Guideline document for Startup user
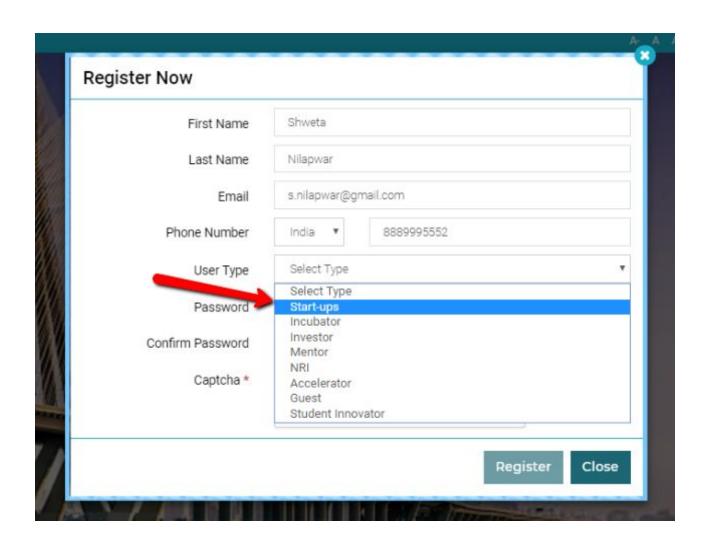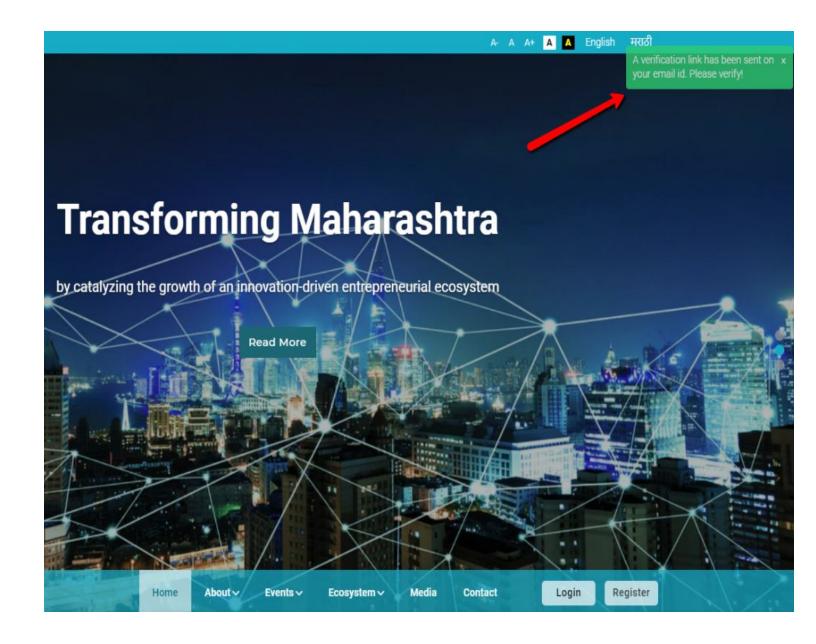
1. Goto the Website: https://www.msins.in/

2. Registration and Login
   a. Register:
      i.   On Website click on the Registration button present on bottom right side.

ii.   Fill your First Name, Last Name, Email, Phone number, User Type, Password, Confirm Password, Captcha.
iii. For registering as a Startup user please select user type as 'Start-ups'
iv.   Click on Registration, you will receive a Verification Email which you have entered while registration.

b. Verify the email for Login:

    i.   You have received an email for verification.

    ii.   Open the email and click on 'Verify' button. The Website will get open showing message "Verification Completed. Please use your email id for Login"

    iii.   Note: If you have not received the email please check your Spam.

