



User Manual
of
StartInUP
Developed for
Department of IT & Electronics,
Uttar Pradesh Government



(Incubator Login)

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1. Introduction

1.1. Overview of the Web Application

The web portal of StartInUP has been developed for Department of IT and Electronics, Government of Uttar Pradesh. This module is intended to be used by the Startups, and Incubators to establish a world class startup ecosystem in the state by developing a robust infrastructure and providing conducive policy environment. This portal enables Startups to register on portal and furnish the related details after login.

The goal of web portal is to Establish India's largest Incubator in Lucknow and to promote the culture of innovation and entrepreneurship at the grass root level leading to employment generation & introduction of emerging technologies in niche sectors thereby contributing to state economy and empowerment of youth.

1.2. Scope of the User Manual

This user manual provides step by step guidance on how the Users will use the software to incubate with various Startups and apply for the Incentive.

1.3. Intended Audience of the Application

Incubators, Accelerator, Startup, Nodal Departments and all concerned users of StartInUP will be the intended audience of this application.

1.4. Application Convention

The application has the following conventions:

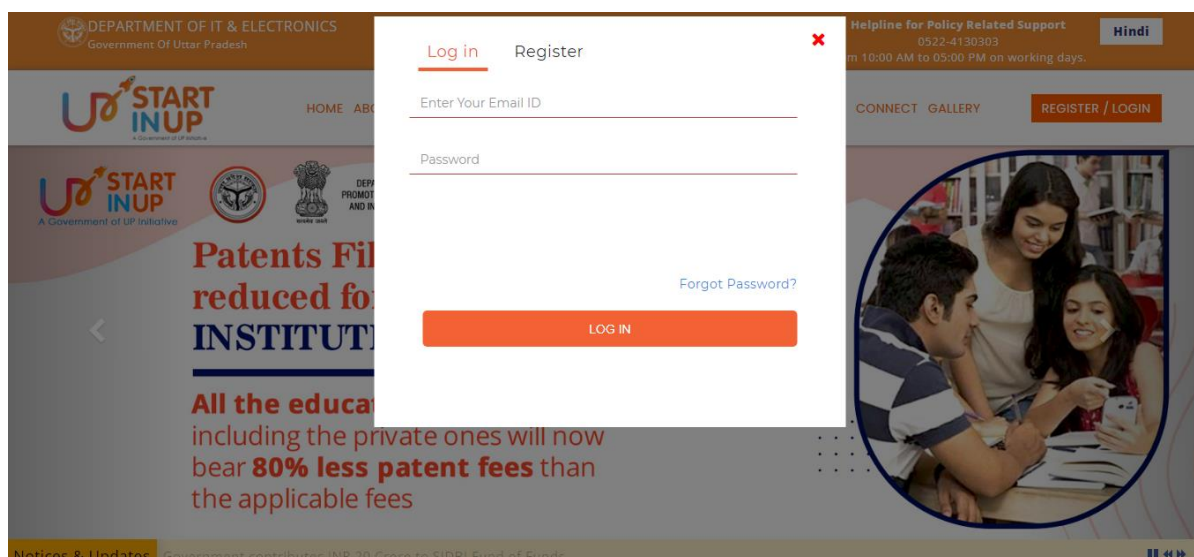
- a. Fields which have * sign indicate mandatory fields.
- b. Error messages will be displayed in the pop-up box.
- c. Success messages will be displayed in the pop-up box.
- d. All the menu links will be displayed in the side menu.

2. Accessing the Web Portal

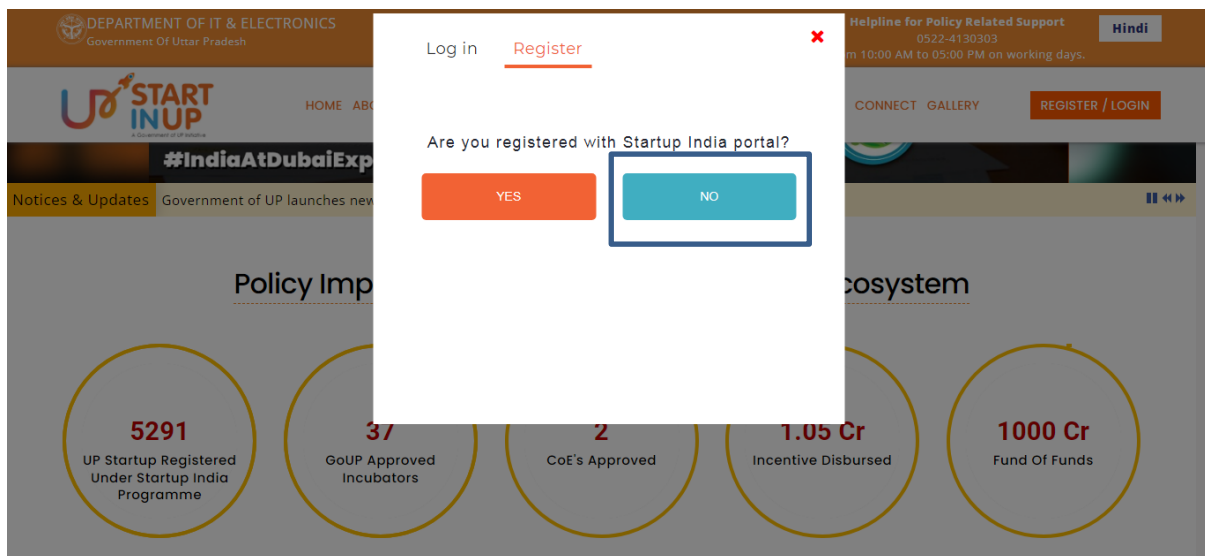
To access the Web Portal, open <https://startinup.up.gov.in/> after which you will be redirected to the official website of Invest UP. Page will appear as shown below:



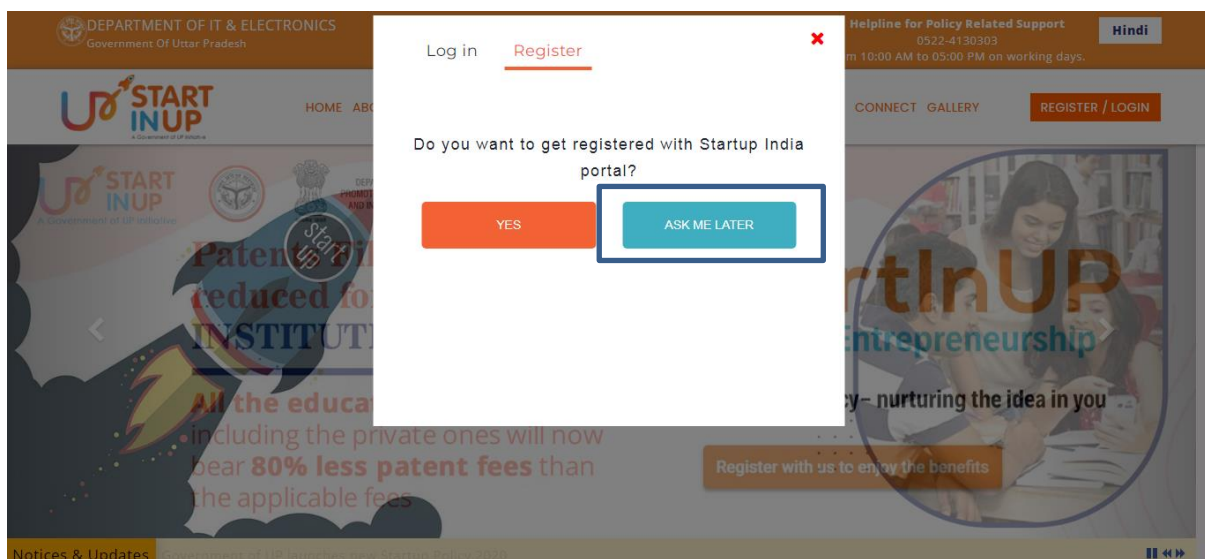
- Click on **Register/Login** link appearing on the homepage. Page will appear as shown below:

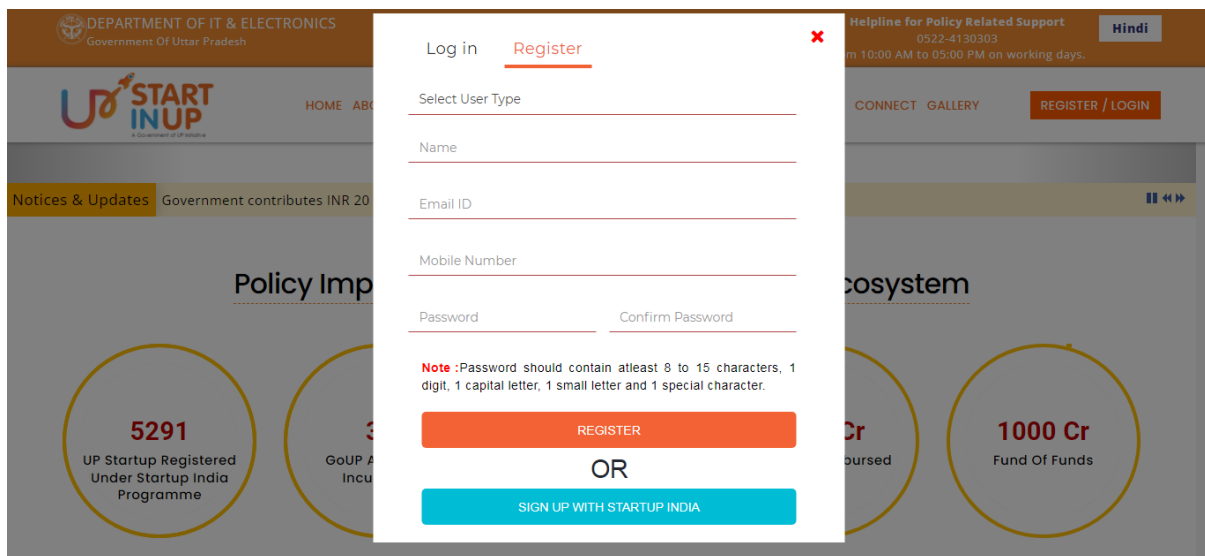


- If User is already registered, enter the Email ID and Password to login, else Click on **Register** button. Thereafter, user will be redirected to the Registration panel of StartInUP. Page will appear as shown below:



Click on **No** button then click on Ask me later button, it will redirect you to the Registration page as shown below:



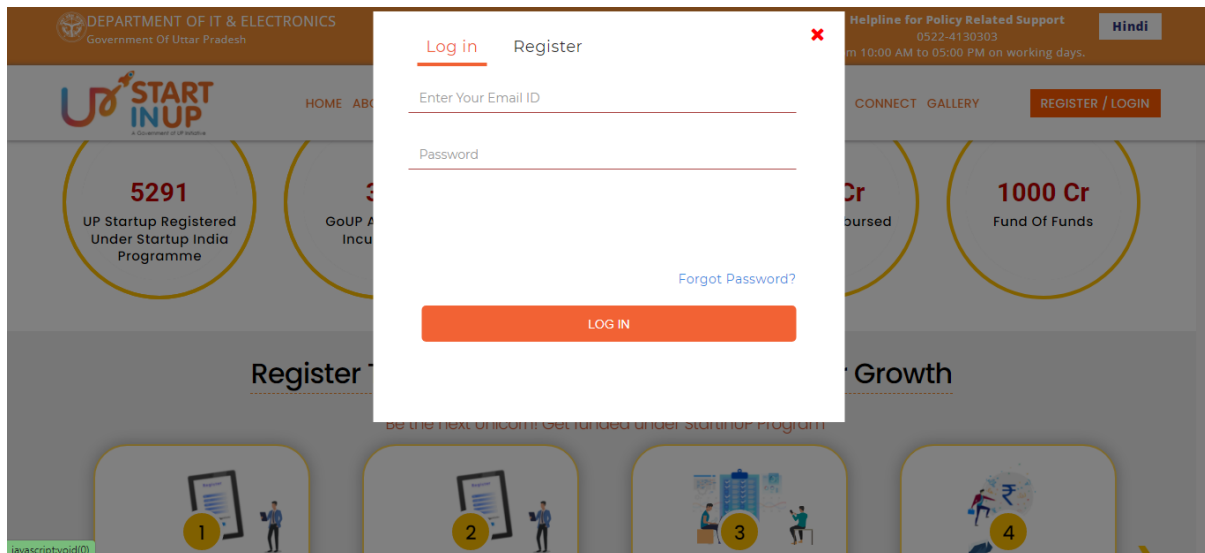


The screenshot shows a registration form overlay on a website. The form has a title bar with 'Log in' and 'Register' (the latter is underlined and has a red 'x' icon). Below the title bar are several input fields: 'Select User Type', 'Name', 'Email ID', 'Mobile Number', 'Password', and 'Confirm Password'. A red note below the password fields states: 'Note :Password should contain atleast 8 to 15 characters, 1 digit, 1 capital letter, 1 small letter and 1 special character.' At the bottom of the form are three buttons: an orange 'REGISTER' button, a blue 'OR' button, and a blue 'SIGN UP WITH STARTUP INDIA' button. The background website features the 'DEPARTMENT OF IT & ELECTRONICS Government Of Uttar Pradesh' logo, a 'START INUP' logo, and various statistics like '5291 UP Startup Registered Under Startup India Programme' and '1000 Cr Fund Of Funds'.

- Select User Type, enter Name, Email ID, Mobile Number, Password & Confirm Password in the respective fields and click on **Register** button.
- Login using the registered Email ID and created Password; it will redirect you to the Registration Form of the selected User Type.

3. Incubator Login

Click on the Register/Login link from Web Portal, it will redirect you to the login page as shown below:



Enter your registered Email ID and password then click on LOG IN button.

3.1. Registration Form

Login on the portal and it will redirect you to the Startup Registration Form as show in below image:

Fill the required details and click on the Save button then click on Next button to move to the next step.

The screenshot shows a registration form titled "Incubator Profile" with a progress indicator at the top showing three steps: 1. Incubator Profile (active), 2. Authorized Representative Details, and 3. Incubator Details. The form is divided into several sections:

- Name of Host Institute ***: Text input field containing "KIET Group of Institutions".
- Type of Host Institute ***: Dropdown menu with "Non-government Host Institute" selected.
- Name of Incubator * !**: Text input field containing "Krishna Path Incubation Society- TBI".
- Industry type ***: Dropdown menu with "Service Industry" selected.
- Date of Establishment ***: Text input field containing "02/28/2007" with a calendar icon.
- Entity Type ***: Dropdown menu with "Society (under The Societies Registration A..." selected.
- Industry * !**: Multi-select dropdown menu with "Aeronautics/Aerospace & Defence", "Agriculture", "Analytics", and "Animation" selected.
- Sector * !**: Multi-select dropdown menu with "Agri-Tech", "Dairy Farming", "Big Data", and "Data Science" selected.
- Corporate Identity Number (CIN)**: Text input field containing "55555555555555555555555555555555".
- Office Address ***: Text input field containing "13 KM Stone, Ghaziabad- Meerut road, NH-58, MU".
- State**: Dropdown menu with "Uttar Pradesh" selected.
- City ***: Dropdown menu with "Ghaziabad" selected.
- Region**: Text input field (empty).
- Pincode ***: Text input field containing "201206".
- Organization Email ***: Text input field containing "tbikiet@gmail.com".
- Phone**: Text input field (empty).
- Mobile ***: Text input field containing "9999017712".
- Website ***: Text input field containing "http://www.tbi-kiet.in/".
- Incubator Logo**: File upload button "Choose File" with "No file chosen" and "Remove File" link. (File Format: JPG/JPEG/PNG, Max File Size: 1 MB)
- Incorporation/Registration Certificate**: File upload button "Choose File" with "No file chosen" and "Remove File" link. (File Format: JPG/JPEG/PNG/PDF Max File Size: 2 MB)
- Financial Statements of Incubator ***: File upload button "Choose File" with "No file chosen" and "Remove File" link. (File Format: JPG/JPEG/PNG/PDF Max File Size: 2 MB)

At the bottom of the form, there are two buttons: "Save" and "Next >>".

