



Guidelines for availing Marketing Assistance by Startups

Startups eligible for Marketing Assistance

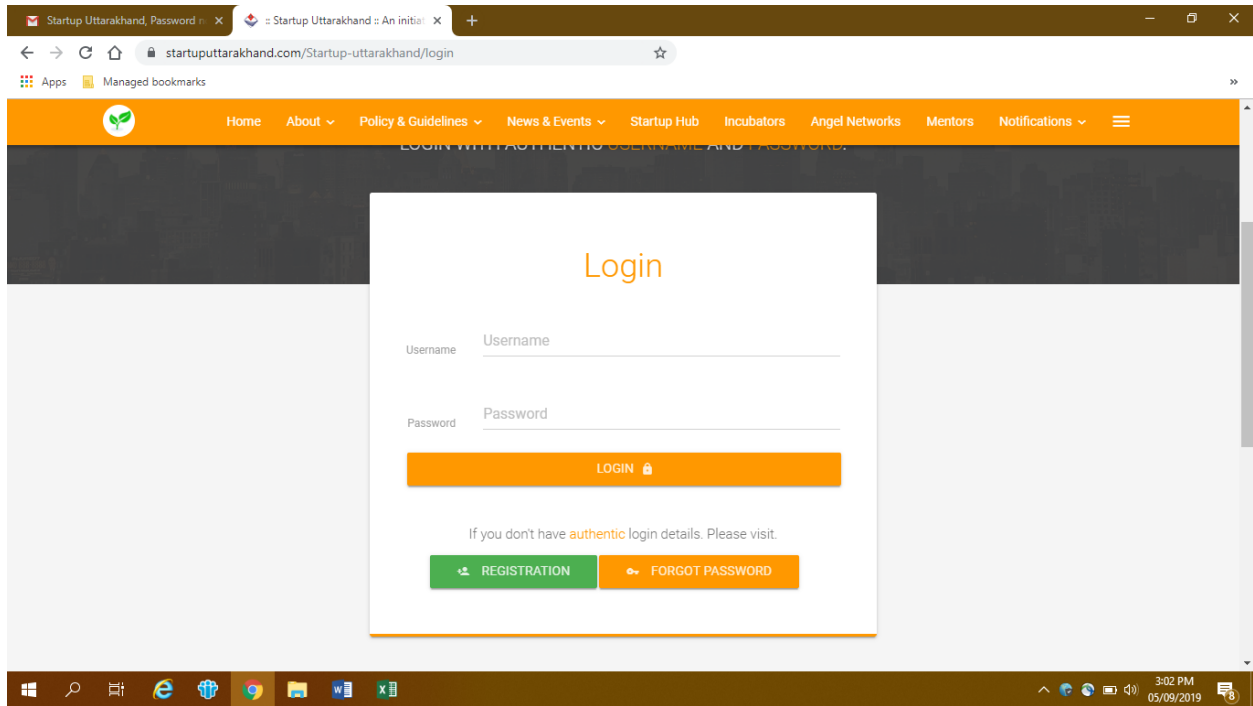
- a) The startup should have been incorporated in Uttarakhand or should operate from Uttarakhand and employ at least 50 percent of its total qualified workforce from Uttarakhand, which shall not include contract employees AND
- b) To avail the incentive, the startups should have been recognized by the Uttarakhand Startup Council AND
- c) The startup should have minimum viable product which should be ready for commercialisation in the market place in order to apply for marketing assistance AND
- d) The startups should have Sanction Letter for any kind of funding (minimum for INR 2 lakhs) granted by the Central Government or any of the State Government in the country OR
- e) The startup should have started earning revenues and should have generated INR 2 lakhs for each month as gross revenue/turnover during immediately preceding three months from the date of application OR
- f) The startups should have received equity funding (minimum for INR 10 lakhs) from any Angel Investor which is registered with SEBI

