MeitY Startup Hub

Delivering Innovation!

GENESIS

INVESTMENT COMPONENT

GUIDELINES

MeitY Startup Hub (MSH)

Ministry of Electronics & Information Technology, Government of India

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GENESIS Investment Component — Overview

Program Objective

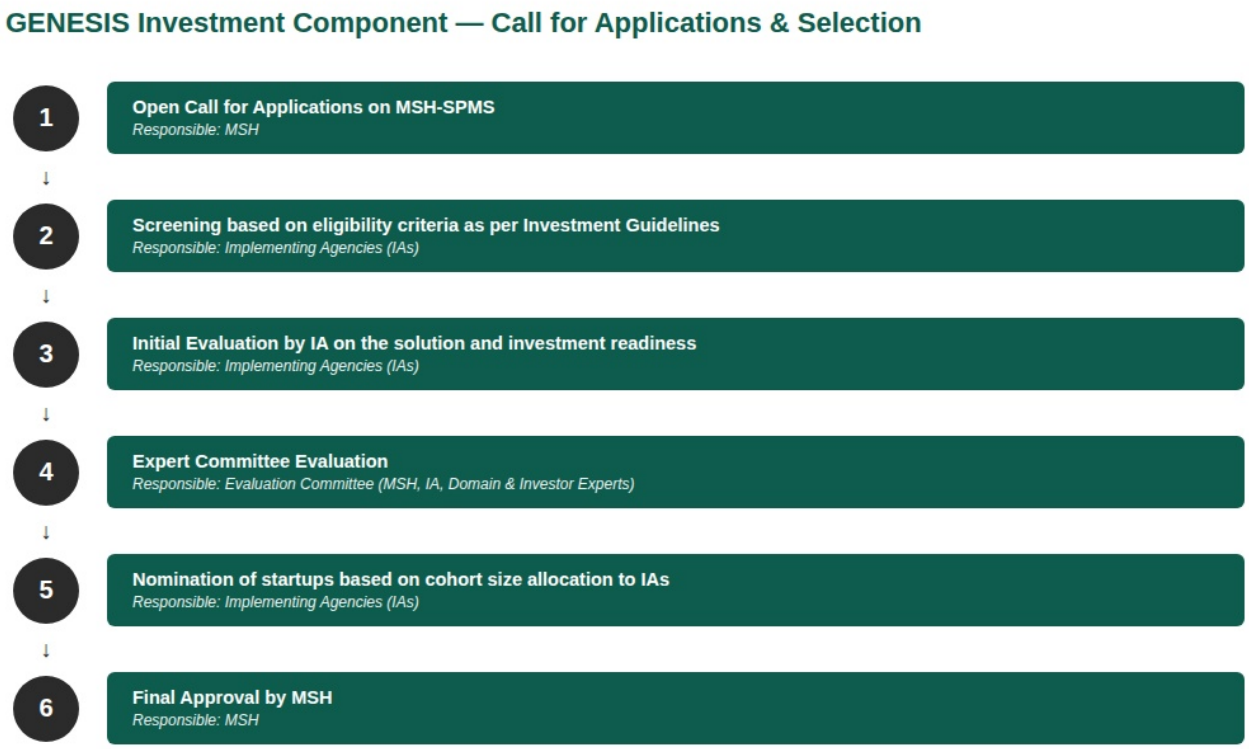
This program aims to accelerate the growth of startups with market validated solutions. The goal is to help them raise investments from venture capitalists and angel investors and scale up by connecting them with customers, investors, and global markets.