MSInS - Verify Email ⊃ Inbox ×

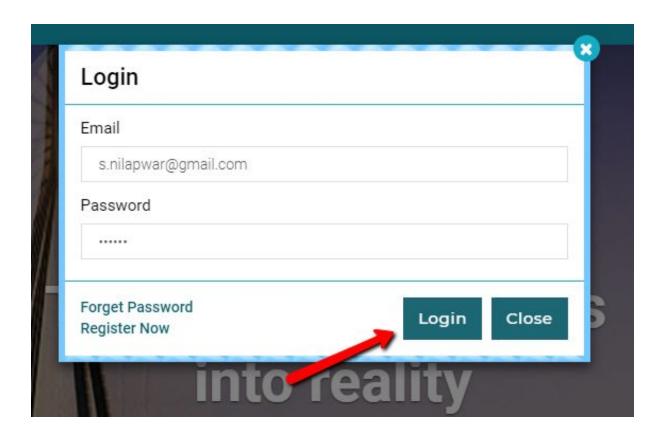**Info MSInS** <info@msins.in>   4:58 PM (1 minute ago)
to me ▼

Hi Shweta Nilapwar,

Please verify your email by clicking below link

Verify

Regards,
Team MSInS

MSInS ® 2019

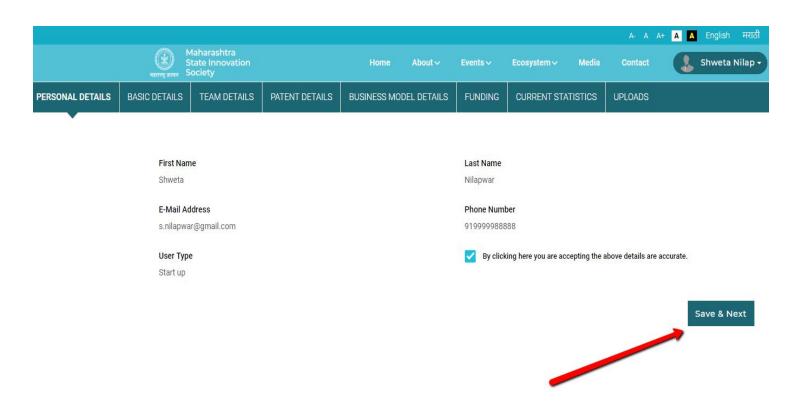↩ Reply   ➡ Forward

    c. Login

        i.   On Website click on the 'Login' button present on bottom right side.
       ii.   Enter email id and password used while registration.
      iii.   In-case you forgot your password you can do 'Forgot Password' to set new password.
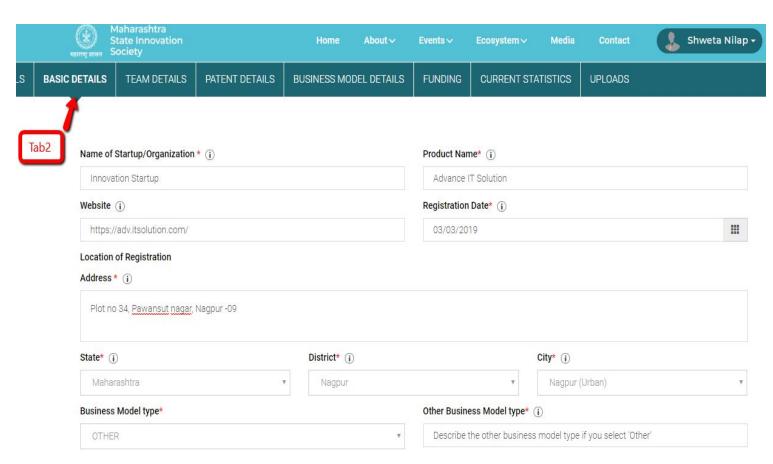
3. Startup Form:

   a. Personal Details:

      i. After Login you will get the startup form first tab i.e. 'Personal Details'. You will find the details which are filled at the time of Registration.
1. <u>First Name:</u> This field displays firstname of user entered while registration
2. <u>Last Name:</u> This field displays lastname of user entered while registration
3. <u>E-Mail Address:</u> This field displays email id of user entered while registration
4. <u>Phone Number:</u> This field displays phone no. of user entered while registration
5. <u>User Type:</u> This field displays user type of user selected while registration
6. <u>Checkbox - By clicking here you are accepting the above details are accurate:</u> This field is used to accept the above details displayed are accurate

