

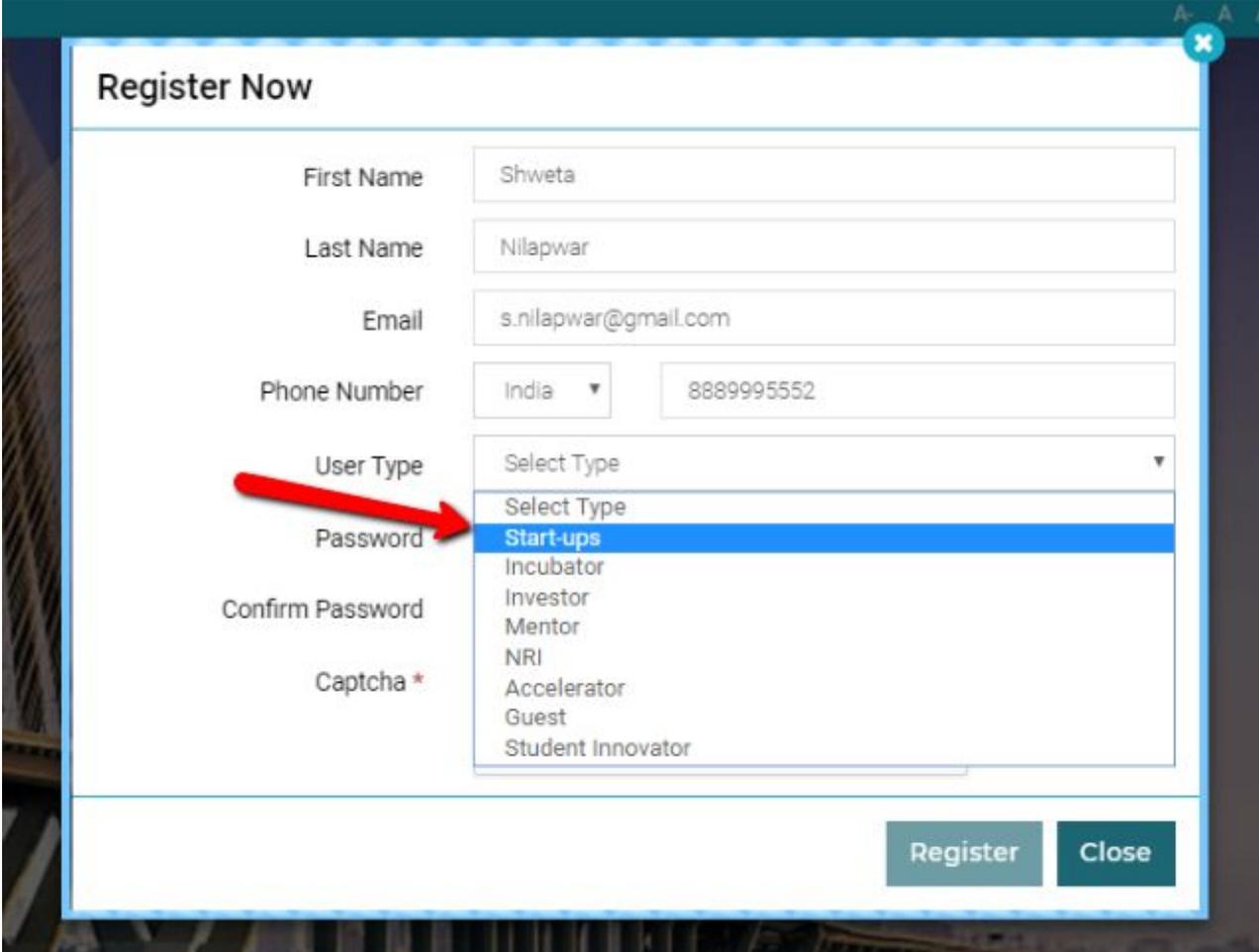
## Guideline document for Startup user

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.



The screenshot shows the homepage of the Maharashtra State Innovation Society website. The main banner features the text "MAHARASHTRA STARTUP week" in large, colorful letters, with "week" in yellow and "STARTUP" in red, orange, green, blue, and purple. Below this, it says "28 JAN - 01 FEB 2019, MUMBAI" and "Winners of Maharashtra Startup Week 2019". A "Read More" button is centered below the banner. In the bottom right corner, a red arrow points to the "Register" button in the navigation menu. The navigation menu includes "Home", "About", "Events", "Ecosystem", "Media", "Contact", "Login", and "Register". The top right corner shows language options for "English" and "मराठी".

- 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.



The image shows a registration form titled "Register Now" with a close button in the top right corner. The form contains the following fields:

- First Name: Shweta
- Last Name: Nilapwar
- Email: s.nilapwar@gmail.com
- Phone Number: India (country dropdown) and 8889995552 (number input)
- User Type: A dropdown menu is open, showing options: Select Type, Start-ups (highlighted in blue), Incubator, Investor, Mentor, NRI, Accelerator, Guest, and Student Innovator. A red arrow points to the "Start-ups" option.
- Password: (input field)
- Confirm Password: (input field)
- Captcha \*: (input field)

At the bottom right of the form, there are two buttons: "Register" and "Close".

A verification link has been sent on your email id. Please verify!



# Transforming Maharashtra

by catalyzing the growth of an innovation-driven entrepreneurial ecosystem

Read More

Home

About ▾

Events ▾

Ecosystem ▾

Media

Contact

Login

Register

## 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 Σ Inbox x

Info MSInS <info@msins.in>  
to me ▾

4:58 PM (1 minute ago)



[← 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.

The image shows a login window titled "Login" with a close button (X) in the top right corner. It contains two input fields: "Email" with the value "s.nilapwar@gmail.com" and "Password" with masked characters "\*\*\*\*\*". Below the fields are two buttons: "Login" and "Close". To the left of these buttons are two links: "Forget Password" and "Register Now". A red arrow points to the "Login" button. The background of the window is dark with the text "into reality" visible.

### 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. First Name: This field displays firstname of user entered while registration
  2. Last Name: This field displays lastname of user entered while registration
  3. E-Mail Address: This field displays email id of user entered while registration
  4. Phone Number: This field displays phone no. of user entered while registration
  5. User Type: This field displays user type of user selected while registration
  6. Checkbox - By clicking here you are accepting the above details are accurate: 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.

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



Maharashtra State Innovation Society

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 **Shweta Nilap**

LS
BASIC DETAILS
TEAM DETAILS
PATENT DETAILS
BUSINESS MODEL DETAILS
FUNDING
CURRENT STATISTICS
UPLOADS

Tab2

**Name of Startup/Organization \*** ⓘ

**Product Name\*** ⓘ

**Website** ⓘ

**Registration Date\*** ⓘ

**Location of Registration**

**Address \*** ⓘ

**State\*** ⓘ

**District\*** ⓘ

**City\*** ⓘ

**Business Model type\***

**Other Business Model type\*** ⓘ

<b>Startup Sector*</b> ⓘ <input type="text" value="Agriculture, Biotechnology, Cyber"/>	<b>Technology used*</b> ⓘ <input type="text" value="Java Technology"/>
<b>Pitch Deck*</b> ⓘ <input type="text" value="All about your Business"/>	<b>Pitch Uploads *</b> ⓘ <input type="button" value="Choose File"/> image001.png
<b>Other Description</b> ⓘ <input type="text" value="Other description for your Business"/>	<b>Team Size*</b> ⓘ <input type="text" value="34"/>
<b>Explainer Video</b> ⓘ <input type="button" value="Choose File"/> file_example_...1280_10MG.mp4	<b>Roadblocks</b> <input type="text" value="XYZ"/>

Awards/Achievements	Action
<input type="text" value="Award 1"/>	

**Source of information\*** ⓘ

**c. Team Details:**

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

Tab3

Name*	Designation	Relevant Work Experience	Qualification	Aadhar Number	Aadhar Uploads ⓘ	Action
Nehal	Dev	1-5 Year ▾	BE	76464641+63	Choose File Aadhar ...rd.jpg	+
Anchal	Dev	0-1 Year ▾	BE	78675431643	Choose File No file chosen	×

[Previous](#)
[Save As Draft](#)
[Save & Next](#)

#### d. Patent Details:

- i. Following are the fields present in this tab.
  1. How you patented any product: Select 'Yes' if you have patented any product otherwise 'No'
  - If Yes ->
    2. Product Name: Name of your patented product/service
    3. Patenting description: Short Description (Maximum 255 Characters) about patented product /service
    4. Patent No.: Input Patent no. as per certificate
    5. Patent In: Specify the country where the patent is obtained
    6. Patenting Authority: Select the authority as per certificate
    7. Patent Validity: Specify the country where the patent is obtained
    8. Upload Patent Certificate: 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.

A- A+ English मराठी

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DETAILS TEAM DETAILS **PATENT DETAILS** BUSINESS MODEL DETAILS FUNDING CURRENT STATISTICS UPLOADS

**Tab4**

Have you patented any product?

