



User Manual of StartInUP

Department of IT & Electronics,
Uttar Pradesh Government



(Startup Login)

Version 1.0
Dated 08.02.2022

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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 Incubators and apply for the Incentive for their Startups.

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.

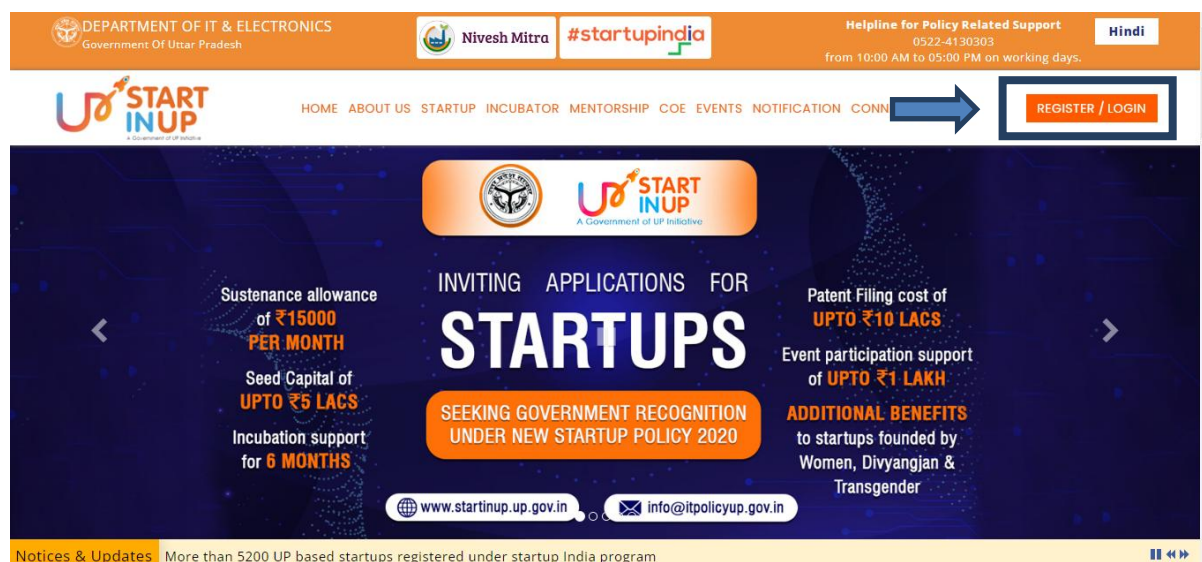
1.4. Application Convention

The application has the following conventions:

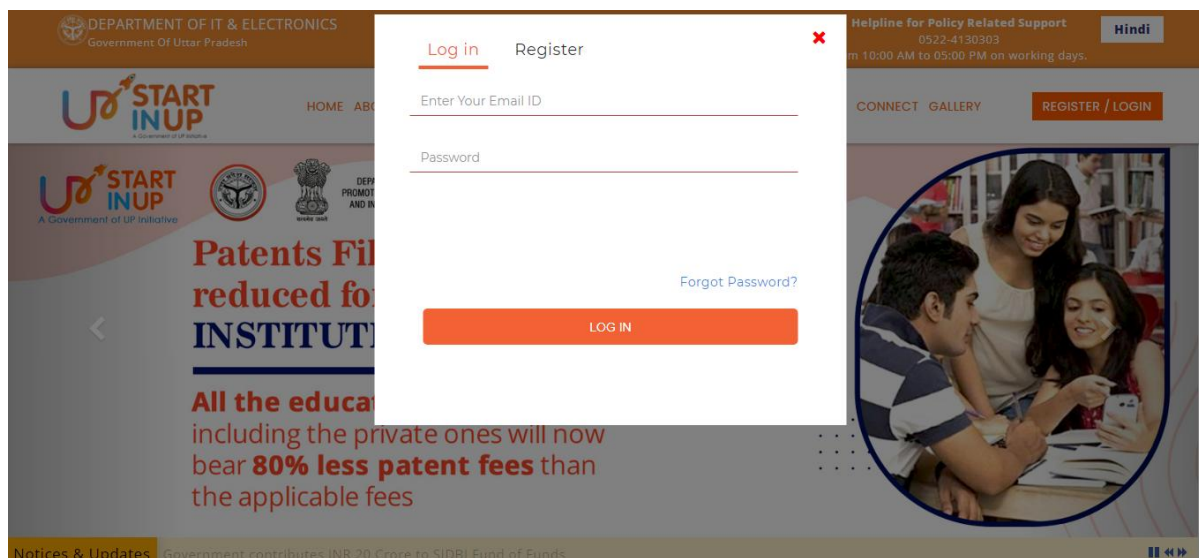
- a. Fields which have * sign indicate mandatory fields.
- b. Error messages will be displayed in the pop-up box.
- c. Success messages will be displayed in the pop-up box.
- d. All the menu links will be displayed in the side menu.

2. Accessing the Web Portal

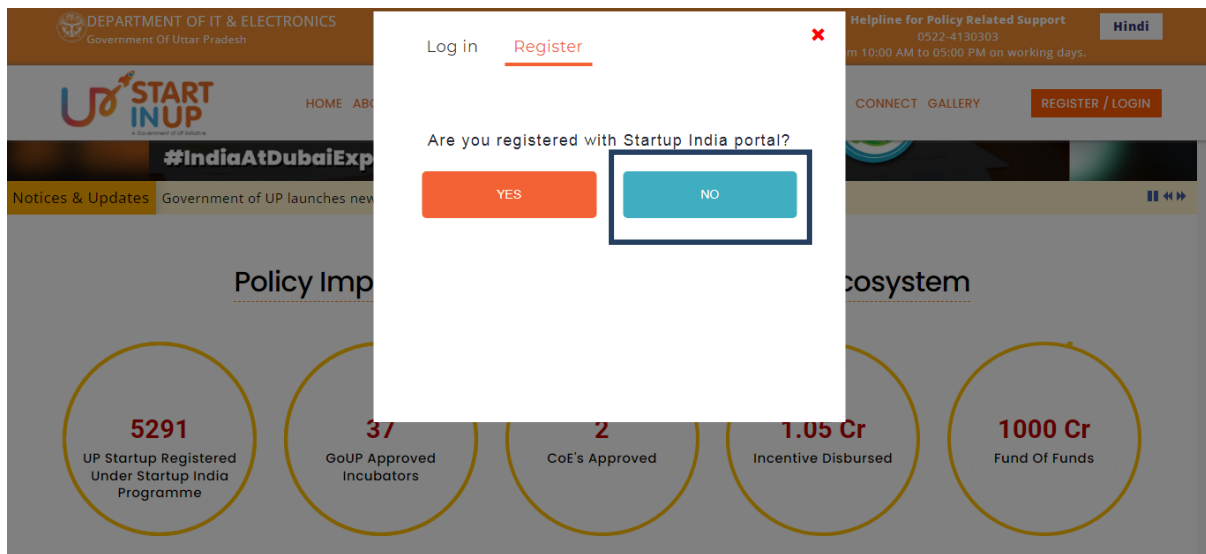
To access the Web Portal, open <https://startinup.up.gov.in/> after which you will be redirected to the official website of Invest UP. Page will appear as shown below:



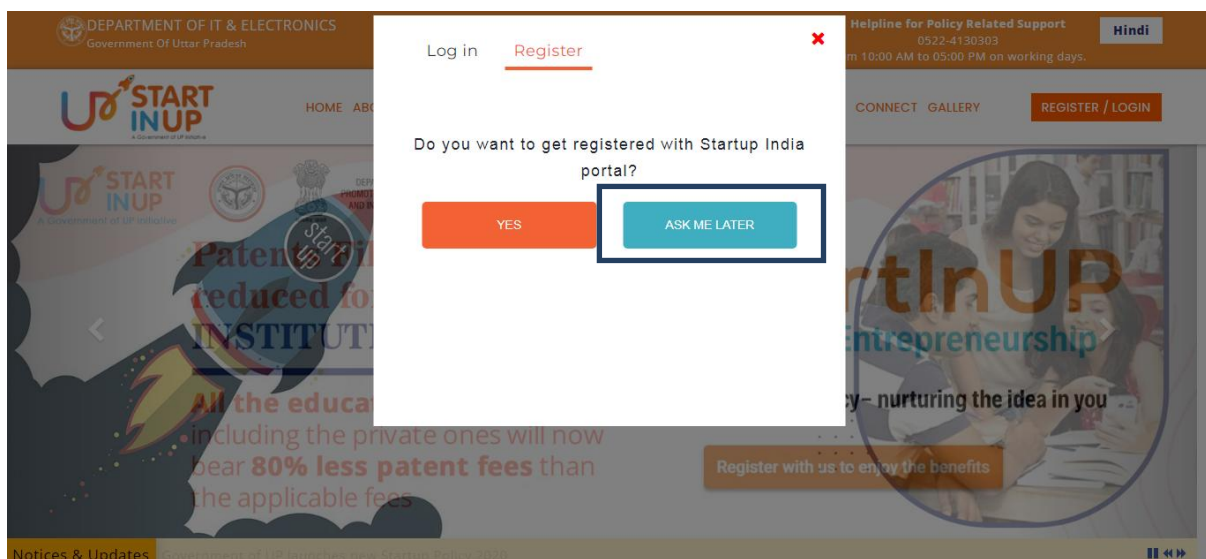
- Click on **Register/Login** link appearing on the homepage. Page will appear as shown below:

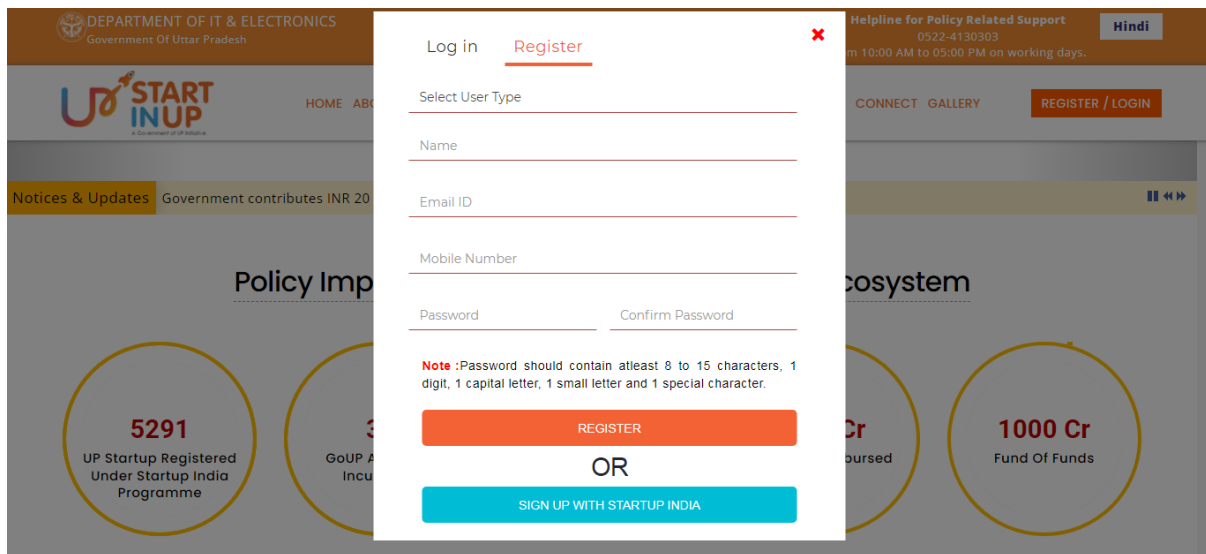


- If User is already registered, enter the Email ID and Password to login, else Click on **Register** button. Thereafter, user will be redirected to the Registration panel of StartInUP. Page will appear as shown below:



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



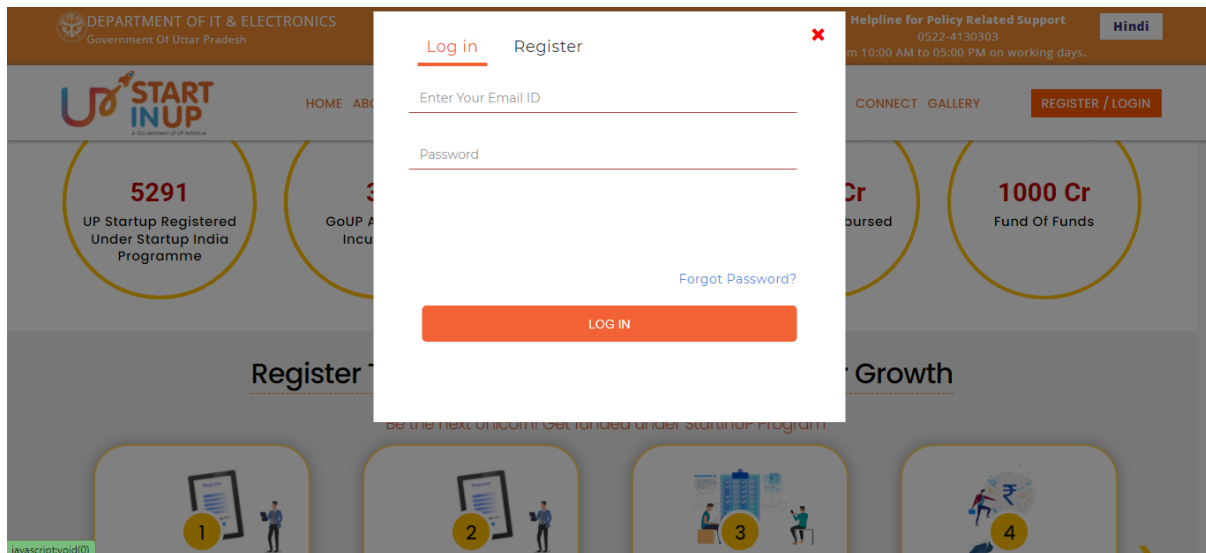


The screenshot shows a registration form overlay on a website. The form has a title bar with 'Log in' and 'Register' (the latter is selected and underlined). Below the title bar are several input fields: 'Select User Type', 'Name', 'Email ID', 'Mobile Number', 'Password', and 'Confirm Password'. A red 'X' icon is in the top right corner of the form. Below the fields is a red 'REGISTER' button, followed by 'OR' and a blue 'SIGN UP WITH STARTUP INDIA' button. A 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.' The background website shows the 'DEPARTMENT OF IT & ELECTRONICS Government Of Uttar Pradesh' logo, a 'START IN UP' 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. Startup 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:

The screenshot displays the 'Startup Registration Form' interface. At the top, there is a navigation bar with the Department of IT & Electronics logo and contact information. Below this, a progress bar indicates four steps: 1. Profile Of Startup, 2. Incorporation/ Registration Details, 3. Registered Address, and 4. Founder(s)/ Director(s)/ Partner(s) Details. The 'Profile of Startup' section is currently active and contains the following fields:

- Nature of Entity ***: Select
- Industry ***: Select
- Sector ***: Others
- Categories ***: Select multiple
- Name of Startup ***: [Text Input]
- Brand Name**: Brand Name
- Your Logo ***: Choose File (No file chosen)
- Entity registration status**: Yes No
- Innovation Model**: Select
- Brief on the business concept ***: Brief on the business concept
- Team size (including founders) ***: Select
- Incubation status ***: Yes No
- Current Stage ***: Select
- Funding/Grants received for your business**: Yes No
- Registered under Startup India program ***: Yes No
- Pan Number**: Pan Number
- Aadhaar Number**: Aadhaar Number
- DIPP NUMBER ***: DIPP NUMBER

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.

The screenshot displays the 'Startup Registration Form' interface. At the top, a blue header contains the department name and a helpline number. Below this, a green notification bar states 'Data submitted successfully.' A progress bar shows four steps: 1. Profile Of Startup, 2. Incorporation/ Registration Details (current step), 3. Registered Address, and 4. Founder(s)/ Director(s)/ Partner(s) Details. The main form area is divided into two sections: 'Profile of Startup' and 'Incorporation/Registration Details'. The 'Incorporation/Registration Details' section contains four input fields: 'Incorporation / Registration Number *', 'Incorporation / Registration Date *' (with a calendar icon), 'Incorporation/Registration Certificate *' (with a file upload button and error message), and 'TAN/GST'. Below these fields is a question: 'Has your startup applied for any IPR (Intellectual Property Right) ? *' with radio buttons for 'Yes' and 'No'. At the bottom, there are three buttons: '<< Back', 'Save', and 'Next >>'.

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

Department of IT & Electronics, Government of Uttar Pradesh | Helpline Number - 0522-4130303, Ext.-302 (10:00 am to 05:00 pm)

Startup Registration Form

Dashboard / Startup Registration Form

Data submitted successfully.

1 Step: Profile Of Startup | **2** Step: Incorporation/ Registration Details | **3** Step: Registered Address | **4** Step: Founder(s)/ Director(s)/ Partner(s) Details

Registered Address

Address Line 1 * | Address Line 2 * | State *
Address Line 1 | Address Line 2 | Select

City * | District | Pincode *
Select | District | 123456

« Back | Save | Next » | Add More

Founder(s) / Director(s) / Partner(s) Details

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

Department of IT & Electronics, Government of Uttar Pradesh Helpline Number - 0522-4130303. Ext.-302 (10:00 am to 05:00 pm)

START INUP A Government of UP Initiative

Startup Registration Form

Dashboard / Startup Registration Form

Data submitted successfully.

1 Step Profile of Startup 2 Step Incorporation/ Registration Details 3 Step Registered Address 4 Step Founder(s)/ Director(s)/ Partner(s) Details

Profile of Startup

Incorporation/Registration Details

Registered Address

Founder(s) / Director(s) / Partner(s) Details

Name * Designation * Mobile *
Name Select Enter 10 digit mobile no.

Address * Equity %
Address Equity %

Do You Want To Publish Your Profile For Showcase?
 Yes No

Document for startup Due Diligence
An entity needs to submit the following documents:
Upload Pitch Deck *
Pitch deck (please download the attached guidelines for reference to prepare the pitch deck.)
Choose File No file chosen
(File Format: JPG/JPEG/PNG/PDF/PPT, Max File Size: 10 MB)

I accept the Terms & Conditions

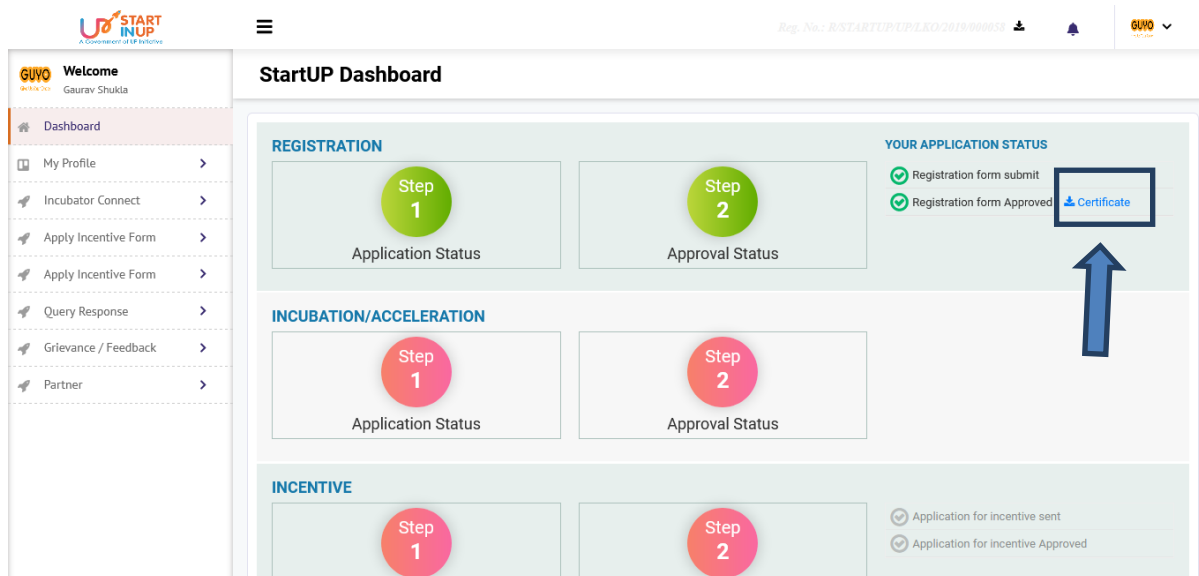
Please Note : The Certificate of Recognition for Startup will be issued after verification of the application and documents submitted and final approval granted by the Government of UP.

