

THE STARTUP KARNATAKA BOOSTER KIT*

A power packed collection of software tools and services available at a special price tailor made to cater to the needs of young startups. The Startup Karnataka Booster Kit is available to all startups registered with the Karnataka Startup Cell. Startups may apply for incentives or package to the Startup Cell to avail the offers under the Startup Karnataka Booster Kit.

I. CLOUD SERVICES

Entrepreneurship
Program



This offer includes access to enterprise-class cloud platforms and services at no cost. Avail of full suite of Infrastructure as a Service (IaaS) and Platform as a service (PaaS) offerings. This offer includes the following IBM Cloud Services: SoftLayer, Bluemix including: Cloudant on Bluemix, Performance Management on Bluemix. Get \$10,000 USD or \$1,000 USD maximum per month of free platform usage credits based on eligibility.



The Digital Ocean platform is focused on simplifying cloud infrastructure for software developers & startups. Avail use of its hardware servers, access to Developer tutorials and 24/7 tech support. This offer includes a \$100 one-time credit for all companies which are a part of Government of Karnataka (GoK) Startup Cell. This offer has a validity of one year.

Amazon Web Services



Avail AWS cloud-based solutions to help you meet your business needs. You can benefit from the cloud credits of upto \$3000 provided you have not got the credits as a part of any other partner accelerator.



Receive up to \$750 per month of FREE Azure cloud services for 3 years; that's \$150 per month each for up to 5 developers. (Startups must review the same on a regular basis as they may be subject to change, updated or discontinued as this is a global program). To know more visit: <https://www.microsoft.com/bizspark>



Keonics has mainframe computer infrastructure comprising of a current generation IBM Mainframe zBC12 and enterprise class storage DS8870. Avail this exclusive Startup Karnataka offer that will extend the mainframe facility through the virtual machines free of cost for conducting Proof of Concept testing not exceeding a period of 90 days to Karnataka Startups.

II. VIRTUAL TELEPHONY & INTERNET SERVICES



mGage enables 1:1 omni-channel engagement (SMS, voice, e-mail & OTT) between brands and customers on mobile, powered with real-time insights.

This offer includes 500 SMS/emails free of cost to complete the POC and provide all the initial support required to setup the integration.



Through this offer our virtual Receptionist will be made available, free of cost, for 6 months and if you choose to continue using it after 6 months it will be renewed at 20% discount.



Exotel is an easy tool to setup & a reliable cloud telephony platform for various business uses.

This offer includes Rs 4500 Credits with 6 months Validity



Ozonetel is a communications platform to help optimize your sales process and run marketing campaigns.

This offer includes free DID number (that comes with free 1000 minute usage per month on outgoing calls) for 6 months with maximum of 3 extension numbers.



BSNL has offered the following discounted rates for internet for startups registered with the GoK Startup Cell:

Type of Service	Bandwidth	% of Discount
Internet Leased Line	512 Kbps to 2 Mbps	10%
	2Mbps to 100 Mbps	12.5%
	100Mbps to 155Mbps	20%
	155Mbps	25%
MPLS VPN	512 Kbps to 2 Mbps	35%
	2Mbps to 45 Mbps	40%
	45Mbps to 100Mbps	50%
	Above 100Mbps	55%
Point to Point Leased Line	Up to 34Mbps	30%
Broadband/Fibre to the home	Any Published plan	One Month rebate for advance annual payment
VPN _o BB/VPN _o FFH	Any Published plan	20%



Vodafone has offered the following discounted rate for internet for startups registered with the GoK Startup Cell:

Bandwidth (Mbps)	Quantity	Prices are in INR	
		OTC	ARC
1mbps	1	10,000	60,000
2mbps	1	10,000	1,10,000
4mbps	1	10,000	1,90,000
6mbps	1	10,000	2,50,000
8mbps	1	10,000	3,00,000
10mbps	1	10,000	3,40,000

Airtel has offered the following discounted rate for internet for startups registered with the GoK Startup Cell:



Type of Service	Bandwidth	% of Discount
Internet Leased Line	512 Kbps to 2 Mbps	10%
	2Mbps to 100 Mbps	12.5%
	100Mbps to 155Mbps	20%
	155Mbps	25%
MPLS VPN	512 Kbps to 2 Mbps	35%
	2Mbps to 45 Mbps	40%
	45Mbps to 100Mbps	50%
	Above 100Mbps	55%
Point to Point Leased Line	Up to 34Mbps	30%
Broadband/Fibre to the home	Any Published plan	One Month rebate for advance annual payment

III. DEBUGGING / TESTING AND OTHER SOFTWARE TOOLS



CanvasFlip

CanvasFlip enables App developers to find and fix usability issues by capturing actionable feedback like screen videos, heatmap, dropoff analytics etc., from users at early product designs.

