

## STARTUP INDIA

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LEVERAGING PEOPLE FOR TOMORROW...

# Startups

The term start-up refers to a **company in the first stages of operations.**

Start-ups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand

**There are 5 types of startups:**

Small Business Startups

Buyable startups

Scalable Startups

Offshoot Startups

Social Startups



# Startup India....

**Startup India is a Flagship initiative of the Government of India.**

**The campaign was first announced by India's Prime Minister, Narendra Modi during his speech on 15<sup>th</sup> August 2015.**

**Intended to catalyze startup culture and build a strong & inclusive ecosystem for innovation & entrepreneurship in India**

**The action plan of this initiative is focusing areas:**

- 1. Simplification & Handholding**
- 2. Funding support & Incentives**
- 3. Industry Academia Partnership & incubation**



# Startup India....

India has registered a whopping rise of 15,400% in last 6 years

The total number of recognised start-ups in India rose from 471 in 2016 to **72,993** as on 30th June 2022

The Top 8 Best Performing States are Gujarat, Karnataka, Meghalaya, Kerala, Maharashtra, Odisha, Telangana, J&K

Ecommerce has the maximum share of India's Unicorn & it is fastest growing sector in India

Indian Start-ups funding hits \$11.8 Billion in Q1 of 2022. There are more than 800+ recently funded start-ups in India

India has emerged as third largest start-up ecosystem with a maximum share of Unicorn after United States & China. There is more than 12.5% growth year on year

# Startup India....

The number of Women Entrepreneurs stood up at 14% in last couple of years

Startup in the country have been able to create an estimated 40,000 jobs over the year, taking the total jobs in startup eco system to 1.7 lakhs

Over 26 states in the country have startup policies

Corporate Connect & Government Support are the major drivers for the startups in India to take quantum leap forward



# Startup Process....



# Eligibility for Startup in India....

The startup should be incorporated as a private limited company or registered as a partnership firm as limited liability partnership (LLP)

Turnover should be less than INR 100 Crore in any of the previous financial years

An Entity shall be considered as startup up to 10 years from the date of its incorporation



# Benefits for Startup in India....

- Simplified process for Registration
- Easy Access to Funds & Chose your investor option - 10,000 Crore Parked as venture capital to fund Startups
- Reduction in operating cost
- Tax Holiday for 3 Years
- Apply for Government Tenders – Exempted from prior Experience/Turnover
- Avail benefits of 7 R&D facilities/parks set by GOI
- Very few compliances
- Tax Saving for Investors
- Ease of Exit – Within 90 days of notice
- Meet up other Entrepreneurs - Network platforms/Fests



# 7 Steps to Register Startup in India....

Step 1: Incorporate Business

Step 2: Register with Startup India

Step 3: Get DPIIT Recognition (Department for Promotion of Industry & Internal Trade)

Step 4: Recognition Application

Step 5: Documentation for Registration such as Incorporation Certificate of Startup, Proof of Funding, LLP Registration, PAN Number etc.

Step 6: Recognition Number

Step 7: Other Areas like Patents, Logo Registration, Trademarks, Labour laws certificate etc.

# Important for Any Startup ....

- Executive Summary for Business Proposal – Problem, Solutions, Market & Mission
- Market Insight – Trends/Data for last 3 years/Size & Scale to Capture
- Leadership Team/Bandwidth – Organization Structure – Ownership
- Target Audience – Size & Scale of Business
- What to offer – Product/Service – Features, Benefit for end user, Prototype Analysis, Pricing Index & Penetration, Sales Forecast
- Projected Key Financials – Sales, Expenses, Customer Acquisition Cost, Gross Profit & Net Profit & Breakeven Point/Volume etc.
- Customer & Employees Proposition Value

# Important for Any Startup ....

- Business Model – Key Partners, Cost Structure, Key Activities, Resources, Value Proposition, Channels, Customer Segments, Customer Relations & Revenue Stream
- Key Factors to success – Market Competition, SWOT Analysis
- After Sales/Service - Structure/Mechanism
- Communication Strategy- Spread the Word, Inspire, Engage, Connect & Nurture
- Corporate Governance & Compliances



# Challenges for Startup ....

- Insufficiency of Talent
- Lack of Risk-taking Ability
- Ease of Finance
- Management of Start up
- Recruitment
- Right Mentor
- Lack of Marketing Strategies
- Government Involvement –Road Map
- Peer Pressure
- Investment Prospects



# Success Factor for Start up ....

- Growth Mindset
- Strong Leadership
- Unlock the True Potential
- Vision/Mission/Strategy/Objectives
- Goals Setting backed by Goal Stepping
- Linking Strategy to Execution
- Crafting an Action Plan
- Communicate Effectively
- Use of Technology
- Effective Performance Management Process
- Stability of 3P's People, Process & Physical Workplace
- Sustenance
- Build Growth Culture
- Pause & Review & No blame game
- Journey & Learning on Continuous Basis



# Disadvantage for Startup ....

- High Risk within first year of operation
- Compensation as compared to the efforts put in
- Market Access
- Team Composition
- Resource Mobilization including cash flow
- Role/Goal Clarity
- Strong Processes including people processes
- Stability & Consistency
- Stress & Fatigue



# Top 20 Startup's in India....

- CRED
- NYKAA
- GROWW
- MEESHO
- OLA CABS
- SWIGGY
- BOAT
- DELHIVERY
- FLIPKART
- PAYTM
- DREAM 11
- RAZOR PAY
- DIGIT INSURANCE
- URBAN COMPANY
- UPGRAD
- INMOBI
- PHARMEASY
- INSTAMOJO
- POSTMAN
- PRACTO

# Learning from the Successful Startups

- Anything is possible if you preserve
- Find the right Problem & Solutions
- It is all about people - get the right talent – Celebrate quick wins
- Product & Service Delivery is important key to success
- Nurture professional network & build relationships
- Take inspiration from Kaizen - keep improving & go for perfection
- Success comes from opportunities, not ideas
- Stay lean – hire who matters & add value
- Get focused. Do one thing at a time
- Make things as simple as possible
- Stay ahead of competition





# Learning from the Startups Failures

- Founders having skin in the game is necessary
- Don't just sell, Create a Story
- Don't be blind, be strategic
- Don't Move Slow, Move Fast
- Don't assume, find a Need
- Don't fear failures, Embrace it
- Don't start for Money, Have a Purpose
- Don't do Everything Yourself, Empower Others
- Good Governance is very important – Think long term
- Be more resilient



# Some Important Quotes....

- Make Mistakes Faster
- It is not about idea; it is making ideas happen
- A startup is a company that is confused about 1. what its product is. 2. who its customers are. 3. How to make money...
- We have a Strategic Plan; it's called doing things...
- Ideas are easy, implementation is hard....
- Your most unhappy customers are your greatest source of learning
- Price is what we pay, Value is what we get...
- Chase the vision, not the money, the money will end up following you....
- The best startup generally come from somebody needing to scratch an itch...
- Stay self funded as long as possible....

# Let us get going ....



**Ordinary people can deliver extraordinary performance**







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