« Back Submit

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

4. Dashboard

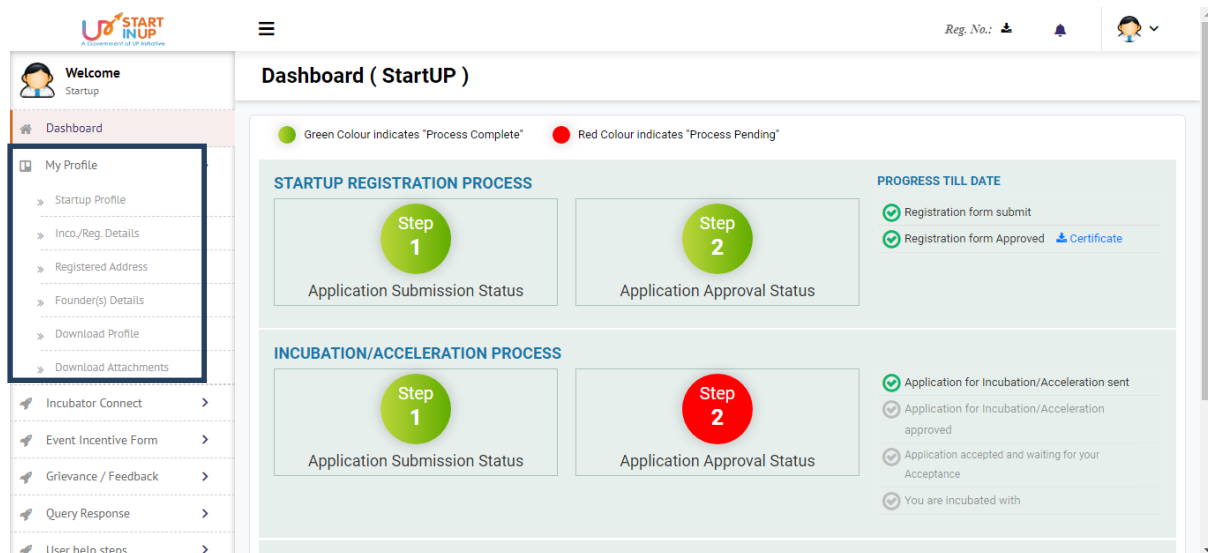
After successfully completing the registration process, Startup will be logged in to the dashboard. The page will appear as shown below:



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

4.1. My Profile

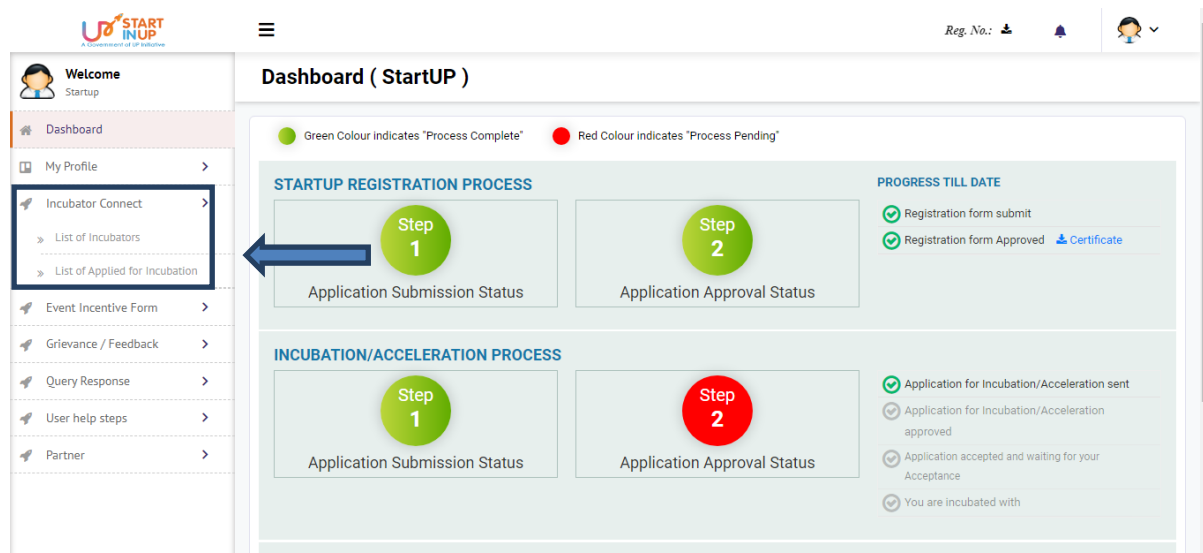
Click on My Profile Menu available at the left side of the screen to view the details as shown in below image:



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

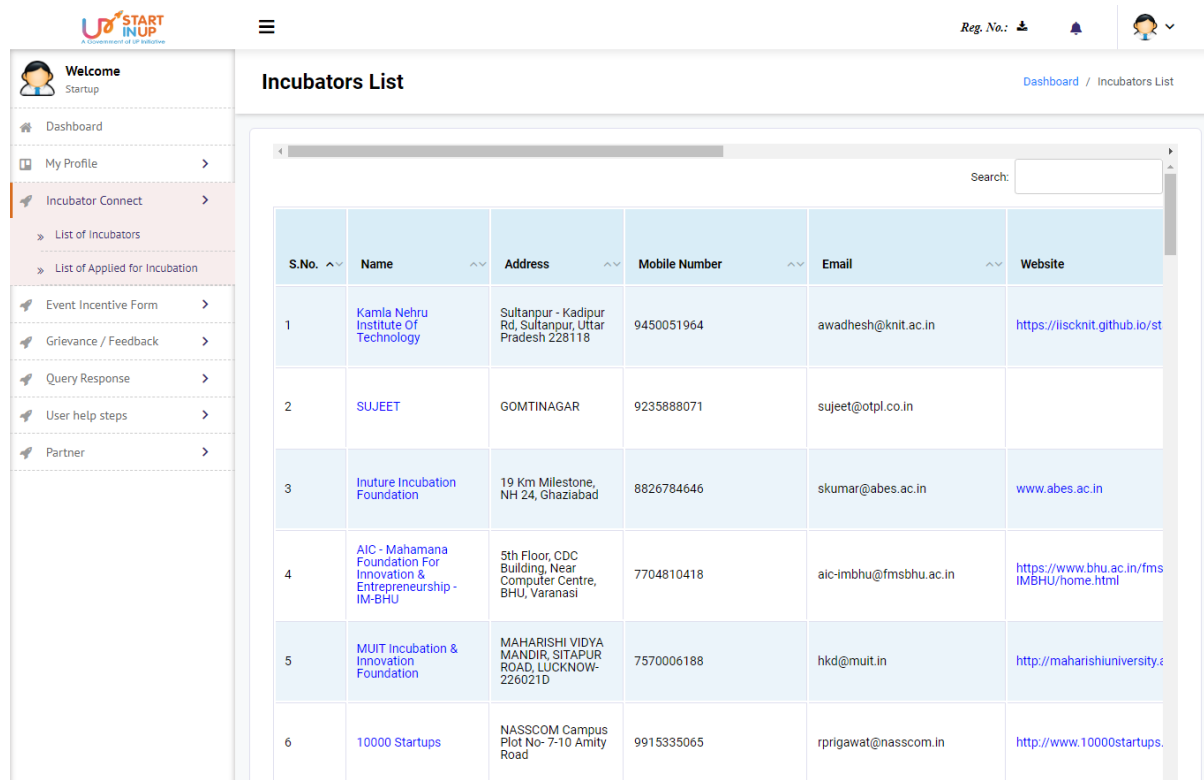
4.2. Incubator Connect

Click on the Incubator Connect from side menu of dashboard as shown below:

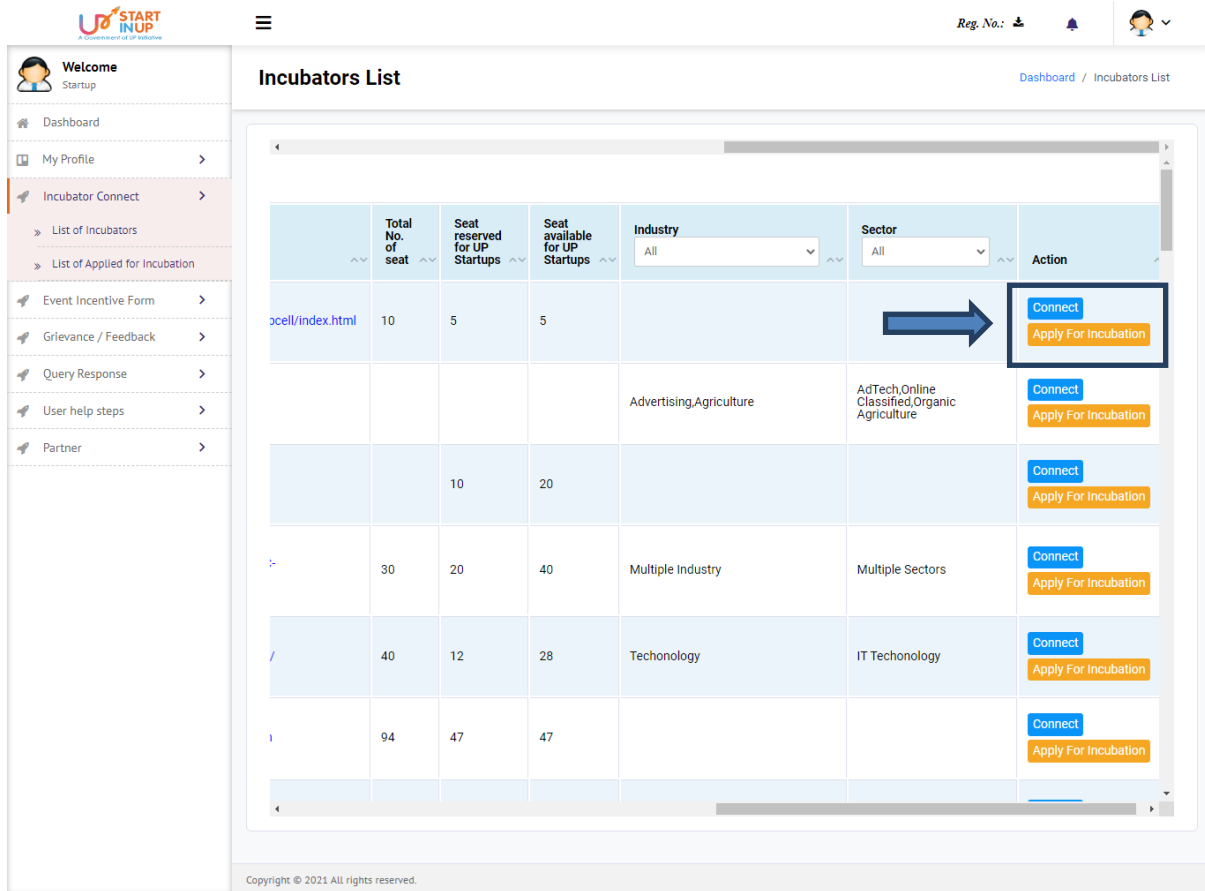


4.2.1. List of Incubator

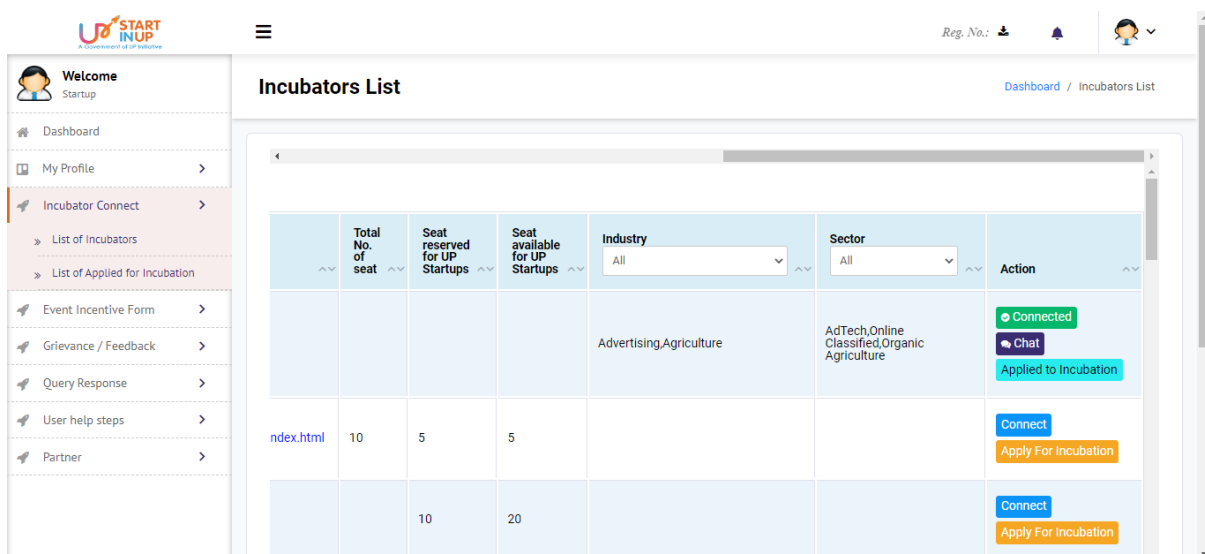
Click on the List of Incubator option from Incubator Connect menu to send the connection request to respective Incubator as shown in below image:



Horizontally scroll the table from left to right to view the Connect option as shown below:



Click on Apply for Incubation to initiate Incubation request from respective Incubator as shown in the below image:



Click on the **Seed Capital/Marketing Assistance** option from Apply Incentive Form menu to fill the Startup Application Form for availing Incentives as shown below:

Startup Application Form for Availing Incentives
Startup Policy 2020

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

Seed Capital/ Marketing Assistance

Upto INR 5 Lakhs per startup. The seed capital will be disbursed in milestone-based installments (e.g. 40% + 30% + 30%) in three tranches, the first being advance and remaining two on completing the milestones.

| Expense Head | Estimated Expense (INR) | Expense Justification | Approved Amt. (INR) |
|--|-------------------------|-----------------------|----------------------|
| Advertising | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Digital Marketing | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Offline advertisement | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Salary for sales and marketing staff (Excluding founder/Co-founder's salary) | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Traveling expenses | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Sponsorships | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Product samples for marketing | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Miscellaneous | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Total | <input type="text"/> | <input type="text"/> | <input type="text"/> |