Through this offer get up to 6 months of premium subscription and 20% added discount on renewal plans



FlexingIT allows you to access top talent through its curated platform on an on-demand basis as consultants, advisors & subject matter experts. This offer includes 3 free project postings under the MyFlex™ Prepaid pricing plan and visibility to your projects and requirements on the Flexing It™ platform and with its users.



Debug, run, test performance and optimize your app on any real, global, mobile carrier network through this cloud platform. Get access to the testing platform, (Costing worth \$ 10,000, Rs.6.7 Lakhs) for free for 6 months.



NoSQL Database for Scalable, High throughput, low latency mixed read, write workloads. Avail its enterprise license for 90 days that includes Admin and Developer training for 2 people and 8 hours of remote consulting and support for cluster sizing and benchmark tool support for implementation. No data limits during the period. All this at subsidized cost of \$ 4995.

IV. PAYMENT GATEWAYS AND FINANCE



This offer includes a 0 AMC and 0% TDR (per transaction) for upto Rs 15 Lakhs of transactions or 1 year which ever is earlier.



Instant activation in 2 working days (provided compliance to the KYC); 75,000 free credits (0% TDR till the total incoming transactions upto that amount)



Offer includes 50 Transactions over a period of 2 months



An online accounting software designed for non-accountants. Startups can create beautiful invoices, track daily expenses, manage inventory and prepare tax returns. 'Professional' plan worth Rs. 6,000 free for a year.

V. FUNDING OPPORTUNITIES



Karsemven Fund

Fund Size: Rs.100 Crores

Sector: Semiconductor, Electronics System Design & Manufacturing (ESDM), Embedded Systems and such other allied sectors.

Entrepreneurs/companies seeking Venture Capital assistance can forward their Executive Summary (not exceeding 4-5 pages covering Company Background, Market Opportunities, Products/Technology, Target Market, Operating Plan, Funding etc.) to info@kitven.com.



Kitven-3 (Bio Venture Fund)

Fund Size: Rs. 50 Crores

Sector: Biotechnology, Life Sciences and other allied fields.

Entrepreneurs/companies seeking Venture Capital assistance can forward their Executive Summary (not exceeding 4-5 pages that cover market opportunities, Products/technology, Target Market, Operating Plan, Funding etc.) to info@kitven.com



Idea2PoC



Fund Size: Rs.10 Crores

Sector: All technology Sectors

Startups and innovators seeking assistance can apply in response to call for proposals floated by the Karnataka Startup Cell. The Idea2PoC scheme will encourage innovators to commercialize research, help in validating proof of concepts and subsequently to assist them to cover cost like certification, manufacturing pilot devices etc.



Idea2PoC For Agri-Startups

Fund Size: Rs. 2.5 Crores

Sector: Agriculture

Startups and innovators seeking assistance can apply in response to call for proposals floated by the Karnataka Startup Cell. The Idea2PoC scheme will encourage innovators to commercialize research, help in validating proof of concepts and subsequently to assist them to cover cost like certification, manufacturing pilot devices etc.



Idea2PoC For Startups in Tourism

Fund Size: Rs. 2.5 Crores

Sector: Tourism

Startups and innovators seeking assistance can apply in response to call for proposals floated by the Karnataka Startup Cell. The Idea2PoC scheme will encourage innovators to commercialize research, help in validating proof of concepts and subsequently to assist them to cover cost like certification, manufacturing pilot devices etc.



Karnataka Fund of Funds

Fund Size: Rs. 200 Crores

Sector: All sectors.

Funds will be allocated for investing in venture funds that invest in technology based startups in various sectors.



AVGC Venture Fund

Fund Size: Rs. 20 Crores

Sector: Animation, Visual Effects, Gaming and Comics

A Government sponsored venture fund to provide capital to MSMEs in the sunrise sector of AVGC.



Channelizing Innovation for Social Impact

Fund Size: Rs. 15 Crores

Sector: All sectors

The State Government will use the mode of grand challenges to identify 5 challenges every year, to seek innovative, technology based solutions from startups. Initial grant, follow on funding and implementation of the pilot will be ensured for selected solutions. The winners will automatically qualify for incubation space in GoK supported incubators.

VI. INCUBATION FACILITIES



GoK Nasscom Startup
Warehouse

10 000
START-UPS
A NASSCOM initiative

Facilities: IOT labs, Device Lab, Event Space, Hackathon accelerator space, 18 conference rooms and pantry.

