# STARTUP KNOWLEDGE BASE: COMPREHENSIVE GUIDE FOR ENTREPRENEURS

## 1. STARTUP DEFINITION & CLASSIFICATION (DPIIT GUIDELINES)

- \*\*Eligibility Criteria\*\*:

- Entity < 10 years old

- Annual turnover < ₹100Cr

- Working towards innovation/development of new products/processes

- Not formed by splitting existing business

- \*\*Recognition Process\*\*:

- Register on Startup India Portal

- Submit Form with incorporation certificate

- DPIIT recognition certificate within 2 days

- \*\*Benefits\*\*:

- 80% patent fee rebate

- 3-year income tax exemption

- Easier winding up (90 days)

## 2. FUNDING OPTIONS & FINANCIAL SCHEMES

### 2.1. Government Initiatives:

- \*\*Startup India Seed Fund\*\*:

- ₹1000Cr corpus

- Up to ₹20L for validation

- ₹50L for commercialization

- \*\*Fund of Funds for Startups (FFS)\*\*:

- ₹10,000Cr corpus

- Managed by SIDBI

- Co-investment with VC funds

- \*\*AIM-PRIME Program\*\*:

- For science-based startups

- Grant up to ₹50L

- Focus: Tech commercialization

### 2.2. Investor Networks:

- \*\*Angel Investors\*\*:

- Indian Angel Network

- Mumbai Angels

- Typical investment: ₹50L-5Cr

- \*\*Venture Capital\*\*:

- Sequoia Surge

- Blume Ventures

- Sector-specific funds (e.g., Omnivore for agritech)

- \*\*Corporate Accelerators\*\*:

- Microsoft ScaleUp

- Google for Startups

- Target Global

## 3. LEGAL & COMPLIANCE FRAMEWORK

### 3.1. Business Structures:

- \*\*Private Limited\*\*:

- Minimum 2 directors

- Limited liability

- FDI allowed

- \*\*LLP (Limited Liability Partnership)\*\*:

- Hybrid structure

- Lower compliance burden

- No minimum capital

- \*\*One Person Company (OPC)\*\*:

- Single founder

- Separate legal identity

- Easier incorporation

### 3.2. Key Registrations:

- \*\*Mandatory\*\*:

- GST Registration (within 30 days of commencement)

- PAN/TAN

- EPFO for >20 employees

- \*\*Recommended\*\*:

- MSME Registration (Udyam)

- DPIIT Startup Recognition

- IPR Protection (Patents/Trademarks)

## 4. MARKET ANALYSIS FRAMEWORKS

### 4.1. Market Sizing Methodology:

- \*\*TAM-SAM-SOM Model\*\*:

- TAM (Total Addressable Market): Global potential

- SAM (Serviceable Available Market): National reach

- SOM (Serviceable Obtainable Market): 1-3 year target

### 4.2. Competitor Analysis Matrix:

1. \*\*Direct Competitors\*\*: Similar solutions

2. \*\*Indirect Competitors\*\*: Alternative solutions

3. \*\*SWOT Analysis\*\*:

- Strengths/Weaknesses (Internal)

- Opportunities/Threats (External)

## 5. BUSINESS MODEL FRAMEWORKS

### 5.1. Business Model Canvas (9 Elements):

1. \*\*Customer Segments\*\*: Target demographics

2. \*\*Value Propositions\*\*: Unique solution

3. \*\*Channels\*\*: Distribution methods

4. \*\*Customer Relationships\*\*: Engagement strategy

5. \*\*Revenue Streams\*\*: Monetization model

6. \*\*Key Resources\*\*: Critical assets

7. \*\*Key Activities\*\*: Core operations

8. \*\*Key Partnerships\*\*: Strategic alliances

9. \*\*Cost Structure\*\*: Expense breakdown

### 5.2. Revenue Models:

- \*\*SaaS\*\*: Subscription-based

- \*\*Transaction Fee\*\*: Commission model

- \*\*Freemium\*\*: Basic free + premium features

- \*\*Marketplace\*\*: Connect buyers/sellers

## 6. GO-TO-MARKET STRATEGIES

### 6.1. Launch Timeline (3-6 Month Plan):

- \*\*Month 1\*\*: MVP Development

- \*\*Month 2\*\*: Pilot Testing

- \*\*Month 3\*\*: Early Adopter Acquisition

- \*\*Month 4\*\*: Channel Partnerships

- \*\*Month 5\*\*: Paid Marketing Launch

- \*\*Month 6\*\*: Feature Expansion

### 6.2. Customer Acquisition Channels:

- \*\*Digital\*\*: SEO, SEM, Social Media

- \*\*Physical\*\*: Trade Shows, Retail Partnerships

- \*\*Community\*\*: Referral Programs, User Groups

## 7. SECTOR-SPECIFIC GUIDELINES

### 7.1. HealthTech:

- HIPAA compliance for data security

- CDSCO approval for medical devices

- NABH accreditation for clinics

### 7.2. FinTech:

- RBI NBFC registration

- PCI-DSS compliance

- KYC/AML guidelines

### 7.3. EdTech:

- UGC compliance for certification

- Data privacy (POCSO for minors)

- Content moderation guidelines

## 8. INVESTOR PITCH ESSENTIALS

### 8.1. Pitch Deck Structure:

1. Problem Statement (2 slides)

2. Solution (1 slide)

3. Market Size (1 slide)

4. Business Model (1 slide)

5. Traction (1 slide)

6. Team (1 slide)

7. Financial Projections (1 slide)

8. Ask (1 slide)

### 8.2. Financial Projections:

- 3-year forecast

- Key metrics: CAC, LTV, Burn Rate

- Break-even analysis

- Cap table structure

## 9. GOVERNMENT SCHEME MATRIX

| Scheme Name | Sector | Funding | Eligibility |

|---------------------|-----------------|---------------|--------------------------|

| Startup India Seed | All | Up to ₹50L | DPIIT recognized |

| AGNIi Mission | Deep Tech | ₹25-50L | IP-protected solution |

| NIDHI-PRAYAS | Hardware | Up to ₹10L | Prototype stage |

| MeitY TIDE 2.0 | Software | ₹7L/startup | Incubator affiliation |

| Biotechnology Ignition | Biotech | ₹5L/month | Research institution tie-up|

## 10. EXIT STRATEGIES

1. \*\*Acquisition\*\*:

- Strategic buyer (industry player)

- Financial buyer (PE firm)

2. \*\*IPO\*\*:

- Minimum requirements: ₹250Cr market cap

- 3-year profit track record

3. \*\*Secondary Sale\*\*:

- ESOP liquidation

- Founder exit