» Next

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

Welcome
Arms Technology

Dashboard / Startup Incentive Form

Startup Incentive Form

Startup Application Form for Availing Incentives

Startup Policy 2020

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

| | | |
|---|--|-------------------------------------|
| 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 checked="" type="checkbox"/> |
| 2 | Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.* | <input checked="" type="checkbox"/> |
| 3 | Entity is registered/ incorporated in Uttar Pradesh* | <input checked="" 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 checked="" type="checkbox"/> |

Additional Criteria
Applicants falling under any of these criteria will be eligible for 50% additional incentive of **Sustenance Allowance and Seed Capital**

| | | |
|---|--|-------------------------------------|
| 1 | Is the startup registered/incorporated in Bundelkhand/ Purvanchal region of the state? | <input checked="" type="checkbox"/> |
| 2 | Is the startup founded/co-founded by Women/Divyangjan/Transgender or from EWS category? | <input checked="" type="checkbox"/> |
| 3 | Does startup have 50% or more employees from women/ divyangjan/Transgender category? (Minimum 10 employees excluding directors; at least 50% employee strength should be from the same group e.g. 50% women or 50% divyangjan employees or 50% transgender employees) | <input checked="" type="checkbox"/> |

» Previous **» Next**

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

Welcome
Arms Technology

- Dashboard
- My Profile
- Incubator Connect
- Apply Incentive Form
 - Applied Incentive List
 - Sustenance Allowance
 - Seed Capital/Marketing Assistance
 - Patent Filing
- Event Incentive Form
- Grievance / Feedback
- Query Response
- User help steps
- Partner

Startup Incentive Form

Dashboard / Startup Incentive Fo

Startup Application Form for Availing Incentives

Startup Policy 2020

Select Incentive
Basic Eligibility
Startup Details
Confirm and Submit

Startup Details

| | |
|-------------------------------------|-------------------------------|
| Name of Startup: | ART Bill |
| Date of Registration/Incorporation: | 18-09-2019 |
| District: | Lucknow |
| Region | |
| Name of Founder | Arvind |
| Mobile No.: | 7376424748 |
| Email ID: | arvind@otpl.co.in |
| DPIT Registration Number | DPIT256417 |
| DPIT Registration Number | DPIT256417 |
| Startup Registration Number | R/STARTUP/UP/LKO/2020/0000233 |
| Name of Incubator | SUJEET |
| Incubation Start Date | 01-09-2020 |

Business Details

How is the startup idea solving the problem ? *

How Many Jobs will it create in next 2 years ? *

Business plan and targets for the next 6 months ? *

Detail of any Technology break through the Startup is working on ? *

Upload Pitch Deck: * ¹

No file chosen

(File Format: PDF/PPT/JPG/JPEG/DOCX, Max File Size: 10 MB)

Bank Details

Startup Account Holder Name *

Startup Account Number *

Reconfirm Account Number *

Bank Name *

Branch Address *

IFSC Code *

Cancelled Cheque *

No file chosen

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

Upload incentive form * ¹

No file chosen

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

[Download Template](#)

Covering letter * ¹

No file chosen

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

[Download Template](#)

CA Certificate ¹

No file chosen

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

[Download Template](#)

Affidavit ¹

No file chosen

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

[Download Template](#)

Previous
Submit

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

Welcome

Arise Technology

- Dashboard
- My Profile
- Incubator Connect
- Apply Incentive Form**
- Applied Incentive List
- Sustenance Allowance
- Seed Capital/ Marketing Assistance
- Patent Filing
- Event Incentive Form
- Grievance / Feedback
- Query Response
- User help steps
- Partner

Startup Incentive Form
Dashboard / Startup Incentive Form

Startup Application Form for Availing Incentives

Startup Policy 2020

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

Startup Details

| | | |
|----|-------------------------------------|--|
| 1 | Name of Startup: | |
| 2 | Date of Registration/Incorporation: | |
| 3 | District: | |
| 4 | Region: | |
| 5 | Name of Founder: | |
| 6 | Mobile No.: | |
| 7 | Email ID: | |
| 8 | Website: | |
| 9 | DPIIT Registration Number: | |
| 10 | Startup Registration Number: | |
| 11 | Name of Incubator: | |
| 12 | Incubation Start Date: | |

Business Details

| | | |
|---|---|-----------------------------------|
| 1 | How is the startup idea solving the problem ? | |
| 2 | How Many Jobs will it create in next 2 years ? | |
| 3 | Business plan and targets for the next 6 months ? | |
| 4 | Detail of any Technology break through the Startup is working on ? | |
| 5 | Upload Pitch Deck : (Presentation for showcasing the Innovative idea) | Download template |

Bank Details

| | | |
|----|-----------------------------|-----------------------------------|
| 1 | Startup Account Holder Name | |
| 2 | Startup Account Number | |
| 3 | Reconfirm Account Number | |
| 4 | Branch Name | |
| 5 | Branch Address | |
| 6 | IFSC Code | |
| 7 | Cancelled Cheque | Download template |
| 8 | Upload Incentive form | Download template |
| 9 | Covering letter | Download template |
| 10 | CA Certificate | Download template |
| 11 | Affidavit | Download template |

Basic Eligibility

| | | |
|---|---|--|
| 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 50 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India. | |
| 2 | Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees. | |
| 3 | Entity is registered/ incorporated in Uttar Pradesh. | |
| 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'. | |

Additional Criteria

Applicants falling under any of these criteria will be eligible for 50% additional incentive of Sustenance Allowance and Seed Capital

| | | |
|---|---|--|
| 1 | Is the startup registered/incorporated in Bundelkhand/ Purvanchal region of the state? | |
| 2 | Is the startup founded/co-founded by Women/Diyangian/Transgender or from EWS category? | |
| 3 | Does startup have 50% or more employees from women/ diyangian/Transgender category? (Minimum 10 employees excluding directors, at least 50% employees strength should be from the same group e.g. 50% women or 50% diyangian employees or 50% transgender employees.) | |

Seed Capital/ Marketing Assistance

Upto INR 5 Lakhs per startup. The seed capital will be disbursed in milestone-based installments (e.g. 40% + 30% + 30%) in three tranches, the first being advance and remaining two on completing the milestones.

| S.No | Expense Head | Estimated (INR) | Expense | Expense Justification | Approved Amt. (INR) |
|------|--|-----------------|---------|-----------------------|---------------------|
| 1 | Advertising | 1 | | 1 | |
| 2 | Digital Marketing | 1 | | 1 | |
| 3 | Offline advertisement | 1 | | 1 | |
| 4 | Salary for sales and marketing staff (Excluding founder/Co-founder's salary) | 1 | | 1 | |
| 5 | Traveling expenses | 1 | | 1 | |
| 6 | Sponsorships | 1 | | 1 | |
| 7 | Product samples for marketing | 1 | | 1 | |
| 8 | Miscellaneous | 1 | | 1 | |
| 9 | Total | 8 | | | |

Seed Capital/ Marketing Assistance

| Allowance | Extra Allowance | Total |
|-------------|-----------------|--------|
| 5 Lakhs INR | 250000 INR | 750000 |

I hereby declare that the above information is true to the best of my knowledge. Nothing has been concealed and no part of it is false. I further declare that I have carefully read and understood the terms & condition of the Institute and do hereby agree to abide by the same.

