alliances formed by the state.
- The entities that are part of the strategic alliance are listed on the startup portal alongside their offerings.



EFFORT TO BOOST WOMEN ENTREPRENEURSHIP

- The state government has supported and provided incentives to 13 unique women led startups. The details of startups along with names of beneficiaries are posted online.
- As a special incentive, INR 15 lakh of commercial assistance is provided to startups with women co-founders and are launching products or services in the market on a pilot basis.
- The state government has also permitted women to work during night shift(s) to boost employment specifically for women led startups.

- The policy lays more emphasis on IT/ IT enabled Services (ITeS) sector and thus could be made absolute sector agnostic to a marked extent.
- The state government could make efforts to provide direct support to all sectors through a comprehensive policy with a well-defined definition of a 'startup'. Along with technology driven startups, the state could encapsulate provisions in the startup policy wherein non-tech, social and micro-entrepreneurs are also encouraged to come up with innovative ideas and solutions and evolve the startup ecosystem.

Need for a comprehensive online implementation system

- As a best practice, the state could enhance its implementation system by adding a tracking mechanism to allow real time updates of application status.
- Additionally, the state government could develop a tool to issue registration certificates online being a part of compliance; making it easier for the startups to fulfill the requisite criteria through the online portal.
- There is a need to develop a dynamic and unique dashboard on the state's startup portal which could include Month-to-date (MTD) and Year-to-date (YTD) status for the following:
 1. Registered startups
 2. Seed funded startups
 3. Venture funded startups
 4. Incubators supported
 5. Number of incubatees, and
 6. Purchase orders awarded

Build a strong mentor network

- There is a need to maintain a comprehensive list of mentors in the state with complete details which would enable the startups to seek necessary support in terms of any queries they may face to establish themselves.
- The state needs to establish a mechanism to connect mentors with startups and must ensure that the mentors could be registered and listed on the state's startup portal.

Increased number of registered startups

- It would be beneficial for the state to further increase the number of registered startups as well as the incubatees to ultimately increase the number of purchase orders awarded to startups.
- The state could be at the forefront in creating an ecosystem with several young entrepreneurs and innovators to nurture entrepreneurial spirit amongst the local youth.

Induced Intellectual Property (IP) Support

- The state is encouraged to provide details of IP support centers to provide easy access to patent filing. This would result into legally sanctioned IP rights that would restrict entry of competitors; thereby preventing them from infringing upon and profiting from state's IP rights.
- The state needs to provide subsidies, fee waiver, reimbursement for filing patent/trademark facilitators, or IP support centers to the state's startups.

Foster Partnerships with PSUs, national and international institutions

- The state needs to establish partnerships with additional institutions and business enterprises for supporting startups.
- The startups in their early stages could be supported by the state with increased partnerships with Public Sector Undertakings (PSUs) and create significant market potential for state's startup ecosystem.

Incentivise women led startups through policy measures

- The state needs to enhance the participation of women led startups with dedicated policy and unique incentives. Immense support to such unique women led startups could be provided to empower greater parity and the beneficiaries could avail the provided incentives to accelerate business growth.

Support from other departments

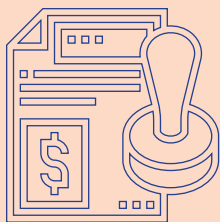
- The state could provide complete details of the support rendered by the other state's departments to startups along with necessary documents as required by the guidelines.
- The state is encouraged to seek support from other state departments. The state could help the Department of IT & Electronics and appropriate authorities to share their experiences with other inter-state departments. Their recommendations with efficient advice and required assistance to startups would develop better infrastructure and align the provided incentives for greater benefits.

LONG TERM ACTIVITIES (6-12 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within six to twelve months. Activities suggested are:

Development of non-fiscal policies in consultation with other stakeholders

- The state could develop additional non-fiscal policies in conjunction with other state departments to create an enabling environment for startups by eliminating barriers to entry, reduce the risk associated with new entrants into the industry, and promoting healthy competition and innovation in the state.