- Fill the required details carefully and then click on **Save** button.
- Click on the Next button to move to next step of Registration process.

Fill the required details and click on the Save button then click on Next button to move to the next step.

Incubator Registration Form / Incubator Registration Form

1 Step Incubator Profile 2 Step Authorized Representative Details 3 Step Incubator Details

Incubator Profile **Authorized Representative Details**

Name of Authorized Representative * **Designation *** **Official Address ***

Satendra Kumar General Manager 13 KM Stone, Ghaziabad- Meerut Road, NH-58

State **City *** **Pincode *** **Phone**

Uttar Pradesh Ghaziabad 201206 9873816176

Email Id * **KYC of authorized representative(PAN) *** **KYC of authorized representative(Aadhaar) *** **CV of authorized representative ***

tbkiet@gmail.com ADWPK2024M 749327936864 Choose File No file chosen [Remove File](#)

(File Format: JPG/JPEG/PNG/PDF Max File Size: 2 MB)

KYC of authorized representative(PAN) * **KYC of authorized representative(Aadhaar) ***

Choose File No file chosen [Remove File](#) Choose File No file chosen [Remove File](#)

(File Format: JPG/JPEG/PNG/PDF Max File Size: 2 MB) (File Format: JPG/JPEG/PNG/PDF Max File Size: 2 MB)

Management Team

Name	Designation	Phone	Email Id
Awadhesh Kumar	Business Development Officer	9873816176	awadhesh.kumar.tbi@kiet.edu
Add More			

[« Back](#) [Save](#) [Next](#)

Fill the required details and click on the Submit button to complete the registration process.

1
Step
Incubator Profile
2
Step
Authorized Representative Details
3
Step
Incubator Details

Incubator Profile
▼

Authorized Representative Details
▼

Incubator Details
▲

Infrastructure Details

Incubator Area (in SqFT) <input type="text" value="ex.123"/>	Total No. of seat <input type="text" value="ex.123"/>	Seat reserved for Startinup <input type="text" value="ex.123"/>	Seat available for Startinup <input type="text" value="ex.123"/>
--	---	---	--

IT Infrastructure
Select multiple ▼

S.No.	Events	Details	Uploads	Action
1	Co- working space	ex.123	<input type="button" value="Choose Files"/> No file chosen	
2	Conference Room/Auditorium	ex.123	<input type="button" value="Choose Files"/> No file chosen	
3	Video conferencing Room	ex.123	<input type="button" value="Choose Files"/> No file chosen	
4	Meeting Room	ex.123	<input type="button" value="Choose Files"/> No file chosen	
5	Refreshment Zone	ex.123	<input type="button" value="Choose Files"/> No file chosen	
6	Front of the Building	ex.123	<input type="button" value="Choose Files"/> No file chosen	
7	Reception Area	ex.123	<input type="button" value="Choose Files"/> No file chosen	
8	Library	ex.123	<input type="button" value="Choose Files"/> No file chosen	
9	Desktop availability	ex.123	<input type="button" value="Choose Files"/> No file chosen	
10	Any other	ex.123	<input type="button" value="Choose Files"/> No file chosen	

Add More

Associations / Collaborations

Skill Development / Training Program ⓘ

Select multiple ▼

Events/Programs ⓘ

Name of Event <input type="text" value="Name of Event"/>	Type of event <input type="text" value="Type of event"/>	Place of event <input type="text" value="Place of event"/>
Event Details <input type="text" value="Event Details"/>	Date of event <input type="text" value="mm/dd/yyyy"/> <input type="button" value="📅"/>	

Add More

Mentoring

Name <input type="text" value="Name"/>	Designation <input type="text" value="Designation"/>	Mobile <input type="text" value="Enter 10 digit mobile no."/>	Email Id <input type="text" value="ex.abc@gmail.com"/>
CV <input type="button" value="Choose File"/> No file chosen	Onboarding Certificate <input type="button" value="Choose File"/> No file chosen		

Add More

Collaboration With Govt. Departments

Department Name Department Name	Contact Person Name Contact Person Name	Please provide collaboration details Please provide collaboration details
Address Address	Mobile Enter 10 digit mobile no.	Email Id ex.abc@gmail.com

Add More

Funding

Types of Funding
Select

Fund size (in INR) Fund size (in INR)	Focus Sector Focus Sector	Date of MOU signed mm/dd/yyyy	Details of MOU Details of MOU
---	-------------------------------------	---	---

Funding certificate *
Choose File No file chosen

Add More

Industry Connect

Yes No

Additional Support ⓘ

Legal Marketing Finance Technical Others

Operational Details Of Incubator

Startup Selection Criteria

Startup Selection Criteria

Select multiple

No. of seats available	ex.123						
No. of Startup Enrolled	ex.123	Ideation	ex.123	Prototype	ex.123	Acceleration	ex.123
No. of Seat Allocated	ex.123	Ideation	ex.123	Prototype	ex.123	Acceleration	ex.123
No. of Seats Allocated to Govt. UP	ex.123	Ideation	ex.123	Prototype	ex.123	Acceleration	ex.123
No. of Startup Approved by Govt. UP	0	Ideation	0	Prototype	0	Acceleration	0
Others	ex.123	Ideation	ex.123	Prototype	ex.123	Acceleration	ex.123

Incubation Period

Stage	Minimum Period (in month)	Maximum Period (in month)
Ideation	ex.123	ex.123
Prototype	ex.123	ex.123
Acceleration	ex.123	ex.123

Portfolio Of Startups ⓘ

Stage * Select	Entity Name * Entity Name	Registered with Govt of UP Select	Entity Type Select
Company Description Company Description	Thrust Area Thrust Area	Products & Services Products & Services	
Date of Corporation mm/dd/yyyy	Date of Incubation mm/dd/yyyy		
Contact Details			
Registered Address Registered Address	Mobile Enter 10 digit mobile no.	Email Id ex.abc@gmail.com	Website Website
Promoters Details			
Name Name	Mobile Enter 10 digit mobile no.	Email Id ex.abc@gmail.com	

I accept the Terms & Conditions [Add More](#)