[Previous](#) [Submit to Incubator](#)

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

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Click on **Applied Incentive Details** to view the status of the Incentive form as shown below:

| S.No. | Name of Incubator | Incentive Name | Application Date | Status | Action |
|-------|-------------------|-------------------------|------------------|---------------------|----------------------|
| 1 | SUJEET | Capital Grant | 28-09-2021 | Approval is Pending | View |
| 2 | SUJEET | Operational Expenditure | 13-09-2021 | Approval is Pending | View |

4.4. Grievance Redressal System

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

4.4.1. 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:

Add Grievance / Feedback

StartUp Name * Demo Startup

Email ID * startup_test@rediffmail.com

Contact Number * 8840225481

Profession * Startup Founder

State * Uttar Pradesh

City/District * Bareilly

Gender * Select Gender

Query Type * Select

Comments * Please fill out the your Grievance / Feedback

Submit Reset

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

4.4.2. List of Grievance/Feedback

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

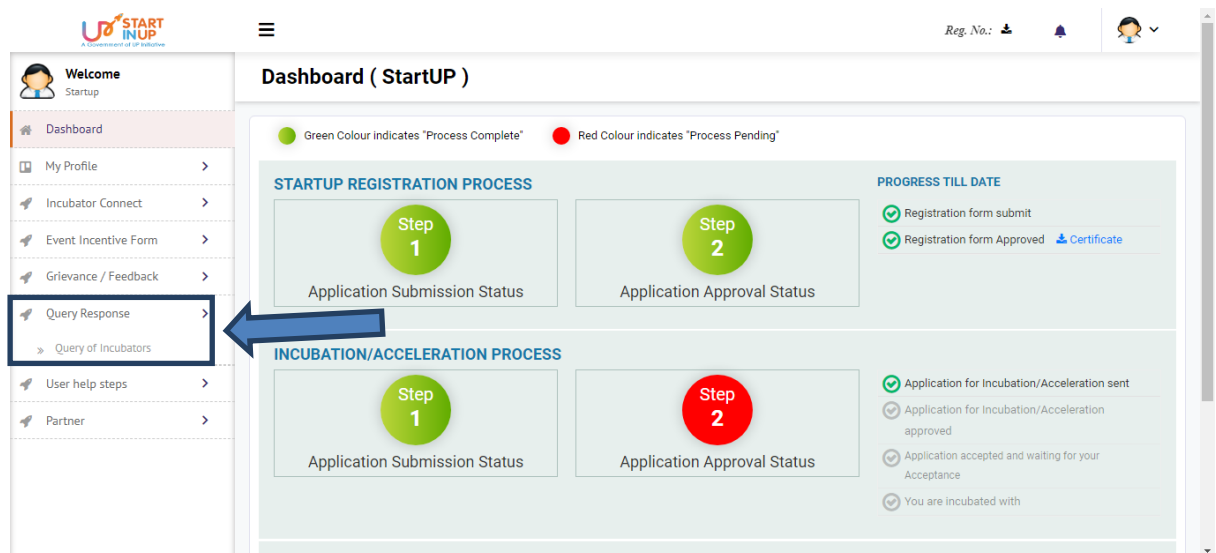
List of Grievance / Feedback

| S.No. | Name of Person/StartUp/Incubators | Email ID | Mobile No. | Query Type | Query/Grievance Description | Status/Reply |
|-------|-----------------------------------|-----------------------------|------------|--------------------|--------------------------------------|--------------|
| 1 | Demo Startup | startup_test@rediffmail.com | 8840225481 | Incubation Support | Incubation Support unable to contact | Pending |

- Status wise added Grievances can be seen on this page as shown in above image.

