GENESIS

INVESTMENT COMPONENT

GUIDELINES

MeitY Startup Hub (MSH)

Ministry of Electronics & Information Technology, Government of India

Implementing Agency (G3 City)

Navotthan Startup Foundation

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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 — Call for Applications & Selection

1. **Open Call for Applications on MSH-SPMS**
   Responsible: MSH
2. **Screening based on eligibility criteria as per Investment Guidelines**
   Responsible: Implementing Agencies (IAs)
3. **Initial Evaluation by IA on the solution and investment readiness**
   Responsible: Implementing Agencies (IAs)
4. **Expert Committee Evaluation**
   Responsible: Evaluation Committee (MSH, IA, Domain & Investor Experts)
5. **Nomination of startups based on cohort size allocation to IAs**
   Responsible: Implementing Agencies (IAs)
6. **Final Approval by MSH**
   Responsible: MSH

GENESIS Investment Component — Onboarding, Funding & Post-Investment

ONBOARDING & ACCELERATION

7 — **Startup Onboarding by executing Incubation Agreement**
Responsible: IAs & Startups

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8 — **Initiate Acceleration Programme**
Responsible: Implementing Agencies (IAs)

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MATCHING FUND & DISBURSEMENT

9 — **Matching Fund document submission by startups**
Responsible: Startups

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10 — **Submission of validated documents by IAs to MSH**
Responsible: Implementing Agencies (IAs)

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11 — **Fund Sanction by MSH**
Responsible: MSH

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12 — **SHA/DoA/Debenture Agreement submission along with RoC documents (MGT-14, PAS-3, PAS-4)**
Responsible: Implementing Agencies (IAs) & Startups

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13 — **Fund Allocation / Assignment by MSH on PFMS/RBI**
Responsible: MSH

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14 — **Fund Disbursement to Startups**
Responsible: MSH

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POST-INVESTMENT COMPLIANCE

15 — **Post-Fund Documents submission to MSH**
Responsible: Implementing Agencies (IAs)

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POST-PROGRAM
Continued monitoring, quarterly reporting, and follow-on investment readiness support

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 development support; pilot/project conversion; revenue and sales funnel optimisation	New customer/pilot opportunities; improved sales pipeline; 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

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.

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.

Annexure I — Pitch Deck Framework

Download the Pitch Deck template using: GENESIS Investment Framework Template.pptx *(will be required at the time of EC meeting)*

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)

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)	