Program Outcomes

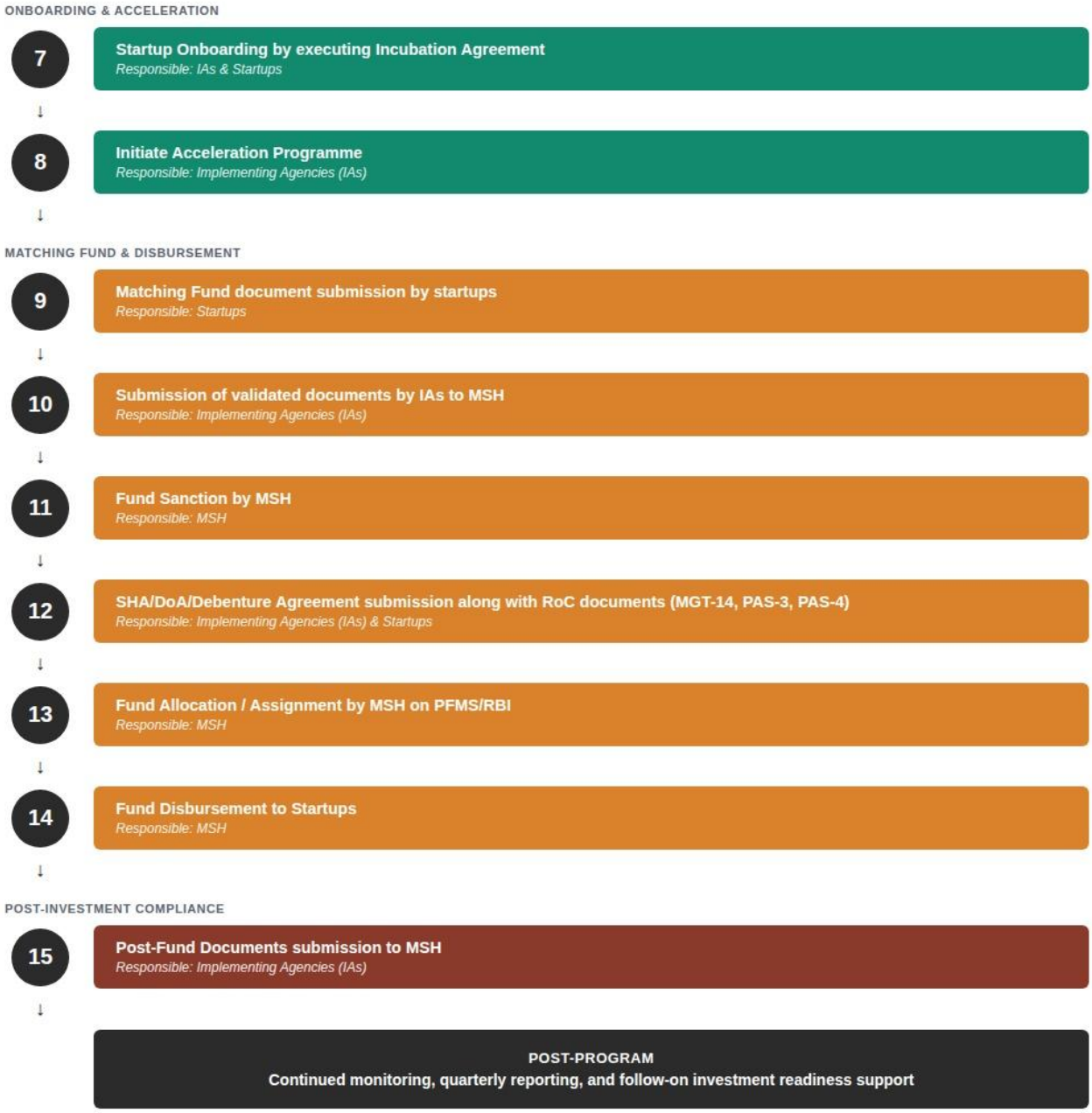
- Support the scaling of innovative startups from Tier-II and Tier-III cities.
- Accelerate startups towards investment readiness led by market and backed by MeitY
- 200% of revenue growth of Invested Startups along with increase in valuation and external funds raised will be the performance evaluation criteria
- Provide essential services like mentorship, networking, customer connections, investor connections, and internationalization support.

Program Process Flow

The diagram below summarizes the end-to-end process, from call for applications through to post-investment reporting.



GENESIS Investment Component — Onboarding, Funding & Post-Investment



1. **Call for Applications on MSH-SPMS Platform — Duration: 30 Days**
   (25th Aug – 24th Sept 2026)

This stage opens the cohort by publicizing the opportunity through the MSH-Scheme Performance Management System, MSH's single-window application platform. Incubators actively drive outreach into Tier-II and Tier-III cities using both digital and traditional marketing channels to widen the applicant base. The goal is to attract a strong, eligible pool of startups before the window closes and screening begins.

2. **Final Screening and initial evaluation of Startup Applications by IAs — Duration: 5 Days**
   (25th Sept 2026 – 29th Sept 2026)

Every application received is checked against the program's eligibility criteria, including entity structure, DPIIT recognition, sector alignment, and prior funding history. Startups that fail baseline requirements — such as pending litigation or prior support under TIDE 2.0/SAMRIDH or GENESIS EIR before graduation — are filtered out at this stage. Only compliant, qualifying applications are carried forward to committee evaluation. Screening of the applications should happen simultaneously from the day the IA receives the applications.

3. **EC Meetings — Duration: 10 Days**
   (30th Sept 2026 – 9th Oct 2026)

An Evaluation Committee, comprising MSH, incubator, domain experts, and a mandatory investor representative, reviews and scores the shortlisted startups. Each startup is assessed across problem-market fit, technology and innovation, business model, traction, team, and investment readiness. Scoring is done independently by each evaluator to keep the process transparent and consistent. Expert committee of IA will recommend startups based on the cohort size with additional 2 startups in waiting list for matching funding. The final nominations to MSH shall be made based on the approved cohort size for each category of Centre—G1: 4 startups, G2: 3 startups, and G3: 2 startups. The top 2 startups shall be placed on a waitlist based on the EC evaluation scores by the Expert Committee.

4. **Final Nominations to MSH — Duration: 1 Day**
   (12th Oct 2026)

Based on committee scoring, the incubator finalizes the list of startups it recommends for the cohort. This nomination is formally submitted to MSH along with supporting evaluation records and scores. It marks the handover point from incubator-led evaluation to MSH-level review. The final nominations to MSH shall be made based on the approved cohort size for each category of Centre—G1: 4 startups, G2: 3 startups, and G3: 2 startups. The top 2 startups shall be placed on a waitlist based on the EC evaluation scores by the Expert Committee.

5. **MSH Final Check and Approval — Duration: 7 Days**
   (13th Oct 2026 – 19th Oct 2026)

MSH independently reviews the incubator's nominations and underlying due-diligence documentation before granting approval. This step ensures an additional layer of scrutiny beyond the incubator's own evaluation, safeguarding program integrity. Only startups cleared here proceed to onboarding.

6. **Startup Onboarding (Incubation Agreement Signing) — Duration: 5 Days**
   (20th – 24th Oct 2026)

Approved startups formally join the program by signing the incubation agreement with the incubator. This step establishes the legal and programmatic relationship between the startup, the incubator, and MSH. It sets the stage for the startup to enter the structured acceleration engagement.

7. **Acceleration Programme — Duration: 6 Months**
   (25th Oct 2026 – 24th Apr 2027)

Onboarded startups go through a structured six-month support journey covering investment readiness, product and market validation, revenue acceleration, investor connect, and scale-up institutionalization. Mentorship,

networking, and milestone tracking are delivered throughout by the incubator. The programme is designed to prepare startups for both operational scale-up and follow-on fundraising.

8. Funding Window

Running in parallel with the acceleration programme, this window covers the matching investment process — verifying term sheets, conducting due diligence, and disbursing the 1:1 matching funds up to INR 50 lakhs. Because it overlaps with acceleration rather than following it, startups can access capital support while still receiving hands-on program guidance. This concurrent design keeps funding and acceleration support tightly linked rather than sequential. Upload all initiatives and support given to startup on MSH-SPMS under Engagement Tab of Startup Module.

9. Equity Management Service Agreement Signing

Post-funding of all startups under each cohort, the incubator shall execute an Equity Management Services Agreement (EMS) with MSH, incorporating the details of each funded startup, including the investment instrument, investment amount, price per share, valuation, number of shares/securities allotted, and other relevant investment particulars.

Startup Eligibility Criteria

To be eligible for the program, a startup must meet the following criteria:

- Must be a registered Indian entity (Private Limited Company) with at least 51% Indian ownership.
- Must be registered in a Tier-II or Tier-III city.
- Must have a valid DPIIT certificate.
- Should work on a tech-based product/software in domains promoted by MeitY. (Service platforms should be avoided).
- Must have a market-ready product and preferably be revenue-generating.
- Preference is given to startups with granted patents and intellectual properties.
- Must not be involved in any legal disputes.
- Funding is a 1:1 matching investment up to INR 50 lakhs based on external funds raised (government funding & FDIs are not considered).
- Cannot be a startup previously supported under the TIDE 2.0 (Scale up) or SAMRIDH schemes or GENESIS EIR before graduation.

Acceleration Program

The suggestive support program is structured to help startups achieve specific milestones over a 6-month period.

Month	Focus Area	Key Activities	Expected Milestones / Outputs
Month 1	**Investment Readiness & Baseline Assessment**	Detailed startup diagnostic and investment readiness assessment; review of business model, cap table, financials, IP and legal documents; investor readiness workshop; define startup-specific 6-month milestones	Investment Readiness Report; updated pitch deck; cap table; financial documents; milestone plan
Month 2	**Business & Product Validation**	Product-market fit assessment; customer discovery and validation; product/technology refinement; unit economics and pricing review; identify key business gaps	Validated value proposition; defined customer segments; improved product roadmap; unit economics framework
Month 3	**Revenue & Market Acceleration**	Customer acquisition strategy; enterprise/government market connect; business	New customer/pilot opportunities; improved sales pipeline;