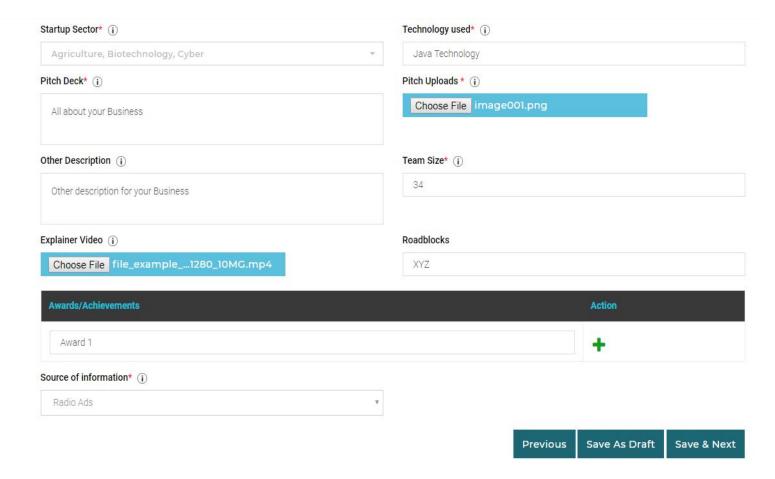   ii. Save & Next: The details will be saved and you will be redirected to the next tab.

Maharashtra
State Innovation
Society

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PERSONAL DETAILS | BASIC DETAILS | TEAM DETAILS | PATENT DETAILS | BUSINESS MODEL DETAILS | FUNDING | CURRENT STATISTICS | UPLOADS

First Name
Shweta

Last Name
Nilapwar

E-Mail Address
s.nilapwar@gmail.com

Phone Number
919999988888

User Type
Start up

☑ By clicking here you are accepting the above details are accurate.

Save & Next

b. **Basic Details:**

i.   Following are the fields present in this tab.
1.   Name of Startup/Organization: Please input organization name as mentioned in the registration certificate.
2.   Product Name: Name of your primary product/service
3.   Website: Please provide URL of your official website, if applicable
4.   Registration Date: Select date from calendar it should be as mentioned in the registration certificate. It should less than present date.
5.   Address: Provide your business address - building name, street/locality name, nearby landmarks, any other relevant details.
6.   State: Select state where your business is established.
7.   District: Select district where your business is established.
8.   City: Select a city where your business is established.
9.   Business Model type: Select the business model type
10. Other Business Model type: Please provide Other Business Model type if you have selected 'Other' in Business Model type
11. Startup Sector: Select appropriate sector relevant to your business.
12. Technology used: Input major technologies you are working with. Multiple inputs shall be provided separated by comma(,)
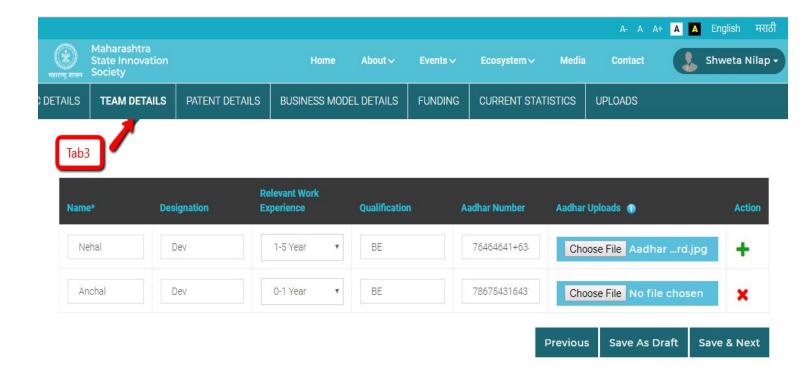13. Pitch Deck: Input short description (Max. 255 Characters) of your business/ startup

14. <u>Pitch Uploads:</u> Upload anything related to your business. Maximum allowable size - 10MB
15. <u>Other Description:</u> Additional description relevant to your business. (Maximum 4000 characters)
16. <u>Team Size:</u> Please provide total no of individuals in your team. (Only number is allowed)
17. <u>Explainer Video:</u> Please provide URL for your explainer video uploaded on youtube in description. Maximum allowable size - 10MB
18. <u>Roadblocks:</u> Please provide the roadblocks you faced
19. <u>Awards/Achievements:</u> Please mention your awards and achievements till now
20. <u>Source of information:</u> Select appropriate source from where you came to know about us.

  ii.   Previous: This button will take you to the previous tab.

  iii.   Save as Draft: It will draft all you changes done.

  iv.   Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.