2. SIMPLIFYING REGULATIONS

Simplification of regulations considers mandatory requisites for state level approvals and clearances for registering and operating a business or startup online. In order to make compliance for startups friendly and flexible, simplifications are required in the regulatory regime. It encapsulates regulatory issues faced by registered startups which have been identified through an interactive online mechanism subject to approving action by regulatory agencies. The states are evaluated based on the support provided to startups by introducing a list of rules, regulations or Acts in the state, including amendments in the Acts and regulations with requisite details to create a conducive environment for the state's startups.



KEY FACTS

The state has developed a mechanism for all approvals to be catered under a single roof with an institutionalised online mechanism to connect with disruptive startups, understand and resolve the regulatory issues through means of online support.

All clearances including obtaining seed funding or venture funding, guidelines for public procurement, partnerships, self-certifications, relevant rules and regulations are approved through a single platform, 'Business Compliance Information System' as developed by the state.

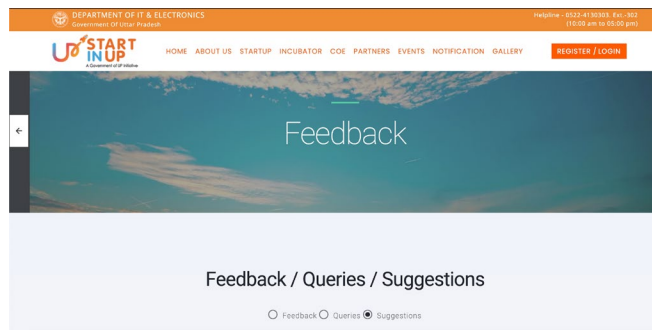
The state has also provided detailed information of notifications regarding any amendments in rules, regulations or Acts for supporting startups on the portal.



KEY STRENGTHS

ROBUST BUSINESS COMPLIANCE INFORMATION SYSTEM (BCIS)

- The state has a robust BCIS with all the approval required for startups across different sectors available on the portal. The information system supports state's startups to comply with legal requirements in establishment of startups.



MECHANISM TO IDENTIFY AND RESOLVE REGULATORY ISSUES

- Startups are made aware of various regulatory compliances with greater support from the state government through an interactive online mechanism to identify and resolve regulatory issues, as and when raised by the startups. A screenshot of the regulatory mechanism has been showcased below.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

SHORT TERM ACTIVITIES (1-3 MONTHS)

The activities suggested in this category are important and will take relatively less time for implementation. Through dedicated efforts, results can be achieved within one to three months. Activities suggested are:

Consultation with industry in drafting policies

- The state needs to provide specific government order/notification to detail the process of drafting policies. The state could release government orders to include the impact of stakeholder's consultation in the state policies. The orders may specify due timelines which may support the state in taking decisions to publish the policies accordingly.
- There is a need to detail the online mechanism in order to invite and identify new regulatory issues faced by startups.
- It is important for the state government to notify the concerned department for mutual benefit of both parties.