Month	Focus Area	Key Activities	Expected Milestones / Outputs
		development support; pilot/project conversion; revenue and sales funnel optimisation	measurable revenue traction; market expansion plan
Month 4	**Investor Connect & Capital Strategy**	Investor readiness sessions; financial modelling and valuation refinement; investor matchmaking; due diligence preparedness; term-sheet and negotiation preparedness	Investor-ready data; refined valuation; investor pipeline; investor meetings/pitches; follow-on funding strategy
Month 5	**Scale-up & Institutionalisation**	Strengthen team and governance; financial controls and MIS; technology/product scalability; strategic partnerships; follow-on funding discussions	Scalable operating model; strengthened governance; strategic partnerships; follow-on investor interest/term sheets
Month 6	**Growth Review & Follow-on Investment Readiness**	Comprehensive milestone assessment; impact and KPI measurement; investor demo day/showcase; follow-on investment readiness assessment; develop 12–18 month growth plan	6-Month Growth Report; investor showcase; follow-on funding plan; 12–18 month scale-up roadmap

Program Milestones (Suggestive)

- Focus on scale-up metrics such as revenue, customers, and investors.
- Shorten learning cycles by providing frameworks to refine existing data.
- Target investor-readiness milestones: cap table, SHA, term sheet, financial documents.
- Encourage investor connections (Virtual/Physical).
- Use outcome-based metrics for progress.

Cohort Size:

Cohort Size of each centre: G1 – 4 each | G2 – 3 each | G3 – 2 each

Scope

This applies to:

- All Incubators empanelled under the GENESIS Investment Component.
- All startups being recommended for GENESIS investment support.

Key Responsibilities of IAs

- **Call for Applications:** Publicize open calls for startup selection and ensure outreach in Tier-II and Tier-III cities via digital & traditional marketing channels. Calls for applications will be through the MSH – Scheme Performance Management System through a single window.
- **Screening & initial Evaluation:** Screen all applications based on the guidelines of the GENESIS Investment Component.
- **Selection Process:** Conduct the selection through a Expert Committee at IA's level and maintain transparency in scoring and evaluation. Expert committee of IA will recommend startups based on the cohort size with additional 2 startups in waiting list for matching funding matching funding during any call for proposal launched by MSH. The top 2 startups shall be placed on a waitlist based on the EC evaluation scores by the Expert Committee.
- **Acceleration:** Implement a structured 6-month Acceleration Programme aligned with the respective stages and milestones of the startups, supported by a comprehensive activity calendar covering capacity-building sessions, mentoring, investor and market/customer connects, and a Demo Day for the cohort startups. Upload all initiatives and support given to startup on MSH-SPMS under Engagement Tab of Startup Module.
- **Monitoring:** Track the progress of startups during and after the program for up to 12 months.
- **Document Verification:** Ensure legal, financial, regulatory and RoC compliance, tax and statutory compliance, and operational due diligence of each selected startup. Validate and approve all documents and upload on MSH-SPMS.
- **Reporting:** Submit validated data and periodic reports (quarterly) to MSH as and when required.

Equity Holding

- The funding instrument is equity & equity-linked instruments.
- IAs hold shares only on behalf of MSH, not for themselves.
- Maximum equity holding is up to 5% per startup.

Funding Instrument Preference

- First Preference: Equity
- Second Preference: CCPS and CCD (the conversion timeline must be within 2 years).

All terms and conditions must be aligned with the Lead Investors, except for:

- Exit timeline should be between 3–5 years and cannot exceed 5 years. Any exit before the minimum holding period shall require prior written approval of MSH.
- Conversion of CCPS and CCD into Equity shares within 1–2 years.

NOTE — ADMINISTRATIVE SUPPORT FEE

An administrative support fee equivalent to 10% of the fund investment in startups will be given to Implementing Agencies along with the disbursement of the MSH Matching fund for the startup.

Equity Sharing

80:20 Net Return Sharing: Upon exit, 100% of the principal investment amount attributable to MSH and 80% of the net return shall be remitted to MSH, while the Implementing Agency shall be entitled to retain 20% of the net return.

"net return" shall mean the amount of proceeds received from the exit transaction over and above the aggregate cost of investment initially deployed in the Startup, after deducting applicable statutory taxes and transaction-related expenses.

Pre-Investment Process (After Selecting the Cohort)

Step 1: Verification of Matching Fund Term Sheet / SHA and Investment Received

The Incubator shall undertake a comprehensive review of the investment transaction and verify the following prior to recommending the startup for investment:

1. Matching Fund Documentation

- Obtain a valid and duly executed Matching Fund Term Sheet from the startup's matching investor(s).
- Verify that the Term Sheet clearly specifies: investment amount committed; investment instrument (Equity/CCPS/CCD); startup valuation; share price/value; key commercial terms and conditions.
- Ensure the Term Sheet is duly signed by the investor(s) and the startup. The term sheet should not be 3 months older from the date of call for application.