Application Process

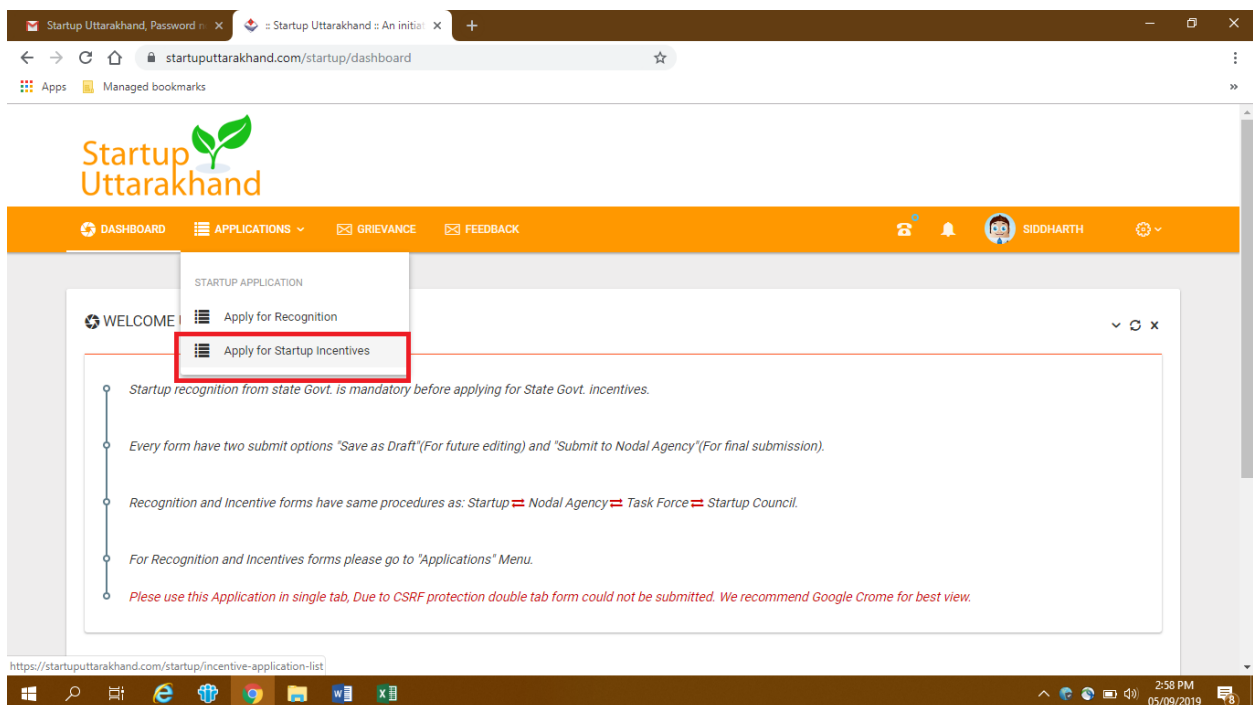
The startups who are eligible can apply for the Marketing Assistance through Startup Uttarakhand Portal by visiting at <https://startuputtarakhand.com/>

The process has a mix of online and offline process which include:

- The recognized startup should login on the portal using the user id and password



- The startup shall click on the Apply for Startup Incentives under Applications Tab



- The startup shall be required to fill all the information and shall submit the application

The screenshot shows the 'Startup Uttarakhand' application form for 'Marketing/Publicity Assistance'. The form is titled 'MARKETING PLAN' and contains two main sections: 'Digital' and 'Exhibition'. Each section has a table with columns for Media Type, Publisher, Duration/Time Frame (in Days), Amount (in Rs.), Objective, and Remarks. The 'Digital' section has a table with one row for 'Digital' and a total row showing 0. The 'Exhibition' section has a table with one row for 'Exhibition' and a total row showing 0. Below the tables, there are fields for 'Documents (as may be applicable)' with buttons for 'ATTACHMENT' for 'Sanction Letter from Govt. of India/State Govt.', 'Investor Equity Letter', and 'Balance Sheet/Bank Statement'. The accepted formats are listed as gif, png, jpg, pdf, doc, docs.