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

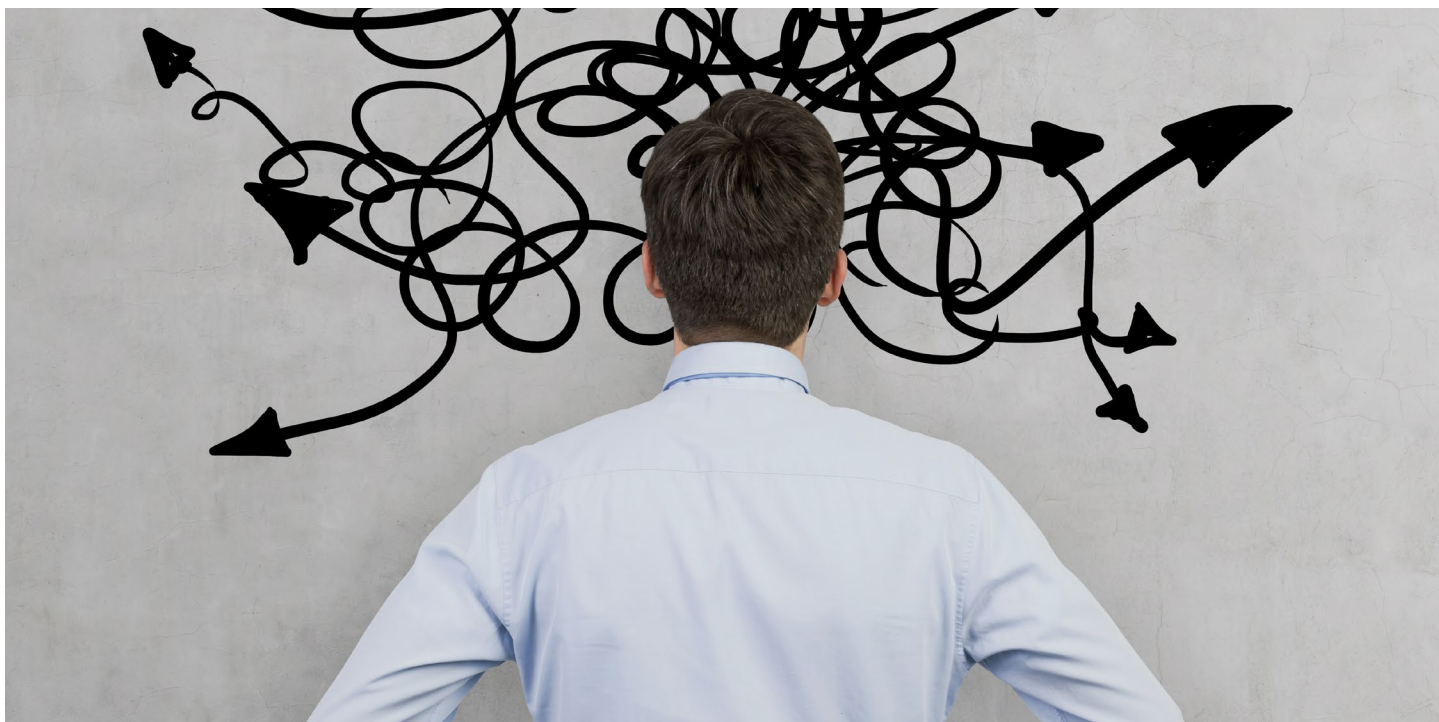
The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

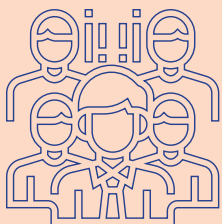
Amendments in rules, regulations and statutory Acts to support startups

- There is a need for the state to have approved number of rules and regulations with relevant Acts to be introduced or amended to support state's startups.
- The state government is encouraged to make rules and regulations stating exemptions or concessional benefits in criteria to ease public procurement for startups and enhance their participation.
- The state is further encouraged to make amendments which would ease the process such as self-certification under various Acts as well as other statutory compliances which would provide a competitive advantage to the state.

Time-bound support to identify regulatory issues related to startups

The state may introduce real-time support for startups with the introduction of virtual mechanism through live chats on the website. This would enable startups to receive an immediate response for their queries and would align the list of Frequently Asked Questions (FAQs) available on the portal as a preferred tab for early stage startups.





3. EASING PUBLIC PROCUREMENT

Ease in public procurement simplifies criteria to ensure participation of startups in government tenders. The states are evaluated based on the support provided to startups in resolving issues related to state public procurement as norms of Earnest Money Deposit (EMD), prior experience, and prior turnover which prove to be barriers for participating startups. Easing of such norms enable startups and entrepreneurs to avail exemptions and share an equal platform with established organisations.



KEY FACTS

The state strives to enhance public procurement in the state's startup ecosystem and strives to create a dynamic mechanism in order to resolve the grievances through an online portal.

