



STARTUP

SERVICES

HANDBOOK

AWS

PROCESS



Amazon Web Services (AWS) provides startups with low cost, easy to use infrastructure needed to scale and grow any size business.

Instructions To Activate Service

Action	Description
Visit the AWS Activate Webpage	https://aws.amazon.com/startups
Apply for AWS Activate	Complete the application on the webpage. Use your company email address for signup.- Provide your AWS Account ID during the application process.
Organization ID	Provide the Organization ID (case-sensitive) during the application process: 0ui8b

MSG91

PROCESS



Msg91 is a secure and robust cloud communication platform SMS, Email, Voice, Authentication.

Instructions To Activate Service

Action	Description
Signup for Msg91	http://control.msg91.com/signup/
Generate Authkey	Dashboard on http://control.msg91.com after signup
Integrate MSG91 API via Socket	Monthly offer credits are given after API integration
Fill-up the form	https://msg91.com/startups/ using the provided coupon code
Ensure official email ID	Sign-up with official email ID (Private domain)
Approval confirmation	Approval from the concerned person of the accelerator program is required

COMET CHAT

PROCESS



CometChat's communication platform provides easy to use text chat, voice and video functionality for websites and apps across all industries.

Instructions To Activate Service

Action	Description
Visit the Registration Page	www.cometchat.com
Fill in Personal Information	Complete the required fields on the registration form with necessary details.
Choose Desired Services	Select the services of interest from options.
Specify Preferences	Provide additional information if required, such as availability for mentoring sessions or any preferences for selected services.
Submit the Form	Click the "Submit" button to send the registration form and wait for confirmation email or notification.



VIDPHONE

PROCESS



Full Suite solution for entrepreneurs to conduct remote business in one platform from Virtual Offices, Video Meetings, Webinars and Video Mail.

Instructions To Activate Service

Action	Description
Visit Vidphone Pricing Page	Go to https://vidphone.me/pricing/meeting
Choose Monthly or Yearly Plan	Select the preferred plan based on startup needs
Select Incubated Startups Option	Check the option for incubated startups to get discounts then, Click on "Contact for Availing Service"
Connect with	Jagat Iyer (8861445837) to express interest
Confirm and Finalize the Plan	Complete Registration or Subscription. Follow instructions for account setup. If applicable, integrate video widget and onboard



EFFITRAC

PROCESS



1 lakh worth of free credits for women entrepreneurs to empower them in managing their business effectively.

Instructions To Activate Service

Action	Description
For availing the service contact	Logesh Velusamy – 9443374468



RAZORPAY

PROCESS

Offer an equal opportunity to accelerate their progress by unlocking the flow of money and access to services

Instructions To Activate Service

Action	Description
Visit Razor pay Website	https://razorpay.com/ and sign up
Login to Dashboard	Once your account is created, log in to the Razorpay Dashboard using your credentials.
Explore Dashboard	Familiarize yourself with the Razorpay Dashboard. Manage payments, view analytics, and access various tools.
Complete KYC	To enable all features, complete the KYC process. Provide required documents as per Razorpay's KYC guidelines.
Understanding Pricing	Review base rates and pricing structure for different payment instruments.



RAZORPAY

PROCESS

Action	Description
Custom Pricing (Optional)	If eligible, contact Razorpay for custom pricing. Discuss details and apply custom pricing when acknowledged.
Payment Instrument Selection	Choose payment instruments based on provided rates, including credit cards, debit cards, UPI, wallets, etc.
Integration	Integrate Razorpay's payment gateway into your startup's website or application using provided documentation and APIs.
Testing	Conduct thorough testing of the payment integration in a sandbox or test environment provided by Razorpay.
Go Live	Once testing is successful, switch to the live mode. Your startup is now ready to accept real payments through Razorpay.



SKETCHNOTE

PROCESS

Sketchnote is an all-in-one productivity suite, project management platform for businesses of all sizes.