2. Shareholders' Agreement (SHA) / Investment Agreements

- Obtain and review the executed or final draft of the Shareholders' Agreement (SHA) and/or other investment agreements, as applicable.
- Verify that the SHA is consistent with the approved investment terms and Scheme Guidelines.
- Ensure that the agreement adequately defines: rights and obligations of all shareholders; shareholding structure and ownership; exit provisions; transfer restrictions; corporate governance and reserved matters; dilution and anti-dilution provisions, where applicable; rights of MSH/Implementing Agency, wherever prescribed under the Scheme.
- The SHA from the matching investor(s) should not be executed before Cohort initiation.

3. Investor Due Diligence

- Verify the identity and profile of the investor(s).
- Confirm the legitimacy and source of investment funds.
- Verify that the investor is independent and not a related party or family member of the startup promoters/founders.

4. Verification of Matching Funds

- Verify that the committed matching investment has been credited to the startup's designated bank account.
- Obtain and verify supporting documentary evidence, including bank statements, transaction advice, or other acceptable proof of receipt.
- The funds from the matching investor(s) should be credited to the startup only after onboarding of the startup to the cohort.

5. Funding Restriction Compliance

The Incubator shall confirm and document that:

- The matching investment is not sourced from any Central or State Government scheme or public funds.
- The investment has not originated from any Implementing Agency or team of IA under the GENESIS Scheme.
- The invested amount shall not be returned, directly or indirectly, to the investor through any arrangement, except in the case of an exit.
- The investor is not a related party or connected entity of the startup promoters/founders.

6. Instrument-Specific Verification

Where the investment is made through Compulsorily Convertible Preference Shares (CCPS) or Compulsorily Convertible Debentures (CCD), verify that the investment documents clearly specify:

- Conversion trigger events.
- Conversion timeline (not exceeding two years, wherever prescribed).
- Valuation methodology.
- Conversion ratio/mechanics; and other material terms governing conversion.

7. Investment Record Maintenance

The Incubator shall maintain complete and transparent records relating to:

- Investment documentation; shareholding and capitalization records; corporate actions; transfer of securities.
- Conversion & exit transactions (within 3–5 years from the date of investment). Any exit before the minimum holding period shall require prior written approval of MSH.
- Return distributions; and all other investment-related approvals and supporting documents.

KEY REQUIREMENT — VERIFICATION OF STARTUP FINANCIAL HEALTH

Implementing Agencies (IAs) must independently verify the financial health of every startup before recommending it for matching investment. This verification must be based on documentary evidence — not on figures declared by the startup alone — and should specifically include cross-checking against:

- Audited financial statements (CA-certified);
- GST Returns filed by the startup;
- Income Tax Returns (ITR) filings;
- Bank statements and other supporting financial records. Recommendations for matching investment must not be made solely on the basis of self-reported figures, projections, or unaudited data provided by the startup.

IMPORTANT — GMV IS NOT REVENUE

Gross Merchandise Value (GMV) must NOT be projected, reported, or represented as revenue by the startup at any stage — including in the Pre-Investment Framework (Annexure IV), pitch decks, financial statements, or milestone/KPI reporting.

IAs must ensure startups clearly distinguish GMV (the total value of goods/services transacted through a platform) from actual revenue earned by the startup (commission, fees, margins, or net sales), and must flag and correct any submission where GMV is presented as revenue.

Step 2: Document Collection (Annexure III – Document Checklist)

All documents must be verified, digitized, and stored in a shared data room folder for IA's reference using drive and to be uploaded on the MSH-SPMS.

Step 3: Startup-Filled Framework (Annexure IV)

- Each startup must fill the Pre-Investment Framework (Annexure IV), covering: Problem, Solution, Market, Business Model, Traction.
- Financials, Projections, Funding Ask, Utilization Plan.
- Competition Analysis, Team Profile.

The IA must review the framework for accuracy and completeness.

Step 4: Reporting Requirements

For IAs: Financial updates, including the utilization of funds, statement of expenditure, and a program report summarizing activities with supporting pictures.

- Details of mentorship, networking, and investor connects facilitated.
- Challenges faced and corrective actions taken.

Step 5: For Selected Startups (Quarterly Report, Startup-wise)

- Progress updates on milestones achieved.
- Reports highlighting the impact, such as job creation and market expansion.
- Startup performance against Key Performance Indicators (KPIs)/Milestones.