A total of 11 work orders are submitted by the state where 3 unique startups are awarded purchase orders for public procurement.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

Proactive measures to enhance startup participation in public procurement

The state government is encouraged to allow startups to bid for a government contract without the need to adhere to the standard tendering process. Stringent conditions such as prior experience, prior turnover and earnest money deposit could be completely relaxed to encourage startups to participate in the bidding process. This move would provide a level playing field to startups in the manufacturing sector vis-à-vis the established companies.

Submission of relevant details and sample Request for Proposals (RFP)

- The state needs to submit the relevant details and supporting documents for relaxation of prior experience, turnover and submission of EMD to startups.
- The submission of Sample RFP could be accompanied with a 100% relaxation in terms of prior turnover.

Pro-active and time-bound grievance redressal mechanism

The state could develop a mechanism for grievances in public procurement to be addressed in a time bound manner.

The state government can offer live chat support on their portal which would minimise query turnaround time.

LONG TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within six to twelve months. Activities suggested are:

Preference in Public Procurement to startups

The state could also create awareness amongst the startups in order to provide preference in public procurement.

Increase the number of work orders awarded to startups

The state has 133 registered startups but only three startups have been awarded work orders by the state. The state government could consider increasing the number of work orders issued to startups and a certain percentage of work orders that could be mandatorily awarded to startups in the state to support in building a sustainable startup ecosystem in the state.



4. INCUBATION SUPPORT

Incubation support is an integral element of the startup ecosystem that supports entrepreneurs to grow their businesses and assists new startups to succeed. In order to promote startups, the state governments collaborate with organisations, corporates or industry associates to establish incubators, to support startups in the form of capital expenditure or operational expenditure. The evaluation is based on setting up of incubators supported by the state governments to release funds to the startups, thereby creating a unique mechanism to provide subsidised incubation and operate acceleration programmes in partnership with the industry.



KEY FACTS

The state has created awareness about the Internet of Things (IoT) wherein iBuild (iB) hubs startup schools as Student Acceleration Programmes are designed for intense learning of the students. The startup schools are established in collaboration by the state for student entrepreneurs to kick-start their startup journey.

The state has conducted a large number of bootcamps in association with iB hubs startup school and has made efforts to make right partnerships towards an elevated entrepreneurial journey aimed to avail long term benefits for the state's startups.

The state has emphasised on providing funding and setting up of 13+ state-wide startup incubators. Such programmes in association with industry shall promote innovation and ensure sustainability. Moreover, the state has submitted details of 169+ beneficiaries to whom the seats are allocated by two incubators.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

Setting up Incubators

- The state may prioritise setting up new incubators and upgrading existing ones.
- The state may also support the incubators by providing financial grant for capital expenditure for covering the initial cost.
- Additionally, the state may explore alternative models of incubation support such as provision of rent-free space (on lease) for setting up of incubators.

Increase number of seats for incubation support

The state could allocate seats to startups in operational incubators. The state may explore the opportunity and back it up by an acknowledgement letter or certificate from incubators specifying the number of seats allocated to startups.

Subsidise incubation to startups

- The state is encouraged to provide subsidised incubation to support startups and engage private incubators in supporting the reimbursement cost of incubation.
- For the purpose of verification, the state could provide official document(s) showcasing subsidised incubation extended to startups and provide details of policy/guidelines for subsidised incubation.

Enhance participation in acceleration programmes

The state could encourage enrollment of startups in acceleration programmes to provide startups with the benefits and incentives in the form of networking with investors and mentors to provide direction and knowledge support.



5. SEED FUNDING SUPPORT

Seed funding can be in the form of a direct grant, subsidised loan, product development and marketing financial assistance, monthly sustenance allowance or even equity seed funding. With seed funding, the evaluation is based on the states' endeavor to help a business grow and generate its own capital by establishing a guideline document. The states need to ensure that startups scale with the right velocity in order to achieve leading positions, through state investment and startup's entrepreneurial knowledge.