Startup Sector* ⓘ

Agriculture, Biotechnology, Cyber ▾

Technology used* ⓘ

Java Technology

Pitch Deck* ⓘ

All about your Business

Pitch Uploads * ⓘ

Choose File image001.png

Other Description ⓘ

Other description for your Business

Team Size* ⓘ

34

Explainer Video ⓘ

Choose File file_example_...1280_10MG.mp4

Roadblocks

XYZ

Awards/Achievements	Action
Award 1	✚

Source of information* ⓘ

Radio Ads ▾

Previous Save As Draft Save & Next

c. Team Details:

    i. Following are the fields present in this tab.
1. <u>Name:</u> Please enter team member name
2. <u>Designation:</u> Please enter team member designation
3. <u>Relevant Work Experience</u>: Please enter team member work experience
4. <u>Qualification:</u> Please enter team member qualification
5. <u>Aadhar Number:</u> Please enter team member aadhar number. It should be max 16 digit
6. <u>Aadhar Upload:</u> Please upload team member aadhar file. Max 10 mb size
7. <u>Action '+':</u> Above all fields are added max 5 times

    ii. Previous: This button will take you to the previous tab.

    iii. Save as Draft: It will draft all you changes done.

    iv. Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.
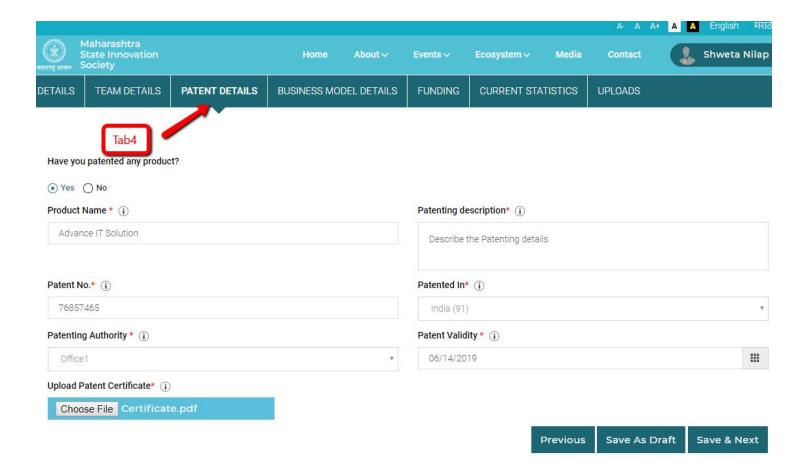
d. Patent Details:

    i.   Following are the fields present in this tab.

        1. <u>How you patented any product:</u> Select 'Yes' if you have patented any product otherwise 'No'
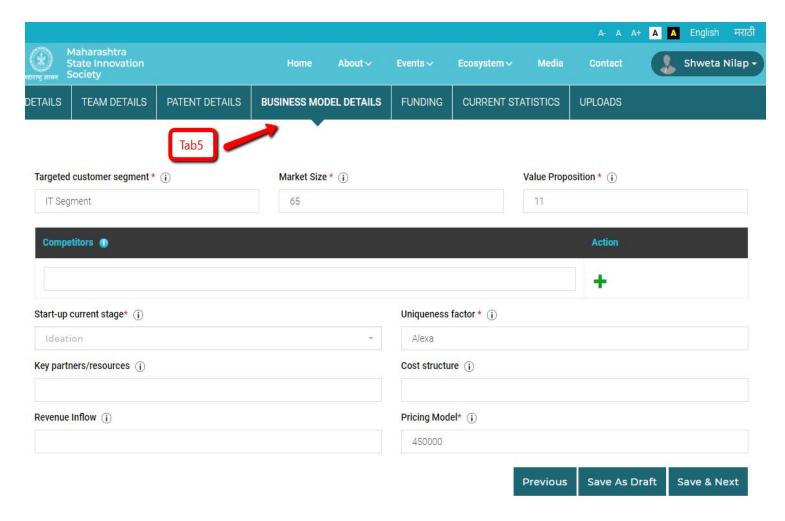
    If Yes ->

