

Video Guidelines for 80-IAC Application

Please ensure that you provide all the following details in your video link:

- ✓ The video should ideally be of **2–3 minutes** and must not exceed **5 minutes**
- ✓ Please **showcase the working** of the product(s), prototype, or proof-of-concept developed by your startup
- ✓ If the startup is **product-based or software-based**, then showcasing a **demonstration, prototype, or walk-through** of the product(s)/software developed is **compulsory**
- ✓ If the startup provides **software or technology services** such as website development, application development, or white-label software products for clients, then the video should **clearly demonstrate or walk through** the actual product(s) developed for key clients
- ✓ Please also showcase **market traction** through any of the following:
 - Online customer reviews
 - Client testimonials (video/text)
 - Any other form of user appreciation or feedback
- ✓ Please note that a **video made only from pitchdeck slides will not be accepted**
- ✓ A video of a founder/director/employee **reading out a script without showing the actual product, service, facility, or innovation** will also not be accepted

Note: The video must be uploaded to a **third-party video hosting platform** such as **YouTube or Vimeo**. In case the video is uploaded on **Google Drive**, please ensure that it is **not access restricted**.