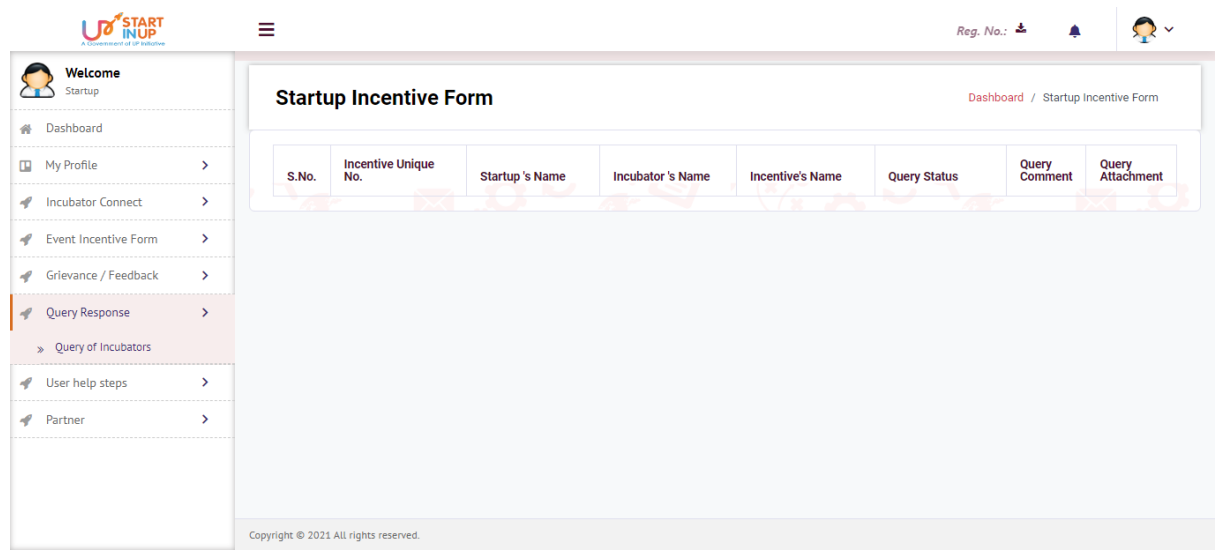
4.5. Query Response

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



4.5.1. Query of Incubator

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

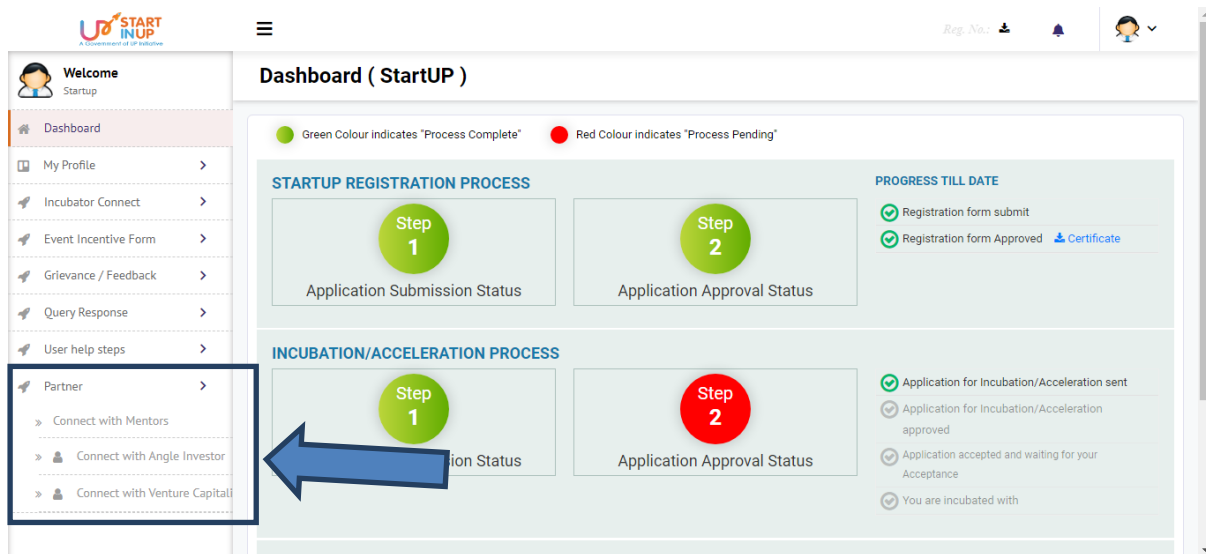


4.6. User help steps

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

4.7. Partner

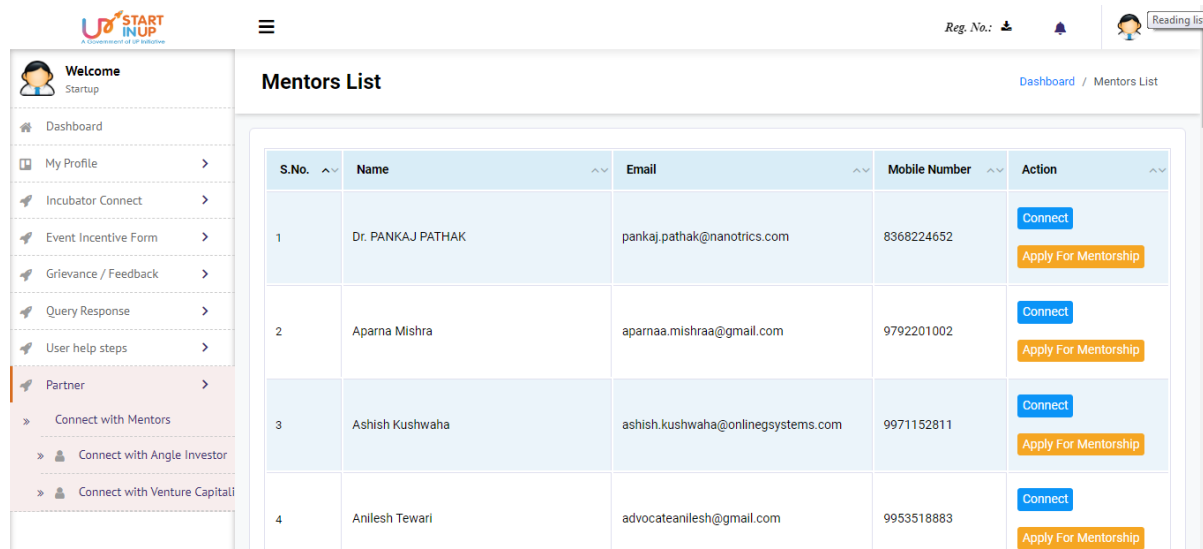
Click on the Partner menu from Dashboard to connect with partners.



Click on available options to perform respective task.

4.7.1. Connect with Mentors

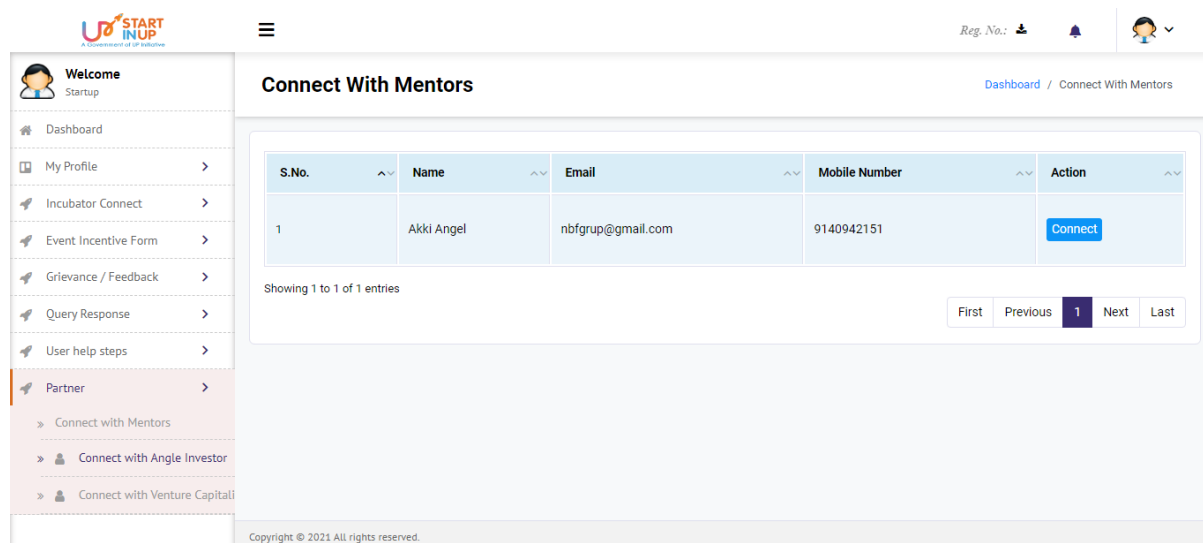
Click on Connect with Mentors option to connect with different Mentors.



Click on the Connect Option to connect and chat with respective mentors. Click on Apply for Mentorship to apply for Mentorship from respective Mentor.

4.7.2. Connect with Angle Investor

Click on Connect with Angle Investor from the Partner menu to connect with available Angle Investor.



Click on the Connect option from grid view structure to connect with available Angle Investor.

4.7.3. Connect with Venture Capitalists

Click on Connect with Venture Capitalists from the Partner menu to connect with available Venture Capitalists.

The screenshot shows the 'Connect With Mentors' page in the StartInUP dashboard. The page features a table with the following data:

| S.No. | Name | Email | Mobile Number | Action |
|-------|--------------|-----------------------|---------------|-------------------------|
| 1 | Test User | test@test.com | 9999999999 | Connect |
| 2 | Akki Venture | tinakashiva@gmail.com | 8882839691 | Connect |

Below the table, it indicates 'Showing 1 to 2 of 2 entries' and includes pagination controls: First, Previous, 1, Next, Last.

Click on Connect option from grid view structure to connect with respective Venture Capitalist.