Yes  No

Product Name \*

Patenting description\*

Patent No.\*

Patented In\*

Patenting Authority \*

Patent Validity \*

Upload Patent Certificate\*  Certificate.pdf

#### e. Business Model Details:

- i. Following are the fields present in this tab.
  1. Targeted customer segment: Mention the type of customers targeted.
  2. Market Size: 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. Value Proposition: 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. Competitors: Enlist your potential competitor's company names. Use '+' to add more
  5. Start-up current stage: Select relevant stage currently applicable.
  6. Uniqueness factor: Specify unique feature of your product/service that differentiate you from others.
  7. Key partners/resources: Mention your Key partners
  8. Cost Structure: Describe the overall costing of your product /service.
  9. Revenue Inflow: Mention the revenue figures against your business.
  10. Pricing Model: 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.

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DETAILS TEAM DETAILS PATENT DETAILS **BUSINESS MODEL DETAILS** FUNDING CURRENT STATISTICS UPLOADS

Tab5

Targeted customer segment \* IT Segment

Market Size \* 65

Value Proposition \* 11

Competitors Action

Start-up current stage \* Ideation

Uniqueness factor \* Alexa

Key partners/resources

Revenue Inflow

Pricing Model\* 450000

Previous Save As Draft Save & Next

#### 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.

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Current funds\* ⓘ

430000

Last Source of Funding\* ⓘ

3400000

Previous Save As Draft Save & Next

**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.

A- A A+ A A English मराठी

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Shweta Nilap ▾

DETAILS TEAM DETAILS PATENT DETAILS BUSINESS MODEL DETAILS FUNDING **CURRENT STATISTICS** UPLOADS

Tab7

Annual gross revenue\* ⓘ

INR ( in Lakhs )

Annual Gross expenditure\* ⓘ

INR ( in Lakhs )

Margin(%)\* ⓘ

Customer acquisition ⓘ

Total contract value\* ⓘ

INR ( in Lakhs )

Total addressable market\* ⓘ

INR ( in Lakhs )

Previous Save As Draft Save & Next

## 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.

The screenshot shows the Maharashtra State Innovation Society portal. The top navigation bar includes the logo, name, and language options (English, मराठी). The main navigation menu has tabs for TEAM DETAILS, PATENT DETAILS, BUSINESS MODEL DETAILS, FUNDING, CURRENT STATISTICS, and UPLOADS. The 'UPLOADS' tab is highlighted, and a red box labeled 'tab8' with an arrow points to it. Below the navigation is a 'List of Documents' table with 5 rows. Each row contains a document type, a text input field with a value, and a 'Choose File download.jpg' button. Below the table is an 'Upload relevant documents' section with a 'Choose File download.jpg' button and a green plus sign. At the bottom right, there are three buttons: 'Previous', 'Save As Draft', and 'Submit'. A red arrow points to the 'Submit' button.

List of Documents		Action
1	Company Logo* ⓘ	Choose File download.jpg
2	Company PAN* ⓘ	AAAAA2222A Choose File download.jpg
3	Udyog Aadhar* ⓘ	11111111111111111111 Choose File download.jpg
4	Company GSTIN* ⓘ	29ABODE1234F2Z5 Choose File download.jpg
5	Company Registration ID* ⓘ	67465465454 Choose File download.jpg

Upload relevant documents ⓘ

Choose File download.jpg +

Previous Save As Draft Submit

#### 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'.

The screenshot displays the Startup Dashboard interface. At the top, there is a header with the logo of Maharashtra State Innovation Society (MSIS) and the text 'महाराष्ट्र राज्य नाविन्यता संस्था' (Maharashtra State Innovation Society). The header also includes navigation links: Home, About, Events, Ecosystem, Media, and Contact. A user profile dropdown menu is visible with the name 'Shweta Nilap'. Below the header is a navigation bar with tabs: STATUS (highlighted), PERSONAL DETAILS, BASIC DETAILS, TEAM DETAILS, PATENT DETAILS, BUSINESS MODEL DETAILS, FUNDING, and CURRENT STATISTICS. The main content area shows the 'Application Status' section. It displays the 'Application ID' as 'ST-MH-003705' and the 'Application Form' status as 'In process for approval'. A red arrow points to the 'In process for approval' text. There is also an 'Approval List' button. The footer contains 'Important Links' (Schemes, Guidelines, Security Policies), 'User Links' (Disclaimer, Terms, Help), and 'Contact Info' (team@msins.in). The footer also includes the copyright notice '© 2019, All Right Reserved, Maharashtra State Innovation Society' and social media icons for Facebook, Twitter, and LinkedIn.