Process/ Stage of the Idea2PoC/ Elevate 2021

1. Background

With the vision to create a world-class startup ecosystem in the state, the Government of Karnataka has taken several strategic investment and policy interventions, to create a culture of innovation and entrepreneurship in the State
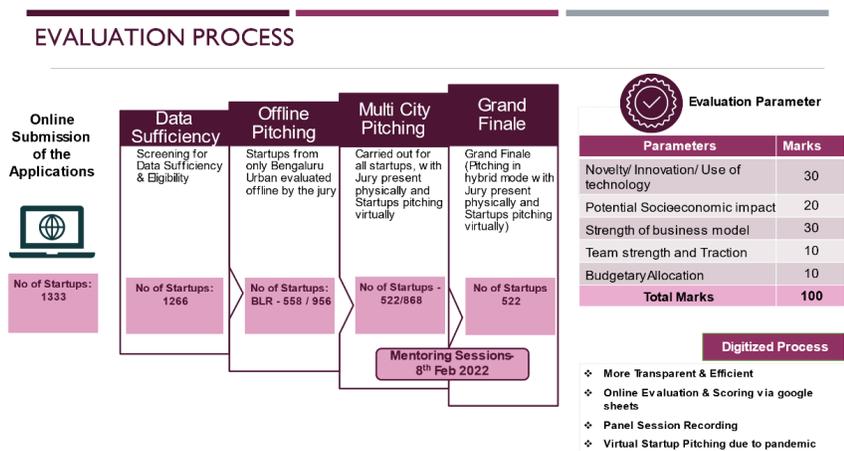
Karnataka was the first state in the country to initiate grant-in-aid to startups without taking equity. The Elevate -Idea2PoC scheme was launched by the Department of Electronics, IT, Bt and S&T, Government of Karnataka to identify and nurture innovative startups and to provide them the necessary boost at various stages through funding or mentoring. A one-time grant of up to Rs. 50 lakhs are given to encourage innovators who may need early-stage funding to develop a prototype, market development, and scale-up. The aim of the initiative was to provide a comprehensive entrepreneurship platform for startups along with giving access to mentors, networking opportunities, funds, idea validation, incubation facilities and in-depth sessions on accounting, legal and emerging technologies. These contributions across sectors have acted as a catalyst for the development of startups.

Since the inception of this program, a total of 14 calls of Idea2PoC/Elevate have been conducted, where 531Startup Winners have been supported with a committed fund of INR 124.28 Crores. A rigorous and thorough evaluation and selection process has been adopted, where the Government plays the role of facilitator that brings together the industry experts and the potential entrepreneurs on a common platform.

Concerted efforts have been made by the Department to make the evaluation process more robust, transparent, and efficient. Several sections of the process were digitized and due to the ongoing pandemic, a hybrid model was adopted by the Government, where all the jury members were physically present to evaluate the startups, who pitched virtually before the jury. One jury consisted of 3 jury members nominated by the startup's ecosystem partners. A total of 52 Ecosystem Partners from Industry Associations/ Institutions assisted the Department in Jury Nomination/Participation during various stages of the evaluation. The Elevate 2021 program witnessed the participation of 433 Jury Members for 144 panels across 12 sectors.

2. Elevate 2021 Evaluation Process Details

Every start-up that applied under the program undergoes a rigorous evaluation process. The program has a 4-stage process for the identification of winners as illustrated below. A large proportion of applications

EVALUATION PROCESS

Stage	Description	No of Startups
Online Submission of the Applications		1333
Data Sufficiency	Screening for Data Sufficiency & Eligibility	1266
Offline Pitching	Startups from only Bengaluru Urban evaluated offline by the jury	BLR - 558 / 956
Multi City Pitching	Carried out for all startups, with Jury present physically and Startups pitching virtually	522/868
Grand Finale	Grand Finale (Pitching in hybrid mode with Jury present physically and Startups pitching virtually)	522