- Upon submission, the application shall be forwarded to the Nodal Agency for examination
- The Nodal Agency shall forward the application with their comments/recommendations to Task Force for decision

The screenshot shows the 'Startup Uttarakhand' application form for 'Banking Details' and 'Self Certification'. The 'Banking Details' section includes fields for Bank Name, IFSC Code, Account Number, and Account Holder Name. The 'Self Certification' section includes a declaration by the applicant, a checkbox for 'Send to Nodal Agency', and a 'Comments (Min 200 Characters)' field. A modal dialog box is displayed in the center, asking 'Are you sure?' and 'You want to submit this application?' with buttons for 'No, cancel pls!' and 'Yes, Submit to send!'. The bottom of the form has buttons for 'SEND BACK TO STARTUP' and 'SUBMIT TO TASK FORCE'.

- During the whole process, the startups can track the status of their application by logging into their account

The screenshot shows the 'INCENTIVE APPLICATION LIST' page on the Startup Uttarakhand portal. A red box highlights the application details for ID INCENTIVE/0052/2019, which is in the 'PENDING' status.

| Application ID | Entity's Name | Startup Registration | Benefit Type | Application Domain | Status | Actions |
|---------------------|-----------------|----------------------|--------------------------------|--------------------|---------|---------|
| INCENTIVE/0052/2019 | LLP Corporation | STARTUP/0165/2019 | Marketing/Publicity Assistance | NOVAGENCY | PENDING | [Icons] |

Showing 1 to 1 of 1 entries

- The Task Force shall take a decision on granting incentives to startups and selected startups shall be give online notification for the approval mentioning the sanctioned amount
- The Marketing Assistance shall be a onetime assistance given to any approved startup
- The startups to whom the sanction has been given shall be intimated by SMS and Online and release of funds will be made in tranches

The screenshot shows the 'INCENTIVE APPLICATION LIST' page on the Startup Uttarakhand portal. A red box highlights the application details for ID INCENTIVE/0052/2019, which is now in the 'APPROVED' status.

| Application ID | Entity's Name | Startup Registration | Benefit Type | Application Domain | Status | Actions |
|---------------------|-----------------|----------------------|--------------------------------|--------------------|----------|---------|
| INCENTIVE/0052/2019 | LLP Corporation | STARTUP/0165/2019 | Marketing/Publicity Assistance | STARTUP COUNCIL | APPROVED | [Icons] |


Showing 1 to 1 of 1 entries


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- The startup shall be required to submit the progress report of the venture along with report/evidence of the funds utilized by giving self-declaration to the Department in every quarter

Heads considered for utilization of the Marketing Assistance

- The cost incurred for the Designing and Printing of Banner, Posters, Flyers, Ads in magazines, billboards or any other print media for the promotion of the product/services or the core business of recognized startup
- The cost for promotion of the product/services or the core business of recognized startup through emails, text messages, WhatsApp messages, Telemarketing or through searching engine optimization or any social media platform having regional or national presence or coverage
- The cost incurred for the promotion of the product/services or the core business of recognized startup on Radio, Television, or any other electronic media
- The consultancy charges paid to experts for the branding and marketing of the product/services or the core business of recognized startup
- The cost for conducting market survey/research, publication or releasing report in any medium which helps to growing the business of recognized startup
- The cost for participating in the local, national or international exhibitions
- Any other mode for the marketing and promotion of the products/services or business of the startups subject to the approval of the Committee

 Upon approval from startup council, recognized startups may be given marketing assistance of up to Rs. 5 lakhs. If the startup is being operated by SC / ST / Women / Physically challenged entrepreneurs in any of the focus sectors or belongs to category A district of Uttarakhand MSME Policy 2015, the marketing assistance allowance will be increased to Rs. 7.5 lakhs.

 The Department reserves the rights to make changes in the guidelines on time to time and it shall be binding up on the recognised startups

 The decision of the Department shall be final and binding up on the recognised startups