Step 6: Data Validation Guidelines

- **Financial Data:** Must be verified against bank statements, audited financial statements, GST Returns, and ITR filings. GMV must not be treated or reported as revenue.
- **Investment Data:** Must be supported by executed Term Sheets, SHA/SSA, Valuation Report, Due Diligence Report, RoC filings (SH-7, PAS-3, MGT-14, etc.), Board resolutions and proof of funds received (bank statements for last 6 months).
- **Startup Milestones:** Must be cross-checked with demonstrations, prototype validation, platform/software walkthroughs, deployment evidence, customer traction, or revenue data; preferably validated through a visit to the startup space.
- **IP Status:** Must be verified from patent grants, trademarks, or copyrights where applicable.
- **Compliance:** Must ensure startups are from a Tier-II/III city, are not engaged in litigation, and meet DPIIT recognition criteria & MeitY focus areas.

Step 7: Reporting Format

- All reports must be submitted in Word, Excel, PPT or PDF format using templates provided by MSH.
- **Quarterly Reports:** Within 15 days of the quarter's end.
- **Final Cohort Report:** Within 30 days of cohort completion.

Step 8: Compliance & Accountability

- IAs are accountable for the authenticity of all submitted data.
- Any discrepancies or falsified data may result in the withholding of funds due to non-compliance including withdrawal from the program at any point in time.
- IAs must maintain records for at least 5–8 years for audit and review by MSH.
- Exit by the Implementing Agency must be within 3–5 years from the execution of the SHA. Any exit before the minimum holding period shall require prior written approval of MSH.

Annexure I — Evaluation Phases and Guideline for Startup Selection (GENESIS Scheme)

Stages of Screening and Evaluation

Stage	Type	Details	Done By
First Stage	Preliminary Screening and Evaluation – IAs	Screening on the Eligibility Criteria and internal Evaluation at the Incubator/IA level.	IA's Internal Team
Second Stage	Final Level of Evaluation by IAs	Evaluation by the IA's Expert committee.	IA's Committee

Stage 1: Preliminary Screening and Evaluation by IAs

Evaluation Matrix	Criteria
Eligibility	Company Status: • Registered Indian entity (Pvt. Ltd.) with 51% Indian ownership. • Valid DPIIT certificate. • Registered address in a Tier-II or Tier-III city mapped with RoC • Have a full-time founder/co-founder and a team
Product & Business Model	Product Stage: • Market-ready, preferably revenue-generating. Domain: • Tech-based solution in Electronics Design & IT, Electronics Manufacturing, IT Products, or Deep Tech Solutions & should match the focus areas of MeitY.
Financial & Legal	Legal Status: • Must not be involved in legal disputes. Funding History: • Previous private funding from VCs/Angels is permitted. • Not supported under TIDE 2.0 (Scale-up) or SAMRIDH schemes or ongoing GENESIS EIR cohort without graduation.
Funding	Matching Investment: • Eligible for 1:1 matching investment of up to INR 50 lakhs based on external funds raised (excluding government funds and FDIs).

Stage 2: Final Level of Evaluation by Expert Committee

This is a comprehensive evaluation conducted by the IAs Expert Committee.

Committee Composition

- Incubation/Implementing Agency Lead
- Domain/Technology Expert
- Legal/IP Expert
- Industry Representative
- Academic Representative
- Investor (VC/Angel Network) (Mandatory)
- Representative from MSH

Suggested Evaluation Parameters

S.No.	Evaluation Criteria	Key Parameters	Weightage
1	**Problem & Market Opportunity**	Problem being addressed, severity of problem, size of addressable market, market growth potential and market opportunity	**15%**
2	**Product / Technology & Innovation**	Product maturity, technology differentiation, innovation, technology readiness, competitive advantage and IP creation	**20%**
3	**Business Model & Scalability**	Revenue model, unit economics, scalability, margins, repeatability and potential for expansion	**15%**
4	**Market Traction & Revenue**	Revenue generated, revenue growth, paying customers, customer retention, pilots/conversions and sales pipeline	**20%**
5	**Founding Team & Execution Capability**	Founder experience, domain expertise, complementary team, commitment and demonstrated execution capability	**10%**
6	**Investment Readiness**	Cap table, valuation, financial records, legal/IP documentation, due diligence readiness, investment ask and utilisation plan	**20%**
		Total	**100%**

Annexure II — Minutes of Meeting (MOM) — Final Level of Evaluation by IAs

Meeting Details

Date	[DD/MM/YYYY]
Time	[HH:MM – HH:MM]
Mode	[Physical / Virtual]
Venue/Link	[Location/Zoom/Teams link]
Cohort / Batch No.	[Number]

Attendees

Evaluation Committee Members	[Names, Designations, Affiliation]
Observers (if any)	[Names, Roles]
Implementing Agency Representatives	[Names]

Agenda

1	To evaluate shortlisted startups for GENESIS Investment support under the [Cohort Number] batch.
2	To assess startups against predefined criteria for preliminary/final selection.
3	To finalize recommendations for funding support and capacity building.

