

<b>Format of application for Assistance under 'MP Startup Policy and Implementation Scheme 2022' for Startups</b>	
<b>Authorized Representative</b>	
Name of Representative	
Designation	
Mobile No.	
Email ID	
Board Resolution / Authorisation letter / PoA <b>(Sample – Annexure A)</b>	
<b>Entity Details</b>	
DPIIT Recognition Number	
Name of the Entity	
Nature of Entity	
Industry	
Select Industry	
Sector	
Select Sector	
Corporate Identification Number	
Incorporation/Registration Date	
PAN Number	
Startup Address	
<b>Startup Details</b>	
Is it a Technology/Product Startup or both? Startups should be using technology in its core product or service or business model or distribution model or methodology to solve the problem being targeted. Product Startup means start-ups having tangible product. Both means start-ups with technology at core along with tangible product.	<b>Technology/ Product/ Both</b>
What is the problem you are solving?	
What is your value proposition for this problem?	
What is your unique selling point?	
What is your target customer segment?	
What is the market size of the opportunity?	Enter in (₹)
How do you aim to scale-up?	
What will be the revenue model? (Revenue Model: It is a framework for generating financial income and identifies the sources of revenue for a product or service.)	
Upload Pitch Deck	
Website URL ( Optional )	
<b>Startup Team</b>	
Name & Background of the CEO	Max. 500 characters
Category of CEO	Gen/SC/ST/OBC
Person with disability	Yes/No
LinkedIn Profile (Optional )	
Promoter Details: Fill in details of each promoter of the startup.	
Name of Promoters	
Category of Promoters	Gen/SC/ST/OBC
Person with disability	Yes/No
Aadhaar Card Number	

Add Promoter	
Upload Aadhaar Details(Upload copy of Aadhaar card for each promoter)	Supported file format - PDF only   Max. size: 15 MB
No. of full-time employees	
Supporting Document upload	<ol style="list-style-type: none"> <li>1. Incorporation Certificate of the Startup</li> <li>2. Memorandum of Association and Article of Association of the Startup</li> <li>3. Audited statement of the Startup (Last 1 Year, If applicable)</li> <li>4. PAN and TAN card</li> <li>5. Aadhar Card of the Director/CEO</li> <li>6. Details/Demo of the product/Pitch deck</li> <li>7. Startup Bank Account Cancelled Cheque Copy</li> <li>8. Valid Recognition Certificate from DPIIT</li> <li>9. Notarized affidavit by the unit in respect of the month wise number of total employments for the applied year.</li> <li>10. Affidavit in the prescribed format. Annexure B</li> <li>11. Details of the financial arrangement (from its own sources or bank loan or sanction/disbursement letter of the financial institution in case of loan from a financial institution recognized by SEBI/RBI).</li> <li>12. Caste certificate (OBC/SC/ST)</li> <li>13. Physically Handicapped certificate (If applicable)</li> </ol>
Bank Account Details	<ol style="list-style-type: none"> <li>1. Name as given in Account</li> <li>2. Account No.</li> <li>3. IFSC Code</li> <li>4. MICR Code</li> <li>5. Name of bank with complete branch address</li> </ol>

### (I) Funding Assistance

Funding Details	
Have you raised any funding from SEBI/RBI registered institutions?	Yes/No
Current Funding Requirement	
Instrument applying for	Matching Grant (15%, Max Rs. 15 Lakhs)
Quantum of Funds Required	Enter in (₹)

Prior Funding Details (Please give details of all the funding details received by the Startup across different rounds of funding.)					
Date	Amount (in ₹)	Financial Instrument Select (Grant/Debt/Equity)	Name of Funding Agency	Funding Agency Type Select (Government/Corporate/VC/Angel Funds/Others)	Upload Proof Documents such as CA Certified Share Certificate/ Bank Account Statement/Relevant Agreement/Sanction Letter etc.

### Funds Deployment Plan with Broad Expense Categories



#### **(IV) Assistance to Product based Start-ups**

##### **a. Training Expenditure Reimbursement**

Sr. No	Assistance Type	Claimed Assistance	Remarks and Upload Proof Documents
1.	Training Expenditure Reimbursement		<ol style="list-style-type: none"><li>1. Detailed Training Report with Impact delivered</li><li>2. List of Employees participated</li><li>3. Acknowledgement letter from each employee with Aadhar, Pan card, Madhya Pradesh domicile certificate who have received training.</li><li>4. Acknowledgement letter copy from Training agency/partner on successful completion of the training.</li><li>5. Training fees transaction receipt.</li></ol>
Total Assistance sought			

##### **b. Employment Generation Assistance**

Sr. No	Assistance Type	Claimed Assistance	Remarks and Upload Proof Documents
1.	Employment Generation Assistance		<ol style="list-style-type: none"><li>1. Employment Agreement Proof.</li><li>2. Claimed amount proof (Bank Receipt and Audited Statements)</li><li>3. Acknowledgement letter from the employees including Aadhar card, PAN card, and Cancelled cheque copy from each employee.</li><li>4. List of employees with EPF No. (If applicable)</li></ol>
Total Assistance sought			