Mentoring Sessions- 8th Feb 2022

Evaluation Parameter

Parameters	Marks
Novelty/ Innovation/ Use of technology	30
Potential Socioeconomic impact	20
Strength of business model	30
Team strength and Traction	10
Budgetary Allocation	10
Total Marks	**100**

Digitized Process

- ❖ More Transparent & Efficient
- ❖ Online Evaluation & Scoring via google sheets
- ❖ Panel Session Recording
- ❖ Virtual Startup Pitching due to pandemic

were received from the Bangalore Urban district and were required to undergo an additional evaluation (stage 2) for filtration. To encourage the startups coming from Beyond Bengaluru regions, after Stage 1, were evaluated directly for stage 3- Multicity Pitching Stage.

A. Evaluation Scoring Parameters

Each startup, at each stage, were evaluated by the Jury on total 100 marks on the following 5 parameters

Parameters	Marks
Novelty/ Innovation/ Use of technology	30
Potential Socio-economic impact	20
Strength of business model	30
Team strength and Traction	10
Budgetary Allocation	10
Total Marks	**100**

B. Idea2PoC Evaluation Committee

Idea2PoC Evaluation Committee has been constituted under the Chairmanship of Additional Chief Secretary, Department of Electronics, IT, Bt and S&T, Government of Karnataka with industry representatives from IIITB, ABLE, NASSCOM, STPI, IESA, ABAI and Chairman , Vision Group Startups. At various stages of the evaluation, the Committee is briefed on the stage analysis and the plans for the subsequent stages. The committee shall make the final decision regarding the shortlisting of the applicants and the average cut-off score to be set for the Startups at each stage.

C. Stage of the Idea2PoC/ Elevate 2021

i. **Online Submission of the Applications**
    Online applications are invited from eligible startups across the state through the Karnataka Startup portal. A total number of 1,333 applications were received between Sep 01 to Sep 30, 2021.

ii. **Stage 1 - Data Sufficiency & Eligibility**
    Basic Data sufficiency and Eligibility evaluation were conducted based on the below-detailed eligibility criteria. A total of 1,266 applications qualified

    • Should be an entity (Pvt. Ltd/ OPC/ LLP/ Partnership Firms) Registered or Incorporated in Karnataka.

    • Total revenue generated in terms of turnover from the date of incorporation should be less than INR 100 Crore

    • Startups should not have crossed 10 years from the DATE of INCORPORATION/ REGISTRATION Certificate

    • Startups/Entity working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model

iii. **Stage 2 - Offline Pitching (Only for Bengaluru Urban Applicants)**
Each applicant from the Bengaluru Urban district had to undergo an offline evaluation by a 3-member jury panel with members from academia, accelerators and incubators, and industry associations, as nominated by the Startup Ecosystem partners. A total of 40 jury panels comprising 120 members conducted the evaluation of the 956 startups, from 13 sectors, on the aforementioned evaluation parameters.

Considering the cut-off set in previous Elevate/ Idea2PoC calls, startups with an average score of 60 and above were shortlisted for Stage 3. A total of 956 Startups from Bengaluru Urban were evaluated and 558 were successfully shortlisted for the next stage.

iv. **Stage 3 – Multi-City Pitching** (MCP)
At this stage, the startups pitched their innovations, virtually, in front of a three-member jury panel. Based on their geographic location, startups were categorized under various clusters (Kalaburagi, Mangaluru, Belagavi, Mysuru, Bengaluru Rural, and Urban District) and the jury members representing academia, and accelerators, incubators, and industry associations were nominated from the respective clusters by the ecosystem partners. Jury members were physically present at the clusters to evaluate the pitch at Kalaburagi, Mangaluru, Belagavi, Mysuru, and Bengaluru Rural cluster and Bengaluru Urban. A total of 60 panels of 181 jury members evaluated the startups under this stage.

Upon completion of this stage, the analysis was presented to the Idea2PoC Evaluation Committee for their approval. To give thrust to inclusivity and equity and encourage women entrepreneurs, the committee approved all women applicants from Beyond Bengaluru, who reached Stage 3, to be shortlisted for the Grand Finale. For the remaining, applicants, the committee decided to set the average score cut-off at 60 and above to shortlist startups for the Grand finale. Out of the total 868 startups, a total of 522 startups qualified for the Grand Finale stage

v. **Mentoring Session**
Department, in association with the industry partners, organized a full-day mentoring session on 8th Feb 2022. Applicants shortlisted for the grand finale were mentored on strategies to make an impactful pitch presentation. Previous elevate winners who have been successful in their ventures were invited to share experiences of their entrepreneurial journey with the applicants.

vi. **Stage 4 – Grand Finale**
A total of 522 startups qualified for the Grand Finale, pitched their ideas virtually in front of the jury panel. Senior industry members with high years of experience, representing academia, accelerators, incubators, and industry associations were nominated by the Startup Ecosystem partners. The stage-wise evaluation was presented before the Idea2PoC Evaluation Committee for their final decision regarding the selection of the winners.

3. **Selection of the winners under Elevate 2021 by the Committee**

The Idea2PoC Evaluation Committee meeting under the Chairmanship of Additional Chief Secretary, Department of Electronics, IT, Bt and S&T, Government of Karnataka was conducted on 1st April 2022. The evaluation process and the final Startups shortlisted in the Grand Finale were presented for the decision regarding the cut-off marks to be set for the winner and the quantum of grant to be allocated.

Due to the overwhelming response received under the Elevate 2021 and considering the budget allocated for the program, approximately 100 startups could be selected. The committee unanimously gave its approval to select 107 Startups as winners under Idea2PoC - Elevate 2021 with an average score cut off >=73, and the grant amount proportionate to the scores awarded by the jury members. In addition to this, 38 women startups from Beyond Bengaluru, with an average cut-off score of >=62 up to 78, were selected by the committee under the Amrita Startups 2021 program.

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Process/ Stage of the Amrita 2021

1. Background

To commemorate the occasion of the 75th year of India's Independence, Amrita Startups 2021 was launched by the Department of El.,IT, Bt, and S&T, for identifying 100 Innovative Startups by SC / ST, OBC and Minorities under the Idea2PoC Scheme. Startups under the SC/ST category have been selected under the Elevate Unnati 2021 call. Amrita Startups 2021 call was conducted to select startups under OBC and Minority categories. The Backward Class Welfare Department and Minority Welfare Department, Government of Karnataka will support startups led /co-lead by OBC and Minorities with a one-time grant of up to **INR. 25 lakhs**, to aid entrepreneurs in early-stage funding.

A rigorous and thorough evaluation and selection process has been adopted, where the Government plays the role of facilitator that brings together the industry experts and the potential entrepreneurs on a common platform. Concerted efforts have been made by the Department to make the evaluation process more robust, transparent, and efficient. Several sections of the process were digitized. Due to the ongoing pandemic, a hybrid model was adopted by the Government, where all the jury members were physically present to evaluate the startups, who pitched virtually before the jury panel. One panel consisted of 3 jury members nominated by the startup ecosystem partners.

A total of 52 Ecosystem Partners from Industry Associations/ Institutions assisted the Department in Jury Nomination/Participation during various stages of the evaluation. The Amrita Startups 2021 program witnessed the participation of 44 Jury Members.

2. Amrita Startups 2021 Evaluation Process Details

A. Evaluation Scoring Parameters

Each startup under Amrita Startups 2021 was evaluated by the Jury with a total of 100 marks on the following 5 parameters

Parameters	Marks
Novelty/ Innovation/ Use of technology	30
Potential Socio-economic impact	20
Strength of business model	30
Team strength and Traction	10
Budgetary Allocation	10
Total Marks	**100**

B. Idea2PoC Evaluation Committee

Idea2PoC Evaluation Committee has been constituted under the Chairmanship of Additional Chief Secretary, Department of Electronics, IT, Bt and S&T, Government of Karnataka with representatives from IIITB, ABLE, NASSCOM, STPI, IESA, ABAI and Chairman, Vision Group Startups. At various stages of the evaluation, the Committee is briefed on the stage-wise analysis and the plans for the subsequent

stages. The committee shall make the final decision regarding the shortlisting of the applicants and the average cut-off score to be set for the Startups at each stage.

C. Evaluation Stage of the Amrita 2021

Every start-up that applied under the program had to undergo a 3-stage rigorous evaluation process

i.   Online Submission of the Applications

The application window was open from 20th December 2021 to 29th January 2022 and a total of 145 applications were received across various sectors, of which 101 applications were received from OBC and 44 from Minority entrepreneurs

ii.   **Stage 1 - Data Sufficiency & Eligibility**

Applications complying with the eligibility criteria as per the Startup Policy and Amrita Startups 2021 Guidelines (OBC & Minority category) were selected. Out of the 145 applications, a total of 92 Applications were shortlisted for the next stage of evaluation.

- Should be an entity (Pvt Ltd./OPC// Partnership Firms) Registered or Incorporated in Karnataka.

- Total revenue generated in terms of turnover from the date of incorporation should be less than INR 100 Crore

- Startups should not have crossed 10 years from the date of incorporation/ registration Certificate as of 18th September 2021.

- Startups/Entity working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

- At least one of the Director(s)/ Partner(s) should belong to OBC/Minority community and should hold a minimum of 51% Share in the company/ firm.

- Such OBC/Minority Director(s)/ Partner(s) should possess a valid digital caste certificate issued by the Revenue Department, Govt. of Karnataka with a valid RD NUMBER.

- Such OBC/Minority Director(s)/ Partner(s) should continue to be a part of the business for at least three years from the date of receiving benefits from the Department.

- Terms and conditions of ownership should NOT be altered to his/her advantage during the project.

iii. **Stage 2 – Multi-City Online Pitching**

At this stage, the startups pitched their innovations, virtually, in front of a three-member jury panel from 28th February 2022 – to 4th March 2022. A total of 25 jury members evaluated the 92 startups under this stage. Jury members representing academia, accelerators, incubators, and industry associations were nominated from the respective clusters by the ecosystem partners.

Applicants scoring 45% and above were qualified for Stage 3- Grand Finale. A total of 67 applicants qualified for the Grand Finale round.

iv. **Mentoring Session**

A mentoring session - *"Decoding a good pitch and understanding the Investor"* was organized for the finalists on 9th March 2022, with an aim to prepare and guide the startups for making an impactful pitch presentation.

v. **Stage 3 – Grand Finale**

67 finalists pitched virtually in the final round of Amrita Startups 2021 and were evaluated by a total of 19 jury members. A 3-member Jury Panel was constituted as nominated by the ecosystem partners. The final analysis of the results of the Grand Finale Amrita 2021 was presented to the Backward Class Welfare Department and Minority Welfare Department, Government of Karnataka in a meeting held on 18th March,2022

4. **Selection of the winners under Amrita Startups 2021 by the Committee**

A meeting was held under the Chairmanship of Additional Chief Secretary, Department of Electronics, IT, Bt and S&T, on 18th March,2022, with the Backward Classes Dept. and Minority Welfare Dept. to discuss on the eligible startups as per the respective categories and grant allocation. The Idea2PoC Evaluation Committee meeting under the Chairmanship of Additional Chief Secretary, Department of Electronics, IT, Bt and S&T, Government of Karnataka was conducted on 1st April 2022. The evaluation process and the final Startups shortlisted in the Amrita Grand Finale were presented for the decision regarding the cut-off marks to be set for the winner and the quantum of grant to be allocated. The Committee gave approval to the selection of 27 Startups under OBC Category and 24 Startups under Minority Category under Amrita Startups 2021 program with an average cut off score of >=60.

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