Evaluation Process

Startups presented their pitches and were assessed as per [Stage 1 or Stage 2] evaluation parameters. Each evaluator scored independently on a scale of 100.

Scoring Table

Suggestive MSH Criteria is shared in Annexure II.

Summary Notes

List of startups presented with brief description (Product, Presenter, Description):

Startup Name	Presenter	Product	Description

Final Decision

Selected Startups	[Comments/Reason for selection]
Top 2 Waitlisted Startups	[Comments/Reason for Waitlisting]
Not Selected	[Comments/feedback for rejection]

Prepared by: [Name, Role]

Approved by: [Committee Chair / IA CEO] Date: [DD/MM/YYYY]

Annexure III — Documents Requested from Implementing Agencies (IAs)

Due Diligence Phase

(Verify legal existence, ownership structure, compliance history, and financial health before funding approval)

Category	Documents	Notes
Legal & Incorporation Documents	• Certificate of Incorporation • Memorandum & Articles of Association (Latest) • PAN Card of the Company • GST Registration Certificate (if applicable) • DPIIT Certificate • Copy of Share Certificate (existing investors & promoters) • IPR Certificates (if any) • Declaration of incubation and acceleration history with incubator • Cancelled Cheque	Confirms company status, startup eligibility, and previous support.
MCA & Statutory Compliance	• MCA Master Data • Form MGT-7 (Annual Return) • Form AOC-4 (Financial Statements) • Form DIR-12 • Form SH-7 (if applicable) • CHG-1 / CHG-4 (if applicable)	Verify statutory filings and governance.
Founder & Management	• Aadhaar & PAN of Founders/Directors • List of Directors with DIN Details • Shareholding Pattern (on company letterhead) • Co-founder Agreement (if applicable) • Founder Profiles / CVs • Lease Agreement (if applicable) • Graduation Certificates • Passport (if Non-Citizen)	Verify identity and ownership.
Financial Documents	• Last 2 financial CA-certified Audit Reports (minimum 1 year) • Bank Statements for last 6 months • Revenue & Cash Flow Summary • Financial Projections (3–5 years) — GMV must not be presented as revenue • Latest Valuation Report (CA certified) • Latest Cap Table (on startup letterhead) • ITRs Filed • GST Returns (if applicable)	Establishes financial standing and growth trajectory; verified against audited statements, GST Returns and ITR filings.
Legal & Investment Due Diligence Documents	• Term Sheet(s) by Lead Investor • Executed SHA/SSA/Investment Agreements with Matching Fund Investor • EMS between MSH and Implementing Agency • Incubation Agreement (Download) • Shareholding Certificates with Existing & Matching Investor(s) • Details of Previous Funding Raised	Ensures legal clarity and investment structure.

Category	Documents	Notes
Program & Governance Documents	• Startup Pitch Deck (GENESIS PitchDeck Template.pptx) • Startup Investment BLURB (GENESIS_Inv BLURB_Template.docx) • MoM of Startup Selection • Due Diligence Report (CA Certified) • Investor SEBI Registration Certificate • Undertaking by IA on stamp paper • Declaration for receipt of previous MeitY Funding & for Tier II/III city • Bank account statement reflecting transfer of funds from Lead Investor (last 6 months) • Fund Utilization plan • Milestone Certificate (on letterhead) • Patent Granted Certificates (Receipts in case of filings/publishing)	For selection and evaluation transparency.

REMINDER — FINANCIAL HEALTH VERIFICATION & GMV

Financial health at the due-diligence stage must be verified using audited financial statements, GST Returns and ITR filings — not self-declared figures. Startups must not present Gross Merchandise Value (GMV) as revenue anywhere in the financial documents submitted.

Fund Disbursement Phase

(Documents required after approval, before actual fund release)

Category	Documents	Notes
Legal & Compliance	• Final signed SHA / DoA / SSA with IA (explicitly mentioning share price, no. of shares transferred, actual amount invested by MSH matching with that of lead investor) • Post MeitY fund Investment Cap Table (Startup Letterhead) • Board Resolution for Fund Acceptance • Pre-Investment Updated RoC Filings for MSH fund receipt	Confirms readiness for disbursement and compliance.

Post Fund Disbursement Phase

(Monitoring and compliance after fund release — every 3/6/12 months)

Category	Documents	Notes
Financial & Fund Confirmation	• Declaration by startups for fund receipt – MSH Funds (GENESIS_Inv_MSH Fund Receipt.docx) • Bank Statements reflecting MSH matching funds credit (last 6 months) • Share Certificate issued to IA on behalf of MSH (on stamp paper & notarised) • Post Investment RoC Compliance Docs	Ensures matching fund confirmation.