##### **c. Rebate on Power Tariff:**

Sr. No	Assistance Type	Claimed Assistance	Remarks and Upload Proof Documents
1.	<i>Rebate on Power Tariff</i>		<ol style="list-style-type: none"><li>1. Self-attested copy of Electricity Bill on company's name</li></ol>
Total Assistance sought			

**LETTER OF AUTHORIZATION (On the letter head of the company)**

To  
Head,  
Madhya Pradesh Startup Centre,  
Department of MSME,  
Govt. of Madhya Pradesh  
Date:  
Dear Ma'am/Sir

**Subject: Letter of Authorization**

I/We hereby authorize Smt/Shri \_\_\_\_\_ with  
designation \_\_\_\_\_ holding Aadhaar \_\_\_\_\_ (copy to be attached  
with this letter) to submit the application for Startup India recognition on behalf of the entity named  
\_\_\_\_\_ having CIN/LLP no./Registration no.  
\_\_\_\_\_ with registered office at  
\_\_\_\_\_ PAN  
\_\_\_\_\_ and DPIIT No: \_\_\_\_\_ (copy to be attached with this letter) .

The abovementioned representative is also authorized to make declarations and to submit documents, wherever required, on behalf of the entity. These declarations and submissions are made towards the requirement of the startup recognition application.

I/We further confirm that the entity is liable for and bound by all acts of commission and omission by the authorized representative. All acts committed by the above authorized representative shall be treated as if these acts were committed by the entity.

The specimen signature of Smt/ Shri \_\_\_\_\_, the authorized representative, is attested below:

\_\_\_\_\_  
Signature of Authorized Representative

Yours faithfully,

\_\_\_\_\_  
Signature of Director (in case of Private Ltd. Company) / Designated Partner (in case of LLP) / Registered Partner (in case of Partnership Firm)

Name:                      Designation:                      Date:

Seal of the Company

*Note: The Letter of Authorisation cannot be signed by the person nominated by the entity. It should be signed by another person from the entity as given in prescribed format. Only in case of an OPC, the director should authorize themselves.*

Attach:

1. Authorised representative: Adhaar card, PAN card
2. Company: DPIIT certificate, PAN card, Certificate of Incorporation.

## Annexure B

### AFFIDAVIT (To be submitted on Non-Judicial Stamp Papers)

I \_\_\_\_\_(Son/Daughter/Spouse) of Mr./Mrs. \_\_\_\_\_, resident of \_\_\_\_\_<Address>\_\_\_\_\_do hereby affirm and self-declare as under:

1. That I am the founder/cofounder/director of the company M/s\_\_\_\_\_ having it's CIN\_\_\_\_\_ and active in ROC under MCA.
2. We have applied to for \_\_\_\_\_incentive under Madhya Pradesh Startup Policy and Implementation Scheme 2022.
3. With reference to the Madhya Pradesh Startup Policy and Implementation Scheme 2022, we, having examined the Application and Policy document and understood their contents, hereby submit our application for the aforesaid assignment. This application is unconditional.
4. All information provided in the application and in the appendices is true and correct.
5. This statement is made for the express purpose of showing interest as an applicant for undertaking the assignment.
6. We shall make available to Industries Commissioner, Department of MSME, Government of Madhya Pradesh any additional information it may find necessary or require supplementing or authenticate the application.
7. We acknowledge that application is a process to identify and shortlist the beneficiary of the respective incentive.
8. We also understand that based on the Application, shortlisting process, and due diligence the respective applied incentive will be awarded
9. We understand that you may cancel the application process at any time and that you are neither bound to accept any application that you may receive nor to invite the applicants to apply for the assignment, without incurring any liability to the applicants, in accordance with the Policy and application document.
10. We declare that we are not a member of any other firm applying for this assignment.
11. That our start-up:
  - a. has been incorporated/registered in India and DPIIT recognised with valid recognition certificate
  - b. will have registered office in Madhya Pradesh
  - c. Is working towards innovation and development of new products & services driven by technology or Intellectual Property
  - d. Has not formed by splitting up or reconstruction of a business already in existence.
  - e. Is not availing similar assistance from any other policies/schemes of Government of Madhya Pradesh during the Madhya Pradesh Startup Policy and Implementation Scheme 2022 applicable period
12. Information, statements, and documents given herein are to the best of my knowledge & belief, true and correct in all particulars.
13. That if any difference will be found later in my statement in respect of above-mentioned application then I shall be responsible for the same and understand that I will not be awarded the respective benefit under the Policy.
14. I am duly authorized to sign an application and details and documents submitted in this application.

Authorized Signature:

Name and Title of Signatory:

Name of the Applicant,

Address,

Telephone:

Seal of the Company