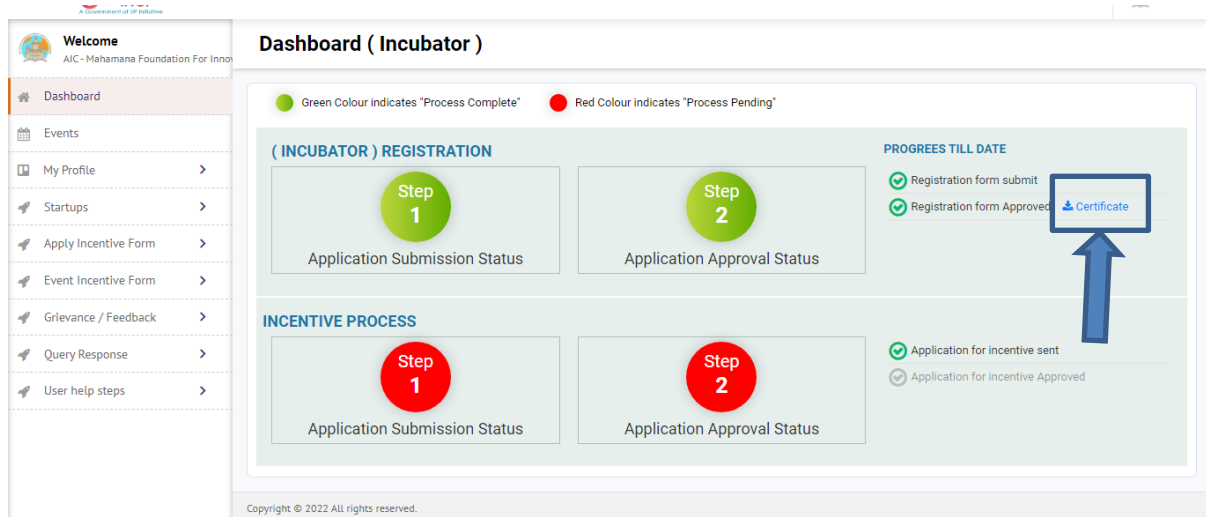
Please Note : The Certificate of Recognition for Incubator will be issued after verification of the application and documents submitted and final approval granted by the Government of UP.

[« Back](#) [Submit](#)

Submit the Registration form and it will redirect you to the dashboard of respective User Type.

4. Dashboard

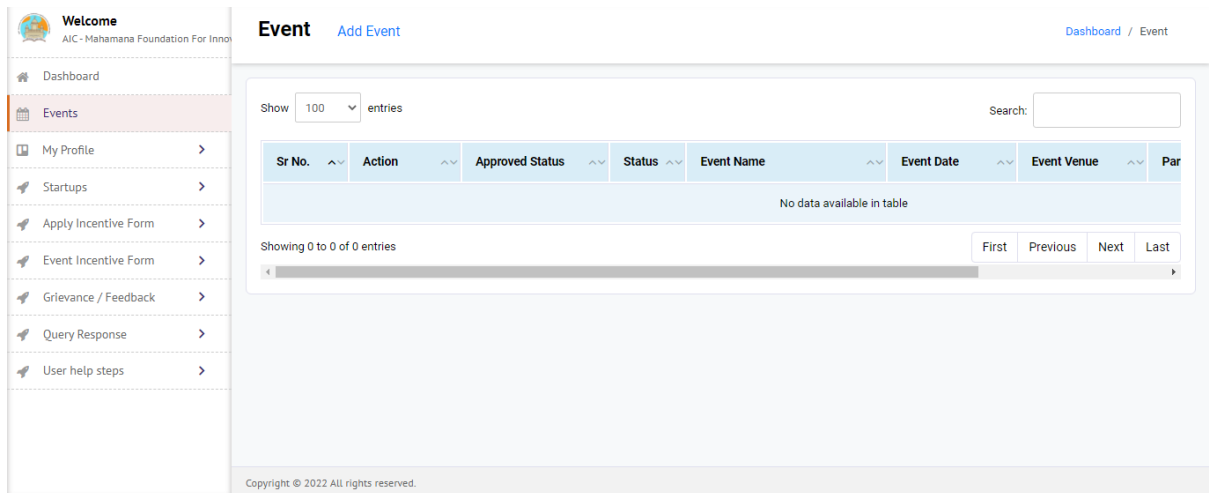
After successfully completing the registration process, Incubator will be logged in to the dashboard. The page will appear as shown below:



- Dashboard of Startup can be seen as above, click on the Certificate button to download Approved Registration Form.
- Incubator can connect with Startups by clicking on the Startups menu from dashboard.
- Click on respective side menu to perform related task.

4.1. Event

Click on Event Menu available at the left side of the screen to view the details as shown in below image:



4.1.1. Add Event

Click on Add Event Menu available at the left side of the screen to view the details as shown in below image:

The screenshot displays the 'Add Event' form within a web application. On the left, a sidebar menu is visible with options like 'Dashboard', 'Events', 'My Profile', 'Startups', 'Apply Incentive Form', 'Event Incentive Form', 'Grievance / Feedback', 'Query Response', and 'User help steps'. The main content area is titled 'Add Event' and contains the following fields and controls:

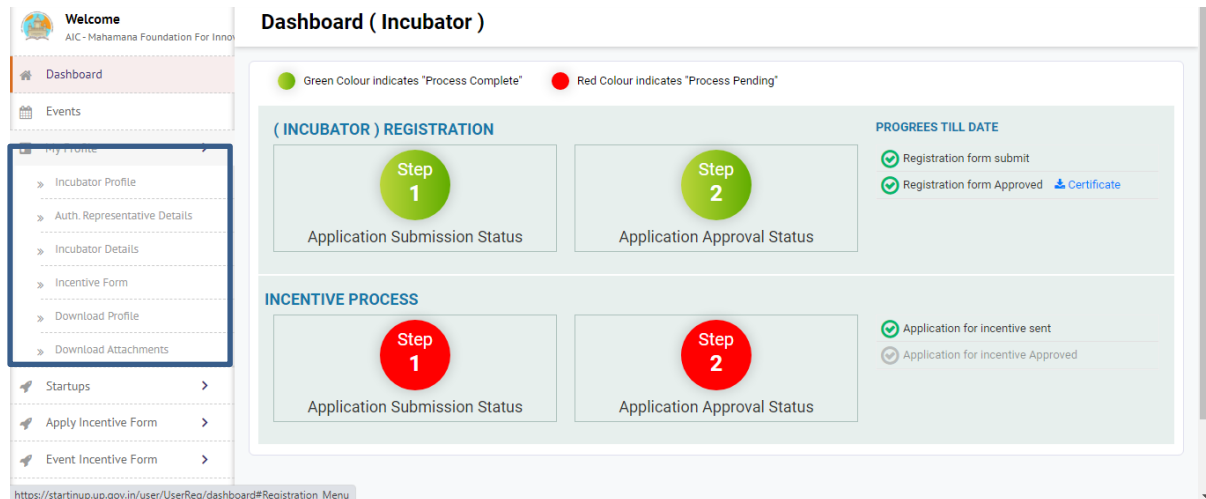
- Name of the Event ***: Text input field with placeholder 'Enter Name of the Event'.
- Venue of the Event ***: Text input field with placeholder 'Venue of the Event'.
- Date of Start Event ***: Text input field with placeholder 'Date of Start Event'.
- Time of Start Event ***: Text input field with placeholder 'Start Time of the Event'.
- Date of End Event ***: Text input field with placeholder 'Date of End Event'.
- Time of End Event ***: Text input field with placeholder 'End Time of the Event'.
- Number of Participants ***: Text input field with placeholder 'Number of Participants'.
- Location of the Event ***: A Google Map interface with a search bar 'Enter a location' and 'Map'/'Satellite' tabs. A red pin is placed on the map near 'Axis Bank' and 'Atal Chowk'.
- Type of the Event ***: A dropdown menu with the option 'Select Type of the Event'.
- Event Organizers ***: A dropdown menu with the option 'Select multiple'.
- Event Partners ***: A dropdown menu with the option 'Select Event Partners'.
- Event Brochure ***: A file upload control with a 'Choose Files' button and the text 'No file chosen'.
- Upload Event Pictures (Only for Event Organizers) ***: A file upload control with a 'Choose Files' button and the text 'No file chosen'.
- Submit**: A blue button at the bottom right of the form.