Eligibility Criteria:

- Innovative Technology Company with high potential
- Less than 4 years of operation
- Less than Rs. 50Cr of revenue
- 50% of staff to be engaged in Karnataka



GIFTS Incubator-91 Spring
Board



Facilities: Device Lab, Event Space, Hackathon- accelerator Space, Conference Rooms, Pantry, Co-work with bigger startups / companies and benefit from the community

Eligibility Criteria:

- Innovative Technology Company with high potential
- Less than four years of operation
- Less than Rs. 50 cr of Revenue
- 50% of Staff to be engaged in Karnataka



GoK Mobile 10x –IAMAI

MOBILE=10x
— An IAMAI initiative —

Facilities: Capacity to house and support 70 Plus Mobile Developers, Support System Divided into Zones, Testing Zone, Monetization Zone, Design Zone, Play Zone. Also has a Video Conference Room and Common Meeting Room.

Eligibility Criteria:

- Innovative Technology Company with high potential
- Less than 4 years of operation
- Less than Rs.50Cr of revenue
- 50% of staff to be engaged in Karnataka



Facilities: Lab Spaces with DG and UPS backup, Plant and Animal Tissue Culture Facility, Microscopy Facility, Molecular Biology Lab, Proteomics and Small Molecule Analysis Lab, Flow Cytometry Facility, Confocal Facility, Lab Support Area, Microbiology Labs, Fermentation Facility, Histology Lab

Eligibility Criteria:

- Innovative Biotechnology related with high potential companies
- Less than Seven years of operation
- Less than Rs. 50 cr of Revenue
- 50% of Staff to be engaged in Karnataka

Preferential allotment of space at the incubation centers managed by Keonics at the following places:



- IT Park Kalaburgi- 22 seats
- IT Park- Shivamogga- 22 seats



Facilities : Biotechnology & Bioinformatics Laboratory equipped with Instruments including Electrophoresis Units for DNA and Proteins, Gel Doc, HPLC, FPLC etc.

Eligibility: The person who wishes to use the facility must be a Student/Scientist/Technologist associated to a Department in an University / Institution or from a Registered Life Sciences Company.

VII. MARKETING INCENTIVES

Exposure Visits and Workshops	Avail Sponsorship support for participation as part of GoK Startup Delegation to Global Events
Marketing Incentives	Get reimbursement of 30% of the actual marketing costs including travel incurred in international marketing, through trade show participation on submission of proper documents. This incentive will be subject to a maximum of Rs 5 Lakhs per year, per company.

VIII. TAX INCENTIVES

For Startup

VAT/CST paid in Karnataka, up to a maximum of Rs. 50 Lakhs turnover by incubated startup companies within a period of first three years of being incubated will be reimbursed.

Service Tax paid by startups incubated in Government of Karnataka supported incubators and CIFs whose annual turnover does not exceed Rs. 50 Lakhs for the first three years will be reimbursed.

For Incubators

VAT & CST on goods supplied to the incubator will be reimbursed

Service Tax reimbursement on services provided by the incubator till the incubator becomes DST certified.

IX. PATENT INCENTIVES

Domestic Filing

The cost of filing of patent application will be reimbursed to Karnataka startup companies up to a limit of Rs. 2 lakh per Indian patent awarded

Foreign Filing

Reimbursement for foreign patents on a single subject matter, up to Rs 10 Lakhs to Karnataka startup companies.

X. MENTORSHIP & NETWORKING

Startup Karnataka Open House Seize the opportunity to interact with the Hon'ble Minister for IT & BT and Senior officials of the Department of Information Technology at the monthly Startup Karnataka Open House.

Startup Karnataka Policy Workshop Join the Karnataka Startupcell at our next policy workshop.

Startup Karnataka Pitch Get invited to all "Pitch to the Government" events of GoK Startup Cell and present your ideas to the decision makers.

Mentors Get an opportunity to connect with the who's who in the startup ecosystem through Department partners like TiE, NASSCOM, IKP, IAMAI etc. Send in your request to GoK Startup Cell

Startup Events Participate in local networking and mentoring events conducted by Karnataka Startupcell and Partner incubators across the state.

Receive notification of all startup events conducted in association with GoK Startup Cell and avail of free passes (on first come first serve basis)

XI FINANCE, ACCOUNTING AND LEGAL ADVISORY

Startup Cell and Partners

Approach GoK Startup Cell to avail subsidised Services from our legal, finance and accounting partners.

* The above packages are subject to modification based on agreements between KBITS and partners (new and old)