        2. <u>Product Name:</u> Name of your patented product/service

        3. <u>Patenting description:</u> Short Description (Maximum 255 Characters) about patented product /service

        4. <u>Patent No.:</u> Input Patent no. as per certificate

        5. <u>Patent In:</u> Specify the country where the patent is obtained

        6. <u>Patenting Authority:</u> Select the authority as per certificate

        7. <u>Patent Validity:</u> Specify the country where the patent is obtained

        8. <u>Upload Patent Certificate:</u> Upload patent certificate in .pdf formats only. Maximum allowable size - 10MB

    ii.   Previous: This button will take you to the previous tab.

    iii.   Save as Draft: It will draft all you changes done.

    iv.   Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.

e. Business Model Details:

    i. Following are the fields present in this tab.

1. <u>Targeted customer segment:</u> Mention the type of customers targeted.
2. <u>Market Size:</u> Input details in terms of numbers.The number of individuals in a certain market who are potential buyers and/or sellers of a product or service.
3. <u>Value Proposition:</u> Provide the details that explain how your product solves customers' problems or improves their situation (relevancy), delivers specific benefits (quantified value), tell the ideal customer why they should buy from you and not from the competitor (unique differentiation).
4. <u>Competitors:</u> Enlist your potential competitor's company names. Use '+' to add more
5. <u>Start-up current stage:</u> Select relevant stage currently applicable.
6. <u>Uniqueness factor:</u> Specify unique feature of your product/service that differentiate you from others.
7. <u>Key partners/resources:</u> Mention your Key partners
8. Cost Structure Describe the overall costing of your product /service.
9. <u>Revenue Inflow:</u> Mention the revenue figures against your business.
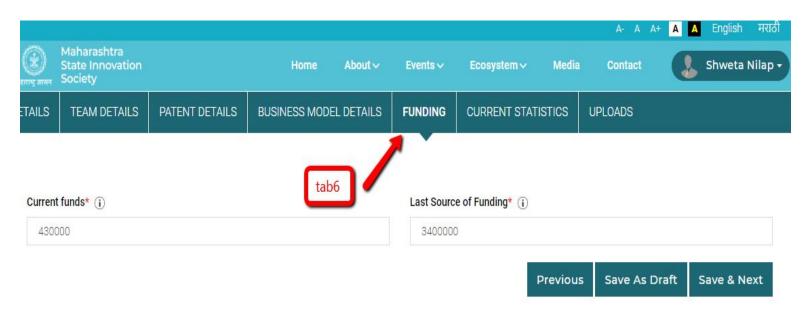10. <u>Pricing Model:</u> Specify the per unit price

ii. Previous: This button will take you to the previous tab.

iii. Save as Draft: It will draft all you changes done.

iv. Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.
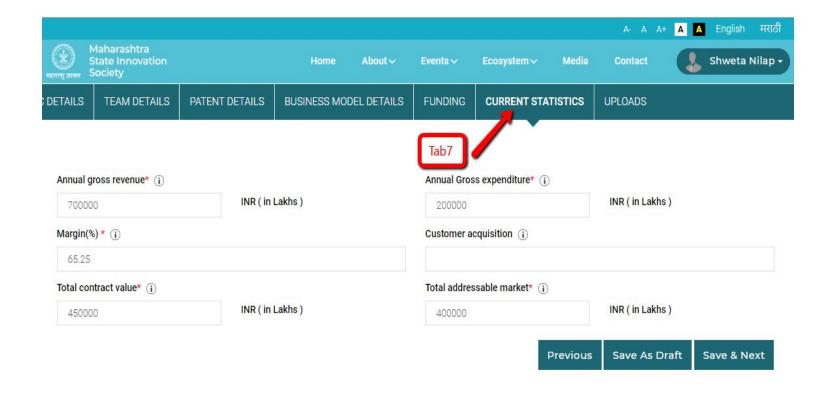

f. **Funding:**

i. Following are the fields present in this tab.
   1. Current funds: Mention amount of funds available
   2. Last Source of Funding: Specify last source - Name of firms/investors, etc.