Category	Documents	Notes
Periodic Compliance	• Quarterly Review Report (portal) • Updated Cap Table if any • MoM of Board/Management Meetings (Recommended) • Utilization Certificate for Funds (CA Certified) • Progress/Impact Reports (Quarterly) • Milestone Achievement Report • Investor Updates	Tracks progress and fund utilization.
Updated RoC Filings (as triggered)	• PAS-3 & PAS-4 • MGT-7 (Annual Return) • MGT-14 (Board Resolution) • AOC-4 (Financial Statements) • SH-7 (Alteration in Capital, if applicable) • DIR-12 (Director Changes, if any)	Ensures statutory compliance post-investment.
Financials	• Audited Financial Statements (annual) • CA Certified Revenue Certificate • ITR & GST Returns • Updated Bank Statements	Ongoing health and transparency — verified against audited statements, GST Returns and ITR filings; GMV is not to be reported as revenue.
Governance & Reporting	• Updated Shareholding Certificates • Revised Founders Agreements or Policies • ESOP Plan (if introduced) • Insurance Certificates (if acquired) • Litigation Disclosure	Best practices and risk mitigation.

Annexure IV — Framework

Download the template using: GENESIS Investment Framework Template.pptx

> **Slide 1 — Disclaimer**
>
> The information, data, and claims presented in this presentation are provided solely by the respective startup/Implementing Agency. It is assumed to be accurate, complete, and final as submitted. Any misrepresentation, falsification, or deliberate submission of incorrect information for the purpose of obtaining funds or benefits may invite legal, financial, and regulatory consequences against the concerned party.

Slide 2 — Title Slide

- Startup Legal Name
- Startup Brand Name
- Tagline or One-Liner Value Proposition
- Core Technology used
- Sector
- Website
- City
- State
- Year of Incorporation
- Startup & Incubator Logo

Slide 3 — Problem Solution Fit

- Clear description of the problem being solved
- Current pain points or gaps in the market
- Why this problem matters (statistics or examples)
- Brief description of your product
- Key features & benefits
- How it addresses the identified problem
- Unique Value Proposition

Slide 4 — Technology & Innovation

- Technology Innovations
- Brief tech stack or IP owned (patents, proprietary tech)
- Innovation differentiators compared to competitors
- Scalability and future development roadmap
- Include screenshot(s) of IP Granted along with number
- Competitive Advantage

Slide 5 — Market Opportunity & Scalability

- Total Addressable Market (TAM), Serviceable Market (SAM), and Target Market (SOM)
- Industry trends and growth potential
- Competitor analysis snapshot

Slide 6 — Business Model

- Revenue streams and pricing strategy
- Customer acquisition strategy
- Current traction: Users, revenue, partnerships, or pilots
- Target Customers

Slide 7 — Financials & Projections

- Summary of current financial status (Revenue, Expenses, Burn Rate)
- 3-year projections with growth assumptions
- Key performance indicators (KPIs) in numbers
- Current number of customer(s)

> **CAUTION — GMV ≠ REVENUE**
>
> Startups must report actual revenue earned (net sales, commission, fees, or margin) in this slide. Gross Merchandise Value (GMV) — the total value of transactions processed through a platform — must not be projected or represented as revenue. Where a marketplace/platform model is involved, GMV may be disclosed separately, but only alongside the true revenue figure, clearly labelled.

Slide 8 — Funding Requirement & Utilization Plan

- Total funding required and allocation (Product, Marketing, Team, Operations)
- Matching fund details and confirmed investor commitments
- Key milestones linked to fund utilization — metric based

Slide 9 — Founding Team

- Core team members with roles
- Brief bios highlighting expertise and achievements
- Advisory board or mentors (if any)

Slide 10 — Acceleration Impact

Support Received — list down the supports received in the acceleration program by the incubator:

- Acceleration Impact
- No. of Mentor Sessions attended
- No. of investors connected
- Industry connects and networking provided
- Any other impact

Slide 11 — Current Status as on the date of submission

Sl. No.	Heads	Deliverables
1	Technology Readiness Level	
2	No. of Customers	
3	Revenue Generated last FY in INR	
4	Monthly Revenue in INR	
5	Funds Raised till date (grants + investments)	
6	Employment generated till date	
7	Name of the Women Co-Founder (if any)	
8	Current Valuation (in INR)	

Note: Item 3 – "Revenue Generated" must reflect actual revenue and must not include Gross Merchandise Value (GMV).