KEY FACTS

The state government of Uttar Pradesh understands the importance of seed funding for the growth of startups and has mentioned the initiatives and the extent of monetary support for seed funding in its startup policy. It has allotted a sustenance allowance of INR 15,000 per month for one year for all startups. A startup fund of INR 1,000 crore has also been allocated by the state government. Additionally, it has also developed a mechanism for disbursement of seed funding. The seed funding guidelines of the state contribute towards increased knowledge of seed funding, creation of wealth and employment for startups in the state.



KEY STRENGTHS

WELL DEFINED SEED FUNDING GUIDELINES

- The state considers seed funding to be essential for startups which further encourages aspiring entrepreneurs to graduate to a level, whereby investments are raised through angel or venture capitalists. In addition, such funding has assisted startups to seek funding from commercial banks or financial institutions.

SEED FUNDING BENEFICIARIES

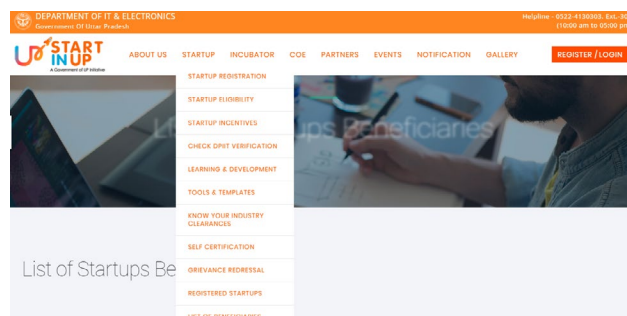
- A number of startups have received seed funding support of approximately INR 20.70 lakhs from the Government of Uttar Pradesh. The disbursement mechanism has fostered entrepreneurship and a culture of innovation in the state.



KEY STRENGTHS

ONLINE SYSTEM FOR SEED FUNDING

- The state has established a dedicated online application system for startups to apply and avail the incentives. The comprehensive dashboard displays online communication of approvals along with facility to track status of application online.





WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

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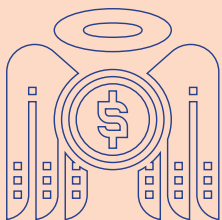
Improvement of Online system for seed funding

The state government has developed an online system for seed funding. However, it is important for the state government to offer a system where online applications can be tracked and a one-to-one support for approvals is available. This would ensure ease of process for application of seed funding.

Increase seed funding support to beneficiaries

The state could consider other models for seed funding such as subsidising interest payments on loans obtained from commercial banks. It may also conduct dedicated events to seek seed funding for startups in their nascent stage.





6. VENTURE FUNDING SUPPORT

Venture capital funding support is provided to the startups from state supported funds. The states are evaluated based on the establishment of the Funds of Fund (FoF) with approved operating guidelines and signing a memorandum of understanding (MoU) with the fund manager along with a concrete budget allocation. Venture funding provides strong growth potential to startups wherein the fund is used for the all-round development of startups and to levitate the startup ecosystem of the states.



KEY FACTS

The state has established a venture capital fund (VCF) and has also signed the required MoU which would ensure successful implementation of the policy through promotion of venture capitalists, other relevant stakeholders and a startup corpus fund.



KEY STRENGTHS

PROACTIVE SUPPORT TO VENTURE FUNDS

- The state government has established a startup fund where Small Industries Development Bank of India (SIDBI) Venture Capital Limited is the designated investment manager.
- Government of Uttar Pradesh has established a UP Startup Fund with a corpus size of INR 1,000 crore. The Fund is in the form of Fund of Funds wherein the operating guidelines of the fund is a part of the MoU signed between the UP government and the fund manager.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

Additional support to venture funds

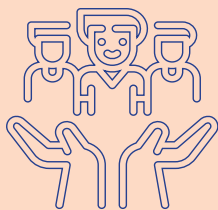
- The state could issue clear operating guidelines for venture fund design and approval and approach fund management companies for the formulation of Fund of Funds.
- The state may develop an online mechanism for disbursement of venture funding as this would ensure transparency and ease the process of tracking the transactions.
- As a pre-requisite to establish a favourable startup ecosystem, the state could establish operational guidelines for creating a state sponsored venture fund and approach existing high net worth individuals (HNIs). The latter may be achieved through conducting roadshows and networking events.
- As a best practice, the state government may maintain an online dashboard containing details of venture funds sponsored or supported by it.