ii. Previous: This button will take you to the previous tab.

iii. Save as Draft: It will draft all you changes done.

iv. Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.
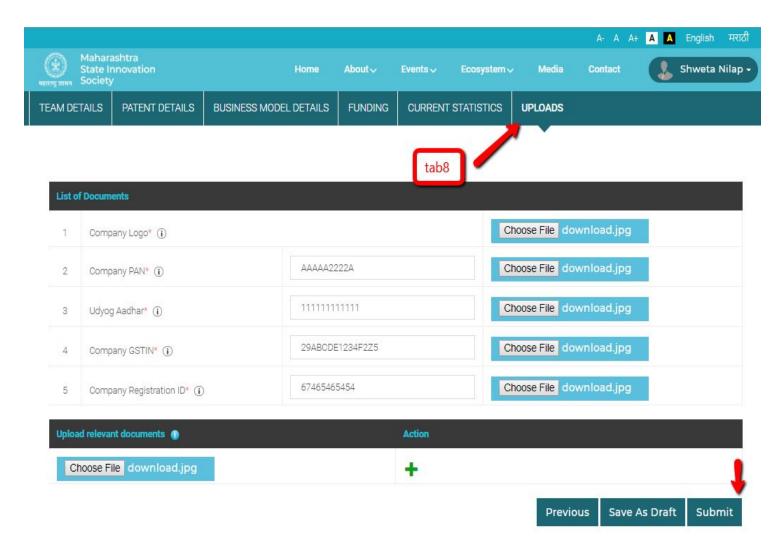

g. **Current Statistics:**

i. Following are the fields present in this tab.
1. Annual gross revenue: Specify amount in INR lakhs per annum
2. Annual Gross expenditure: Specify amount in INR lakhs per annum
3. Margin(%): Mention percentage profit.
4. Customer acquisition: Enlist all acquisitions
5. Total contract value: Specify amount in INR lakhs
6. Total addressable market: Specify amount in terms of revenue i.e INR Lakhs or Crore

ii. Previous: This button will take you to the previous tab.

iii. Save as Draft: It will draft all you changes done.

iv. Save & Next: The details will be saved and you will be redirected to the next tab. The button will be enabled once all mandatory details are filled.

h. Uploads:

i. Following are the fields present in this tab.
  1. Company Logo: Upload Company logo as per specified size. Allowable file format - JPEG, PNG. Maximum File Size - 10MB
  2. Company PAN: Upload Company PAN as per specified size. Allowable file format - JPEG, PNG, PDF, DOC. Maximum File Size - 10MB, Example: AAAAA9999A
  3. Udyog Aadhar: Upload Udyog Aadhar as per specified size. Allowable file format - JPEG, PNG, PDF, DOC. Maximum File Size - 10MB, Example: 1111 1111 1111
  4. Company GSTIN: Upload Company GSTIN as per specified size. Allowable file format - JPEG, PNG, PDF, DOC. Maximum File Size - 10MB, Example: 29 ABCDE1234F 2 Z 5
  5. Company Registration ID: Upload Company Registration ID as per specified size. Allowable file format - JPEG, PNG, PDF, DOC. Maximum File Size - 10MB
  6. Upload relevant documents: Maximum allowable size - 10MB. Click on + to add more.

ii. Previous: This button will take you to the previous tab.

iii.   Save as Draft: It will draft all you changes done.

iv.   Submit: The form will be saved Successfully and you will be redirected to the Dashboard view. The button will be enabled once all mandatory details are filled in all tab of the form.

4. Approval from Admin:

a. The form is sent to admin for two different Level of approval. Once the process is done the form status is change to Approved.

5. Startup Dashboard:

a. The Dashboard shows the entire tab wise form displaying all details which you have filled.

b. The form is sent to admin for different Level of approval. Two Level of Approval are shown in the dashboard after form Submission.

    i. Approval Level1: If the admin approves level 1 then it will show 'In process for approval'.

    ii. Approval Level2: If the admin approves level 2 then it will show 'Approved'.