Instructions To Activate Service

S.No	Action / Description
1	Go to the website https://app.sketchnote.co .
2	Look for a "Sign Up" or "Start Free Trial" button on the homepage. Click on it.
3	Enter your email address, create a password, and provide necessary information.
4	Enter your email address, create a password, and provide necessary information. Check your email for a verification message and follow the instructions to confirm.
5	Log in to the website using your email address and password.



SKETCHNOTE

PROCESS



S.No	Action / Description
6	Navigate to the subscription or account settings section.
7	Look for the option to upgrade your account or start a free trial. Click on it.
8	Enter your email address, create a password, and provide necessary information.
9	Select the free trial plan offering 1 Workspace, specified views, 100 MB storage, and 5 full guest access.
10	Confirm subscription details to ensure they match the specified features.
11	Access the free trial with the outlined features.



EXOTEL

PROCESS

Exotel's special plan for startups helps you engage with your customers across different channels like Voice and SMS efficiently. You can set up Sales and Helpdesk numbers, and run SMS and voice campaigns in no time.

Instructions To Activate Service

S.No	Action / Description
1	Visit the Exotel Registration Page: https://exotel.com/landing-pages/cloud-telephony-for-startups/
2	Fill in the Registration Form with required details.
3	Verify your email address by following the instructions in the verification email.
4	Log in to your Exotel Account using the provided credentials.
5	Navigate to API Credentials in the Developer or Settings section of your Exotel account.
6	Generate API Credentials (API key and secret).



EXOTEL

PROCESS

S.No	Action / Description
7	Compose an email with your Exotel account ID, mention the generated API credentials, and send it to your Incubation Manager.
8	Incubation Manager coordinates with Exotel team for free credits and confirmation.
9	Receive confirmation of free credits being added to your account for voice, smart SMS, and authentication services.



CALLERDESK

PROCESS

Ready-to-use Voice communication platform for businesses. It helps to track all incoming/outgoing calls of employees, let your team add notes, track follow-up actions & customer feedback.

Instructions To Activate Service

S.No	Action / Description
1	Open the registration link: https://forms.gle/fzzcmFW3CMKpjj5R9
2	Fill out all required details in the registration form
3	Await contact from the CallerDesk team within 24 to 48 hours
4	Receive assignment of a dedicated Account/Product manager for onboarding and training
5	Account initially valid for 15 days; submit necessary KYC documents as per regulations
6	Undergo KYC verification; account activated for 6 months with freebies



CALLERDESK

PROCESS

S.No	Action / Description
7	Utilize services during the 6-month validity period, including freebies
8	After 6 months or upon consuming freebies, configure a customized plan



PAYTM

PROCESS



360-degree payments tech solutions that help you at every step of your business.

Instructions To Activate Service

S.No	Action / Description
1	Access the JotForm Link: https://form.jotform.com/231495289716064 .
2	Read the introduction to the Paytm for Startups application form.
3	Fill in personal details like name, email, contact number, and startup name.
4	Provide information about your startup, including industry, founding date, and a brief description.
5	Choose specific services from the Startup Toolkit, such as Mentorship, VCs, Corporate Cards, Payment Gateway, Ads, Offline Payment, Partnerships, and M Loyal.





PAYTM

PROCESS

S.No	Action / Description
6	Input any extra details or specific requirements related to the selected services.
7	Read and agree to the terms and conditions outlined by Paytm for Startups.
8	Submission: Review the information and submit the form.
9	Receive a confirmation message thanking you for the application and providing information about the next steps.
10	Follow-Up: Expect a follow-up process, possibly involving a Paytm representative reaching out for further details or clarification.



ENLOOP

PROCESS

An online business plan writing and financial forecasting app to create and manage your business plans

Instructions To Activate Service

Action	Description
Visit the Website	Open your web browser and go to enloop.com .
Navigate to Free Trial	Look for a "Start a Free Trial" or similar button on the homepage.
Registration/Sign-up	Click on the "Start a Free Trial" button and sign up by providing necessary information.
Business Plan Creation	Access the dashboard/interface to begin creating your business plan.
Fill in Business Information	Input essential details about your company, products, target market, and financial projections.



