**APPLICATION FORM FOR RECOMMENDATION LETTER AS A START UP**

* Name of startup:
* Contact details:
  + PRIMARY CONTACT PERSON (should be one of the full time founders)
    - Designation
    - Email
    - Mobile Number
  + Registered Address
  + Office Address (if different from above)
  + Email
  + Office Phone
  + Website
* Legal Status of firm – PVT. LTD / LLP / RP / OPC
* Registration number and date:

Firm registration (as applicable)

* + PAN
  + TAN
  + Service Tax
  + Has the Company filed all annual IT returns till date (YES / NO)
  + Does the company have an SSI registration
  + What is the “Core Offering” (Product / Service / Process) of the Startup (not more than 50 words):
  + Capital structure with name of shareholders for Pvt. LTD company:
    - Authorized Capital
    - Paid up Capital
    - Share Holding Structure

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| --- | --- | --- | --- | --- | --- |
| Name of Shareholder an DIN Number | No. of Shares | % of Holding | Founder (Yes/No) | Designation/Role in the Company | Full time (FT) or  Part time (PT) |
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In case Shareholders / Founders are also shareholders in other companies (Pvt. Ltd. / Partnerships), the same MUST be declared separately.

* + Partnership/LLP details
    - Name of each partner
  + What is the annual turnover of your company since Incorporation (as per IT Returns filed)?

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| --- | --- | --- | --- | --- | --- |
| Year | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Turnover in INR lakh |  |  |  |  |  |

* Please explain your revenue model?
  + How do your currently generate revenue for the company?
  + If you are still in idea/prototype development stage, please explain how you anticipate generating revenues?
* Details of all Founders:
  + Name
  + Educational Qualifications (Std. passed / Degree, Year, University)
  + Work Experience (Company, No. of Years, Functional Area)
  + Permanent Address
  + Contact: Phone, Mobile, Email
  + PAN Card
  + AADHAR Card No.
* Have any of the Founders of the company left the Company? (YES / NO)
  + If Yes, please furnish the details such as tenure in the company, designation and reason for leaving
* Benefits prescribed under Startup India Action Plan are available only to start ups working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property if it aims to develop and commercialize:
  + Who is/are the END CUSTOMERS?
  + What “problems” of Society / End Customers / Workflow are bring solved through the core offering by the startup (provide a list)
  + Technology behind the core offering by the Startup (tick applicable):
    - To be developed Self Developed, Acquired / Licensed, Off the Shelf
      * If Self Developed – technology development time & linkages used / is the technology Patentable / status of patent and-or application / countries where applicable / if not yet patented what are the strategies for protection
      * If Acquired / Licensed – from whom & terms – conditions
      * If Off the Shelf – comments on the ‘innovation’ from the startup
* Explain the innovative/ novelty features of your “core offering”:
  + What are the New Features / Significant Improvements that your core offering brings forth (provide a list)
  + Who are your competitors and what is your competitive advantage? (Comparison with Existing Products / Companies)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Features of Product | YOUR START UP | Existing prod./company 1 | Existing prod./company 2 | Existing prod./company 3 |
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|  |  |  |  |  |

Note: In case of claims that there are “NO COMPETITORS” – should be adequately justified (in not more than 100 words).

* + Value proposition (s) to the customer segment
    - Indicate measurable outcomes – comparisons with existing scenario
    - Comments on intangible benefits (not more than 50 words)
* Market linked information
  + Which markets are you addressing (tick appropriate): Domestic, Global, Both
  + What is the estimate of the addressable market size. Describe how you arrived at this and indicate assumptions used.
  + List your “Go To Market Strategies”
  + Do you have paying Customers ? If yes then how many are repeat customers (indicate %tage) and what is the current Order Book Size
  + List your major customers / first adopters (if any)

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Signature of Director/Partner Signature of Director/Partner

Name: Name:

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Signature of Director/Partner Signature of Director/Partner

Name: Name: