

Guidelines for GENESIS Matching Investment Funding Component

Gen-Next support for Innovative Startups (GENESIS) of Ministry of Electronics and Information Technology (MeitY), Govt. of India provides 1:1 Matching Investment Funding of upto Rs. 50 lakhs for the DPIIT-registered startups.

This program aims to accelerate the growth of startups with validated solutions and a proof of concept. 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 Objective:

The GENESIS Investment Component is designed to achieve the following outcomes:

- Support the scaling of innovative startups that solve persistent problems in Tier-II and Tier-III cities.
- Provide essential services like mentorship, networking, customer connections, investor connections, and internationalization support.

Key Benefits for Startups:

1. Financial Support

- Receive a 1:1 matching grant of up to 50 lakhs. This funding is based on external funds raised by the startup.
- Please note that government grants are not considered for matching.
- The funding instrument is equity.

2. Structured Acceleration Program

The program is structured over six months to help startups achieve specific milestones. Core activities include:

- Month 1: Design Thinking, PMF, Growth Mindset.
- Month 2: Go-To-Market Strategy, Unit Economics, Business Model Canvas.
- Month 3: Scalable Tech Architecture, Growth Hacking, Compliance.
- Month 4: Customer Segmentation, Financial Capability, Valuation.
- Month 5: Term Sheets, SHA, Cap Table, Fundraising.
- Month 6: Demo Day Prep & Investor Connect.

3. Ongoing Support

- Startups are provided with monthly one-to-one business and tech mentoring sessions.
- The program targets investor-readiness milestones, including the preparation of a cap table, SHA, term sheet, and data room.
- Startups are encouraged to make investor connections, both virtual and physical.

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 like Deep-tech, AI/ML, Cybersecurity, IoT, Blockchain, Fintech, Ed-tech, or Health-tech.
- Must have a market-ready product and preferably be revenue-generating.
- Preference is given to startups with granted patents.
- Must not be involved in any legal disputes.
- Cannot be a startup previously supported under the TIDE 2.0 (Scale up) or Samridh schemes.
- Funding Restrictions Verification: The matching fund by the investor:
 - Is not from any other government resources.
 - Is not from any incubator under the SAMRIDH program.
 - Is not receiving matching fund commitments from the family of the founders.

Last date for Application : 30 October, 2025