ENLOOP

PROCESS

Action	Description
Use Templates and Guidance	Utilize templates and guidance provided by the platform for structuring your business plan.
Financial Projections	Enter relevant financial data to generate forecasts and budgets.
Review and Edit	Carefully review and edit your business plan to ensure accuracy and coherence.
Save and Download	Save your work, and download your business plan in the preferred format (e.g., PDF or Word).



XERO

PROCESS



Easy to use accounting software, designed for your small business. It automates tasks like invoicing and reporting, and gives you a full picture of your business with up-to-date financial data

Instructions To Activate Service

Action	Description
Visit the Website	Open your web browser and go to https://www.xero.com/
Locate the Free Trial Option	Look for a "Start a Free Trial" or similar button on the homepage.
Choose a Plan	Click on the "Free Trial" option and select a plan based on your business needs.
Provide Business Details	Fill in additional details about your business, such as name, industry, and location.
Payment Information	If required, enter payment information for billing purposes after the trial period ends.



XERO

PROCESS



Action	Description
Verify Your Email	Confirm your email address by clicking on a verification link sent to your email.
Access Your Account	Log in to your Xero account to start using the free trial.



CONTROL F5

PROCESS

ControlF5 is an offshore web designing that makes your online visibility more effective and useful.

Instructions To Activate Service

Action	Description
Visit the Website	Go to https://www.controlf5.in/ or the relevant website section.
Request a Quote	Look for a "Get a Quote" or similar button/form and initiate the quote request.
Fill Out the Form	Complete the required details in the quote request form on the website.
Submit the Form	Send the completed form through the website.
Receive Pricing Information	Await a response from the service provider with initial pricing details.



CONTROL F5

PROCESS

Action	Description
Inform Incubation Manager	Notify the incubation manager about your interest in the service.
Wait for Incubation Manager's Response	Allow time for the incubation manager to respond and potentially gather more details.
Negotiate Pricing	The incubation manager may contact the service provider for pricing negotiations.
Finalize Agreement	Work with the incubation manager to finalize the terms and conditions of the service.
Service Commencement	Follow the guidance provided by the service provider to start the agreed-upon services.



SPARK TECHNOLOGIES

PROCESS

IT Spark offers solutions that every business needs to grow constantly while creating a robust digital presence. IT Spark create exceptional designs and insightful strategies and build advanced digital solutions

Instructions To Activate Service

Action	Description
Visit the Website	Open your web browser and go to itsparktechnology.com
Navigate to Book on Request	Look for a section or button labeled "Book on Request" on the website's homepage, navigation menu, or within a specific services section
Click on "Book on Request"	Click on the identified "Book on Request" section or button to initiate the booking process.
Fill in Basic Details	Fill in a form with basic details, including your name, contact information, type of service, and specific requirements.



SPARK TECHNOLOGIES PROCESS



Action	Description
Submit the Form	Click on the "Submit" or "Send" button to submit the form and send your request to the website's team.
Wait for Team Contact	Await contact from the website's team, who will review your request and may contact you for further discussion.
Discuss Requirements with the Team	Be prepared to discuss project or service requirements with the team, providing details such as scope, deadlines, and other relevant information.
Hire Developers on a Remote Basis	Inquire about the process for hiring developers remotely and engage in additional discussions or agreements as necessary.



SPARK TECHNOLOGIES PROCESS



Action	Description
Finalize Terms and Conditions	Work with the incubation manager and Spark Technologies team to finalize terms and conditions, including payment details, project milestones, and relevant agreements.
Commence Work	Once all details are settled, begin working with the hired developers on a remote basis according to the agreed-upon terms and conditions.