At the bottom of the page, there is a copyright notice: 'Copyright © 2022 All rights reserved.'

- Select the required details upload files and click on **Submit** button add new Event.

4.2. My Profile

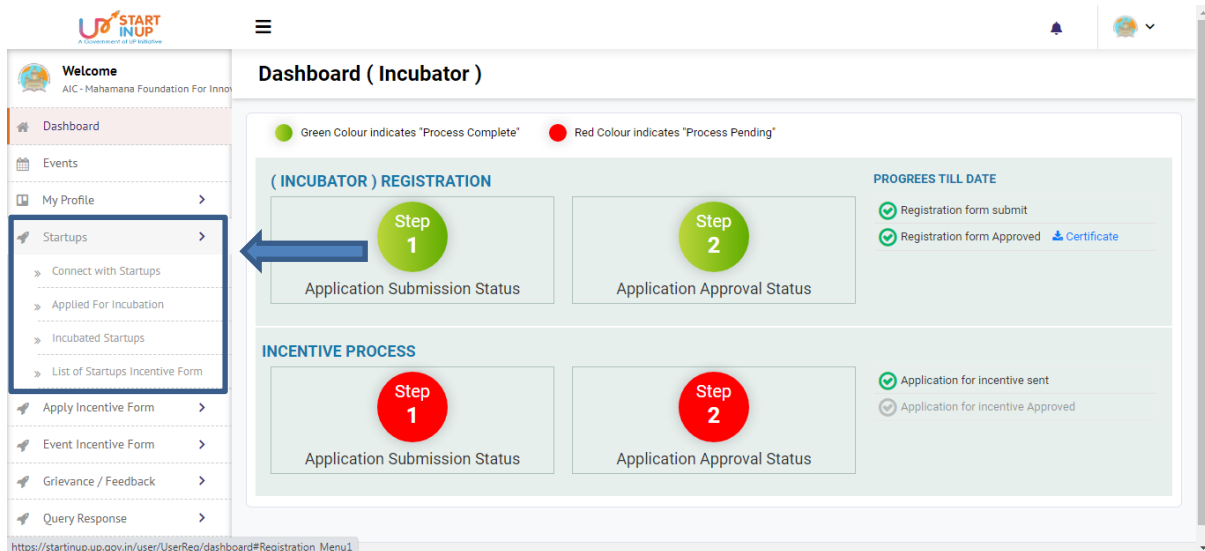
Click on My Profile Menu available at the left side of the screen to view the details as shown in below image:



- Click on the Incubator Profile from My Profile menu to view the profile of the Startup.
- Click on respective option from side menu to perform related task.

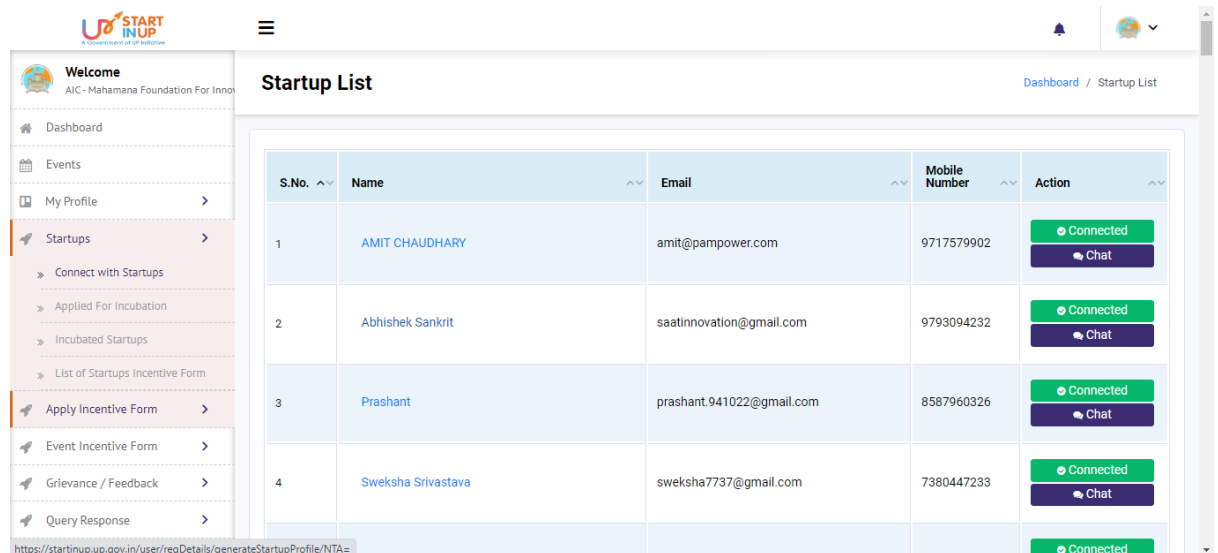
4.3. Startups

Click on the Startups from side menu of dashboard to connect with Startups as shown below:



4.3.1. Connect with Startups

Click on the Connect with Startups option from Startups menu to connect with Startups as shown in below image:



4.3.2. Applied for Incubation

Click on the Applied for Incubation option from Startups menu to Approve/Reject Incubation request sent by Startups as shown in below image:

S.No.	Name	Email	Mobile Number	Action
1	GANGA RAM GUPTA	info@financekart.com	9889916009	Approve Reject
2	KUNWAR PRATIK RAJ	PRATIK@CUJ.AC.IN	7004715283	Approve Reject
3	Narendra Kumar	kalpittinfotech@gmail.com	9760044088	Approve Reject
4	MANISH KUMAR	manishbind@gmail.com	9453483848	Approve Reject

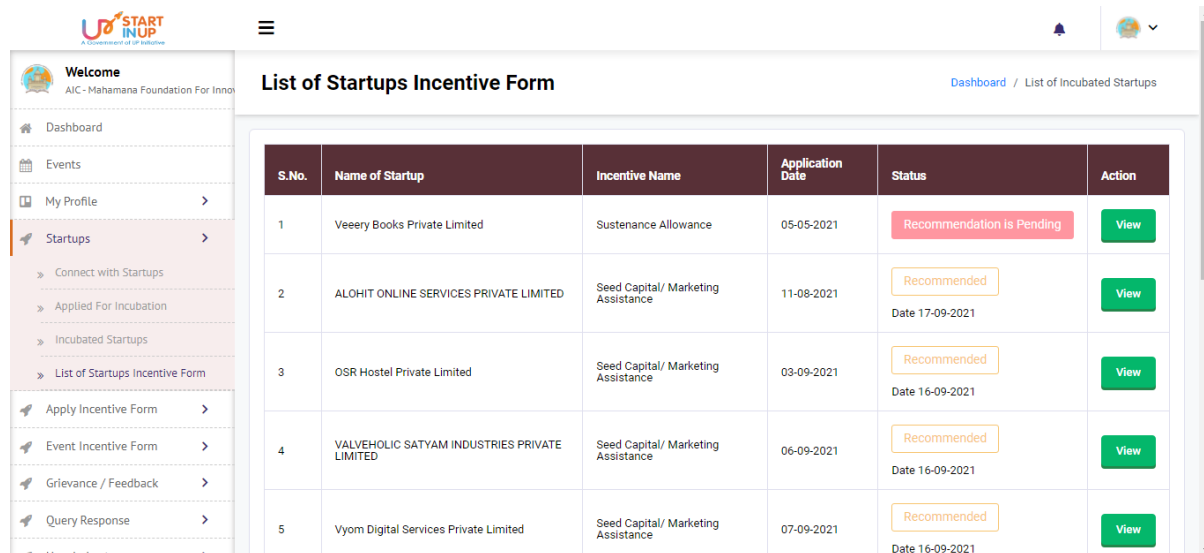
4.3.3. Incubated Startups

Click on the Incubated Startups option from Startups menu to view the details of incubated Startups as shown in below image:

S.No.	Name	Email	Mobile Number	Action
1	OSR Hostel Private Limited	thehostel.in@gmail.com	7753011122	Incubating Revoke
2	Rakesh Tiwari	tiwarirakesh360@gmail.com	7786853588	Incubating Revoke
3	Sumit Kumar	acupace@gmail.com	7086880195	Incubating Revoke
4	Kapil Kumar Parashar	kapil.parashar1980@gmail.com	9717594283	Incubating Revoke
5	CLEVERSOSKILLS	ceo.cleversoskills@gmail.com	8299207062	Incubating Revoke

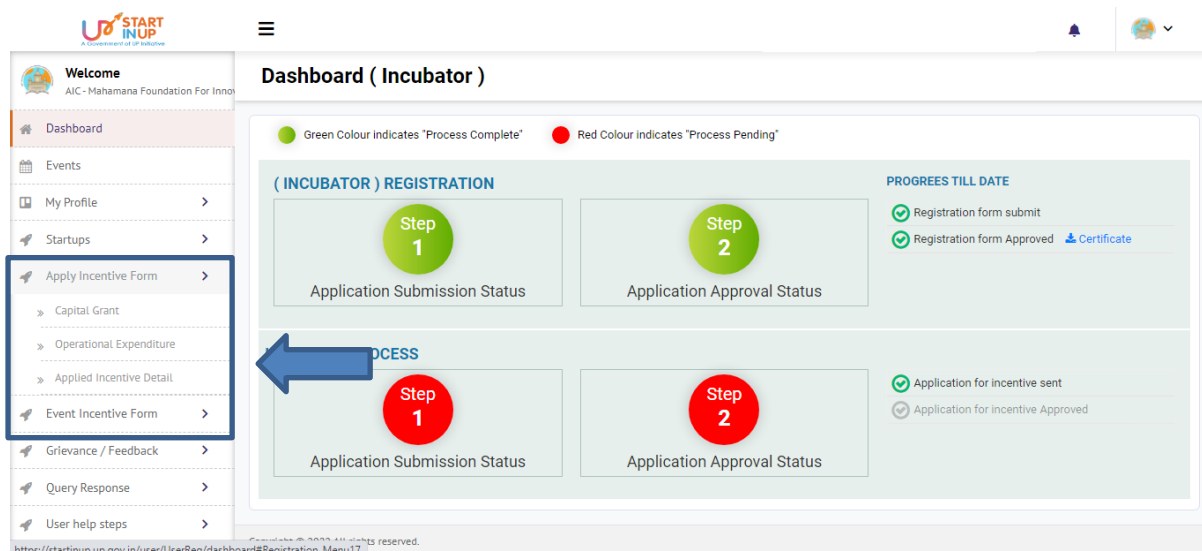
4.3.4. List of Startups Incentive Form

Click on List of Startups Incentive Form option from Startups menu to view and recommend the Incentive form submitted by Incubated Startups as shown in below image:



4.4. Apply Incentive Form

Click on the Apply Incentive Form option from side menu of dashboard as shown below:



4.4.1. Capital Grant Incentive form

Click on the **Capital Grant/Operational Expenditure** option from Apply Incentive Form menu to fill the Incubator Application Form for availing Incentives as shown below:

Startup Policy 2020

Select Incentive | Basic Eligibility | Incubator Details | Confirm and Submit

Up to Rs 1 crore to setup technical infrastructure in the incubator (Reimbursement basis)

Incubator must fulfill following conditions to be eligible for Capital Grant. Please confirm :

1	The incubator is not under any government institute. *	<input type="checkbox"/>
2	The equipment are purchased after the approval from PIU. *	<input type="checkbox"/>
3	The Incubator has not received any incentive from any other govt department for these equipment. *	<input type="checkbox"/>
4	All the bills/invoices are certified by CAG Empaneled CA. *	<input type="checkbox"/>

Up to Rs 1 crore to setup technical infrastructure in the incubator (Reimbursement basis).

Sr.No.	Bill date	Amount	Equipment description	Justification
1	Bill Date eg: dd/mm/yyyy			
2	Bill Date eg: dd/mm/yyyy			
3	Bill Date eg: dd/mm/yyyy			
4	Bill Date eg: dd/mm/yyyy			
5	Bill Date eg: dd/mm/yyyy			
6	Bill Date eg: dd/mm/yyyy			
7	Bill Date eg: dd/mm/yyyy			
Total		0		

Browse for document upload No file chosen

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- Fill the required details and click on Next button to continue.

Startup Policy 2020

Select Incentive **Basic Eligibility** Incubator Details Confirm and Submit

Basic Detail

1	Upto a period of ten years from the date of incorporation/ registration, if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India *	<input type="checkbox"/>
2	Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.*	<input type="checkbox"/>
3	Entity is registered/ Incorporated in Uttar Pradesh*	<input type="checkbox"/>
4	Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation. Provided that an entity formed by splitting up or reconstruction of an existing business shall not be considered a Startup.*	<input type="checkbox"/>

Additional Criteria

Applicants falling under any of these criteria will be eligible for 25% additional incentive of **Capital Grant**

1	Is the startup registered/incorporated in Bundelkhand/ Purvanchal region of the state?	<input type="checkbox"/>
2	Is the startup founded/co-founded by Women/Divyangjan/Transgender or from EWS category?	<input type="checkbox"/>
3	Does startup have 50% or more employees from women/ divyangjan/Transgender category?	<input type="checkbox"/>

« Previous **» Next**

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- Select the Basic details and Eligibility Criteria to avail the incentive then click on Next button.

Capital Grant Incentive Form

Startup Policy 2020

Select Incentive Basic Eligibility **Incubator Details** Confirm and Submit

Incubator Detail

Name of Incubator:	AIC - Mahamana Foundation for Innovation & Entrepreneurship - IM-BHU
Host Institute :	Institute of Management Studies, Banaras Hindu University
PIU Approval date :	14-12-2020
District:	Varanasi
Region	Purvanchal
Mobile No.:	7704810418
Email ID:	aic-imbhu@fmabhu.ac.in
Website:	https://www.bhu.ac.in/fms/AIC-IMBHU/home.html