Report startups funded by Venture Funds of the state

The state is recommended to provide the fund wise list of unique startups committed venture to funding in the state. The state may consider consider venture funding support for startups and ensure greater participation of venture capitalists to establish startups in the state.

Submission of Budget allocation document

The state could be pro-active in submission of required documents as these documents are proofs of establishment of Venture Fund or Fund of Funds for startups.



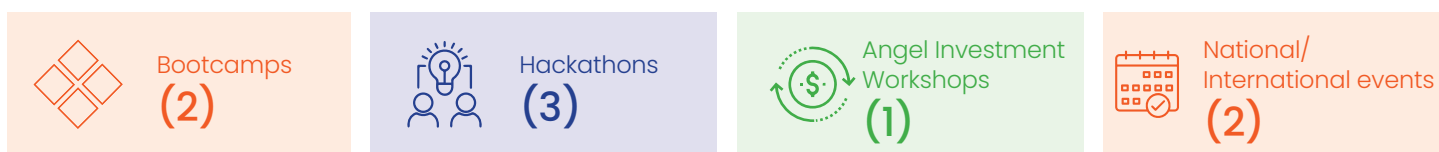
7. AWARENESS AND OUTREACH

It is the endeavor of state governments to raise awareness about the Indian startup ecosystem and increase its outreach throughout the state. The states are evaluated based on awareness of startups created through workshops, national and international events including bootcamps and hackathons/ grand challenges. In order to promote startups, the state encourages participatory and inclusive processes for linking startups with angel investors and high net worth individuals. Maximum participation is encouraged for exchange of valuable knowledge amongst startups, and pitching sessions for angel investments with widespread propagation.



KEY FACTS

The Uttar Pradesh Government has been proactive in its initiatives and measures to help startups grow and scale-up. Startup events have been held in cities, such as, Lucknow, Jhansi, Ghaziabad, Noida and Agra to create awareness about the state's startup incentives and initiatives. It has organised the following events to boost its entrepreneurial ecosystem—



In total, 6 startup events were conducted in the state, wherein the bootcamps aimed to outreach and sensitise the students regarding the policy and the state's efforts to promote entrepreneurship and innovation in the state. Moreover, the state hosted an angel investment workshop 'Startup Conclave 2019' where 100+ startups and 35+ angel investors were present at the workshop.



WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested are:

Increased bootcamps to be conducted for startups

The state government has conducted 5+ bootcamps across five districts which involved number of participants below 100 students for 3 bootcamps. Moreover, only two out of five bootcamps were suitably conducted and well supported by the state. Thus, the state may ensure greater participation from all districts in the state and may outreach each with dissemination of events' information across the state.

Enforce operational guidelines for conducting bootcamps

The state could conduct the ideation workshop with creation of pitch deck; the mentor workshop through a successful entrepreneur and the sessions on benefits & incentives according to the state guidelines for bootcamps.

Improvement in organisation of hackathons and grand challenges

The state government could organise more hackathons to identify innovative technological solutions and must turn these solutions into a product or service offering with submission of necessary documentation.

Outlining incentives for angel investors along with networking & outreach events

- The state government may clearly outline both fiscal and non-fiscal incentives for angel investors in order to attract more angel investors.
- The UP Government is also encouraged to conduct more networking events to bring all the stakeholders on the same platform and promote collaboration of stakeholders.
- At least 50+ startups and two angel investors could participate in each event. This could be made evident through event reports, list of attendees and event-wise list of startups.

Increasing exposure for startups through national and international events

- As a way forward, the state government could conduct more events with increased number of startups and extended participants. This may be achieved by undertaking partnerships with existing national and international incubators/ societies.
- Additionally, description of assistance could be made available through international partnership(s) on the startup portal of the state. Provision of such information may lead to additional international collaborations which could potentially turn to be beneficial for the startups in the state.




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