AI SENSY

PROCESS



Broadcast WhatsApp Messages seamlessly, Automate Notifications for Delivery, Payments or Offers. Solve for Support using Live Chat & Chatbots

Instructions To Activate Service

Action	Description
Visit the Website	Open your web browser and go to https://m.aisensy.com/use-cases/
Explore Plans	Look for a section or page related to pricing plans or subscription options.
Select a Plan	Choose the plan that suits your needs, whether it's monthly, quarterly, or yearly.
14 Days Free Trial	Find and click on the option for a 14-day free trial. This might be a button or a link.
Free Trial Benefits	Check if the free trial includes: <ul style="list-style-type: none">a. FREE WhatsApp Business API Verificationb. Unlimited Monthly Active Users on new plansc. 1000 FREE conversations/month on all plansd. Access to all Basic Plan Features in your Free Trial



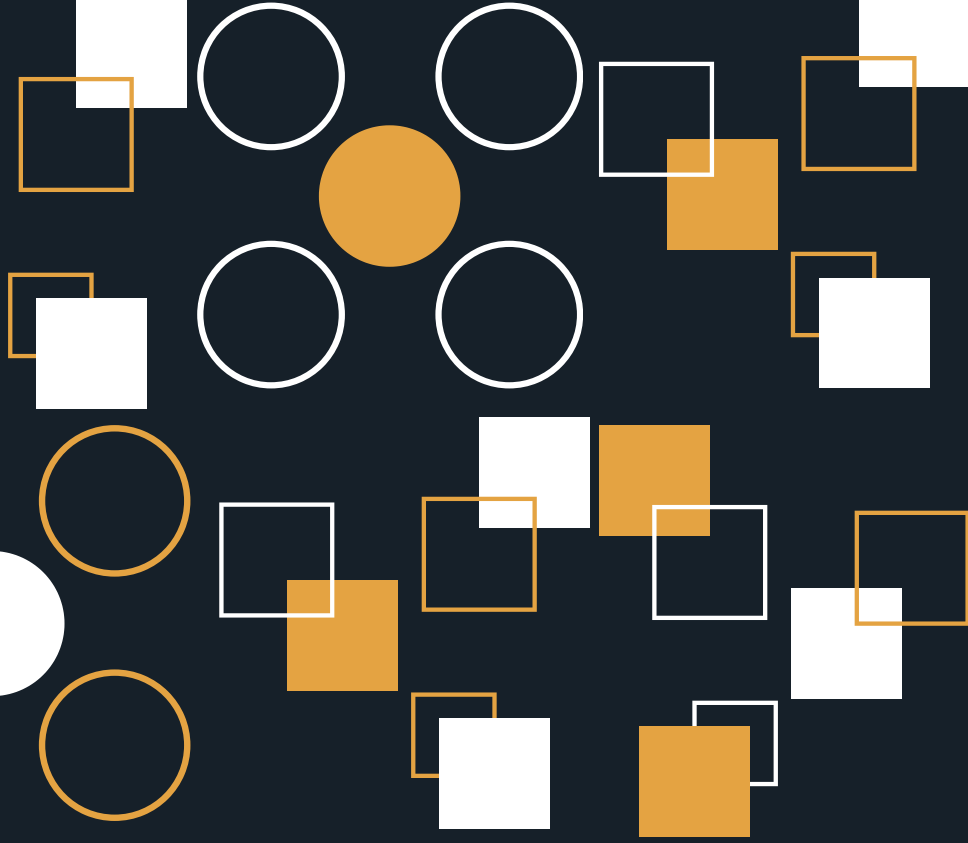
AI SENSY

PROCESS



Action	Description
Provide Necessary Information	Fill out any required information to start the free trial. This may include creating an account or providing your business details.
Inform Incubation Manager	Share your user ID with the incubation manager. The incubation manager will contact the AI Sensy team for availing the discounted price.





LET'S GROW
TOGETHER