Bank Details

Incubator Account Holder Name *

Incubator Account Number *

Reconfirm Account Number *

Bank Name *

Branch Address *

IFSC Code *

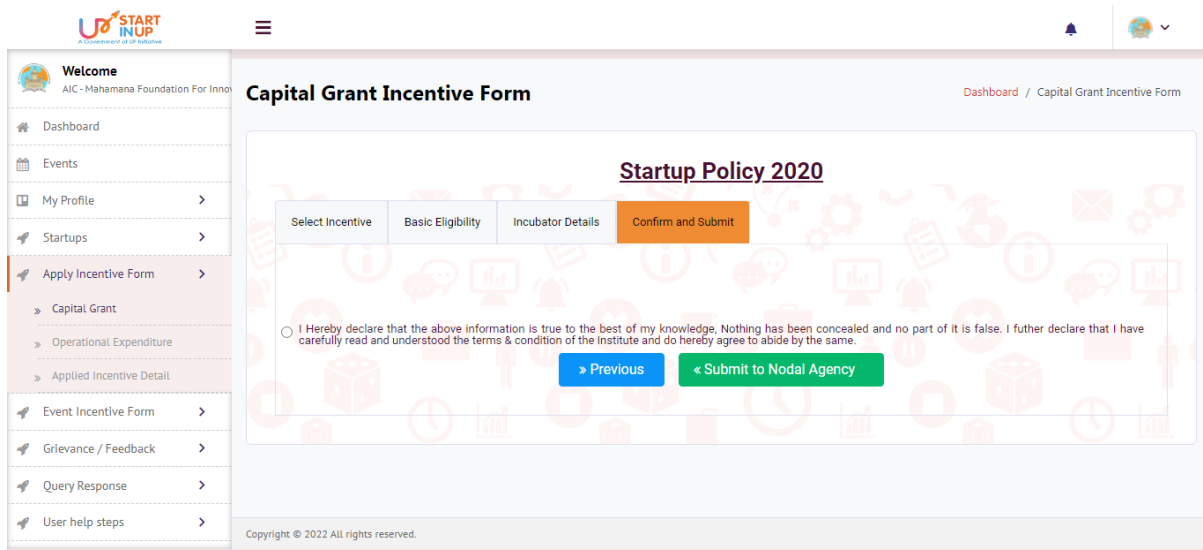
Cancelled Cheque *

Upload Application Form *

Download Template

» Previous » Submit

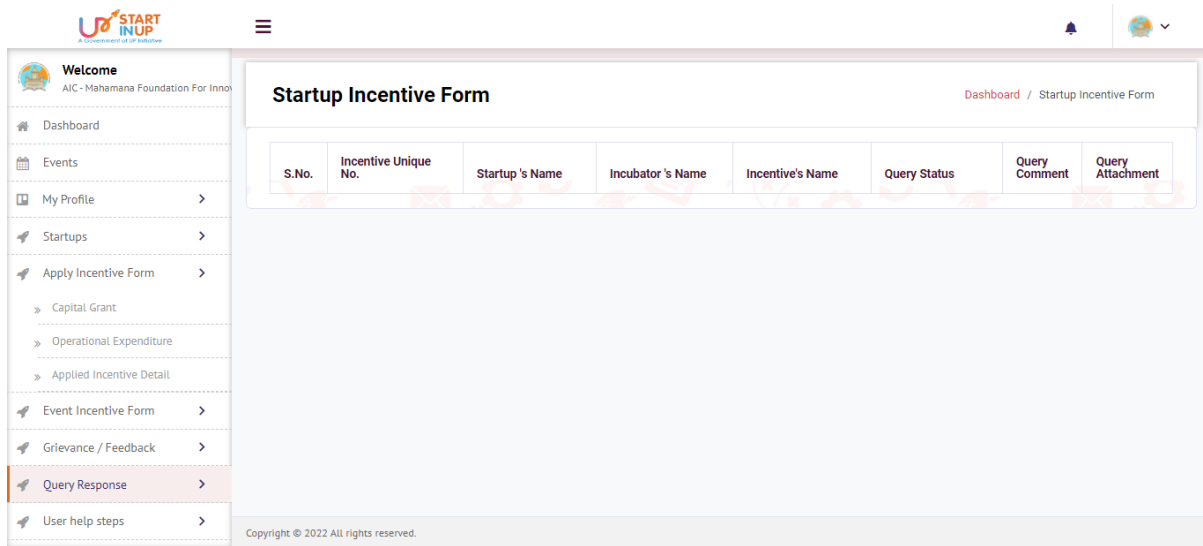
Enter the details and upload the required documents then click on Submit button.



- Preview the filled details and click on Submit to Nodal Agency button.

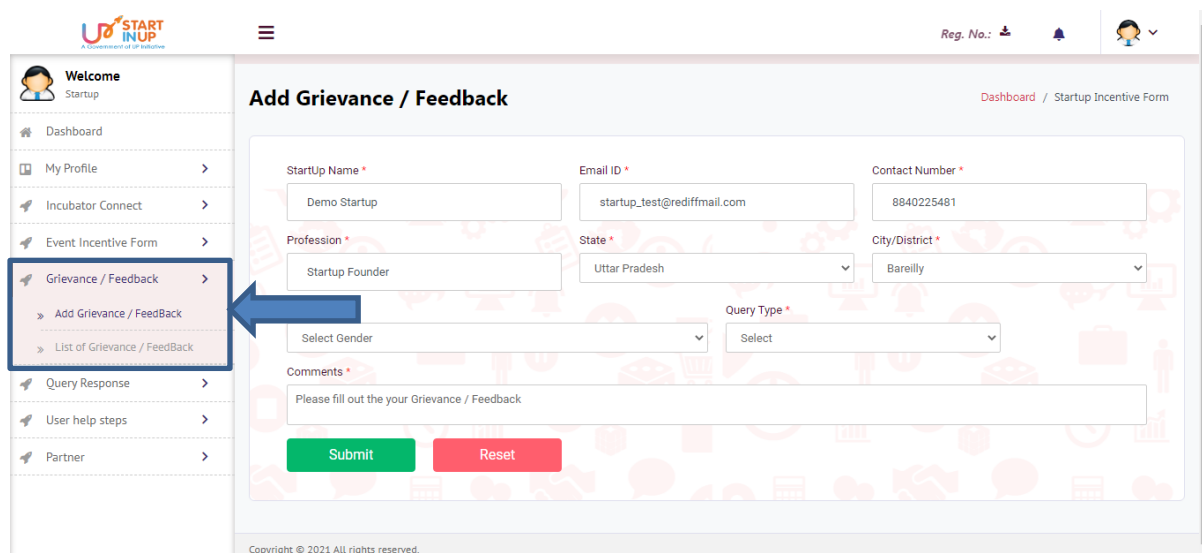
4.4.2. Applied Incentive Detail

Click on the **Applied Incentive Detail** option from Apply Incentive Form menu to view the submitted Startup Incentive Form for availing Incentives as shown below:



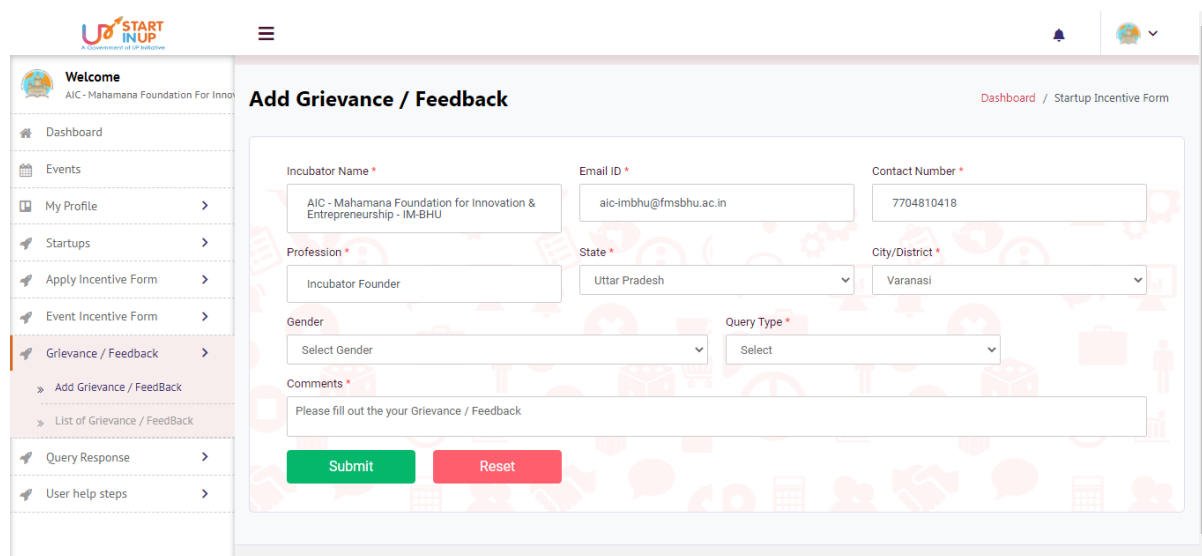
4.5. Grievance/Feedback

Click on the Grievance/Feedback menu from Dashboard to Add and View Grievance/Feedback as shown in below image:



4.5.1. Add Grievance/Feedback

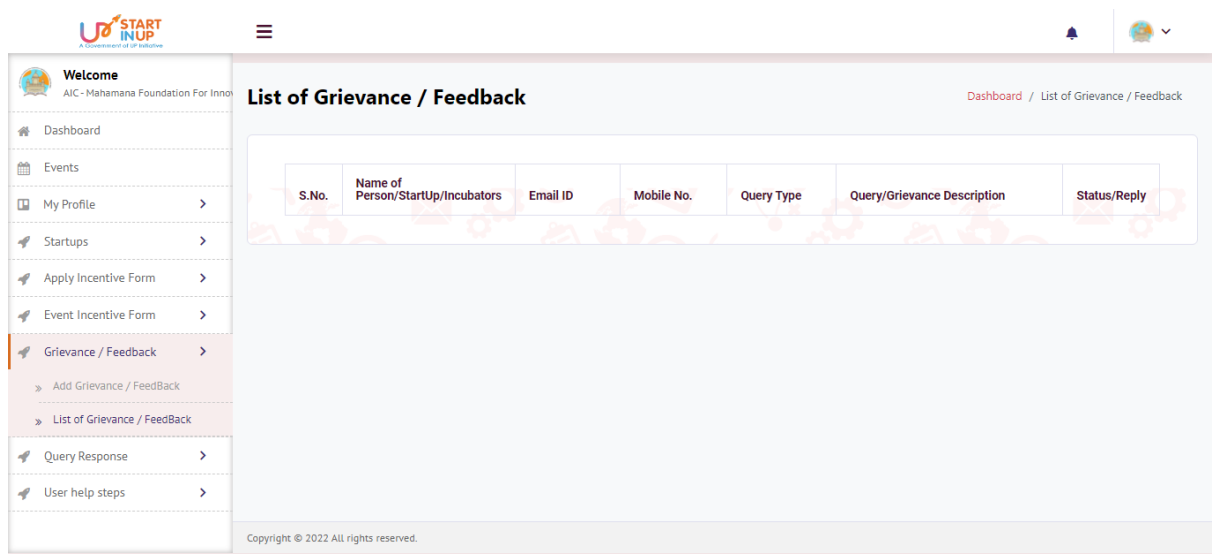
To Add Grievance/feedback, click on Grievance/Feedback menu from Dashboard and then click on Add Grievance/Feedback side menu. Page will appear as shown below:



- Fill the required details and click on the Submit button to add Grievance.

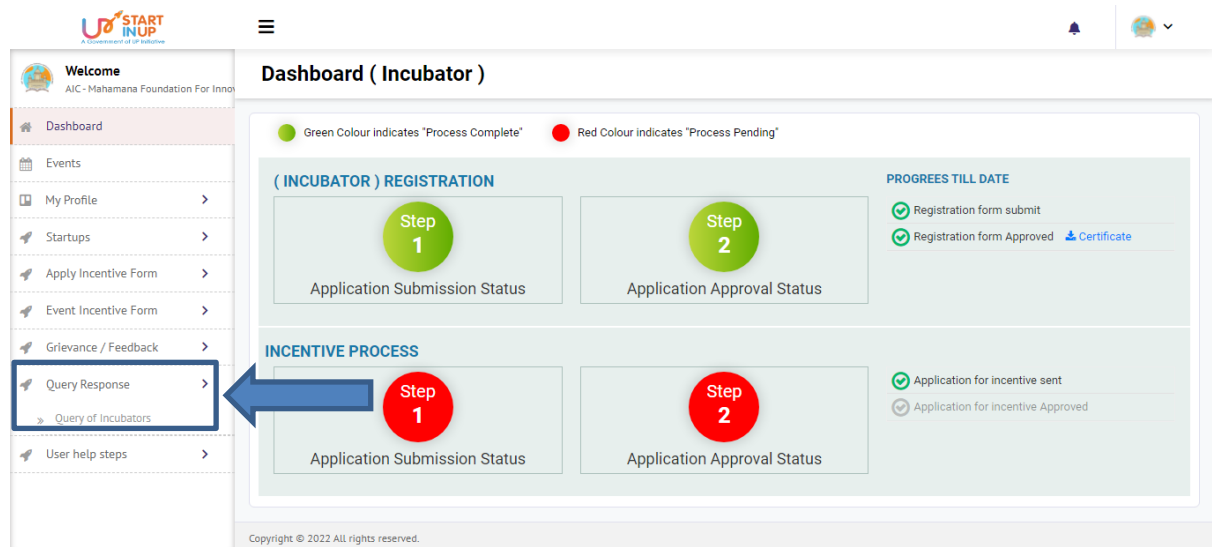
4.5.2. List of Grievance/Feedback

To view added grievances, click on List of Grievance/Feedback. Page will appear as shown below:



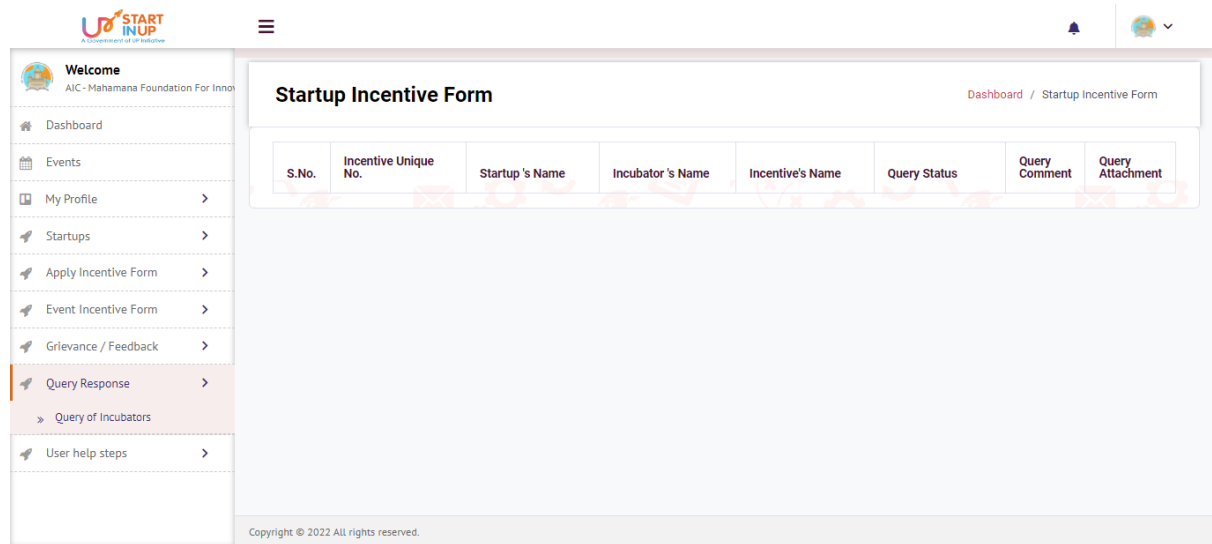
4.6. Query Response

Click on the Query Response option from Dashboard to View the Query of Incubators as shown in below image:



4.6.1. Query of Incubator

Click on Query of Incubators option to View/Reply on the Query of Incubators.



4.7. User help steps

Click on the User help steps option from Dashboard to download the attached PDF for User help steps.

5. For Technical Support

While using this software application if any technical error occurs, you can raise your query by emailing us at support@otpl.co.in