



UTTAR PRADESH START-UP SECTOR



COMMUNITY TASK
MEDIA CREATIVE JOB
SUCCESS SOLUTION MONEY BRAINSTORM CEO
LEADERSHIP INNOVATION INVESTOR
STARTUP
INCUBATOR RESEARCH TEAMWORK
PROJECT LAUNCH SOCIAL
CERTIFICATION
TECHNOLOGY
STRATEGY TIME
MANAGEMENT
MARKETING
PLANNING
ANALYTICS
IDEA

Global Scenario

- Despite turbulent years of COVID, the top five global startup ecosystems maintain their reign at top, with Silicon Valley in the first position, followed by New York City and London tied for second for the second year in a row. Beijing and Boston follow at fourth and fifth, respectively.
- North America continues to dominate the Global Rankings, with 50% of the Top 30 ecosystems coming from this region, followed by Asia with 27% and Europe with 17% of the top performing ecosystems globally.
- The global startup economy is worth over USD 3.8 trillion in Ecosystem Value, more than the individual GDP of most G7 economies, not including the value of exits prior to 2018.
- There are now 79 ecosystems generating over \$4 billion in value which is more than double the number identified in 2017.
- 91 ecosystems created unicorns in 2020.¹

India Scenario

- The Indian Startup landscape has shown tremendous growth over the past decade and has become the third-largest startup ecosystem in the world.
- Over the past 7 years (2015-2022), there has been:
 - I. 9x Increase in Number of Investors
 - II. 7x Increase in Total Funding of Startups
 - III. 7x Increase in Number of Incubators
- India's IT startup ecosystem has received record investments of nearly USD 36 billion in privately held companies in 2021, up from USD 11 billion in 2020.²
- India is the largest in number of startups being added every hour (4 startups/per hour), 3rd largest in number of startups and the 3rd largest unicorn community.
- The Government has recognized over 80,000 startups.
- Creation of more than 9.5 lakh jobs across the country, with 49% of them having a base in Tier 2 - Tier 3 cities.³
- An INR 10,000 Crore Fund of Funds was launched by Government of India under which INR 9,408 Crores have been invested in 582 startups by AIFs
- Government of India has also launched Startup India Seed Fund Scheme (SISFS) with an outlay of INR 945 Crore to provide financial assistance to 3,600 entrepreneurs through 300 incubators in the next 4 years.

Key Statistics

86,699 Startups Registered with DPIIT	30 States and UTs with Startup Policy
643 Districts with Startups	49% Startups from Tier 2 & 3 Cities
950K+ Employment through Startups	11 Average Employees per Startup

Source: States' Startup Ranking 2021 Startup India

1. The Global Startup Ecosystem Report GSER 2021

2. IBEF

3. Startup India Hub

Uttar Pradesh Scenario

- Uttar Pradesh has 8,000+ startups registered under the Startup India Program
- 950+ startups are registered on www.startinup.up.gov.in portal to avail various incentives provided under UP Startup Policy 2020
- UP has 55 approved incubators.
- Facilitated the participation of 20+ startups for participation in international event's
- Conducted 10+ women entrepreneurship growth programs in Uttar Pradesh such as Women startup
- Summit by FICCI Flo, Women Startup Program 4.0 by IIM-L & IIM-B.
- Conducted 40+ incubator sensitization workshops for promoting and supporting startup ecosystem in Uttar Pradesh.
- Multiple events like- 11th Strategic Electronics Summit by ELCINA, India First Tech Startup Conclave cum Awards Show by AICRA etc. were conducted to promote growth on drone and aviation technology related startups.
- Conducted 5+ programs for investment promotion and awareness activity like Navo Nivesh fest, DISHA, etc.

Highlights of the Uttar Pradesh Startup Ecosystem



INR 20+ crores Financial Support
State- supported and Private Incubators 55
Women - led Startups 3939
Number of Registered Startups 8000+
Registered Mentors 45+
Grassroot Startups 100+

Source: States' Startup Ranking 2021 Uttar Pradesh Startup India

- Flagship event "Agri-Tech Product Showcase" for 'aspiring entrepreneurs' to have hands-on experience before they can finally enter the market. It brings together the academic community, venture capitalists, and new-age entrepreneurs.
- UP EV Manufacturing and Mobility Policy 2019 offers attractive fiscal and nonfiscal incentives to promote EVs startups.
- Startup incentives have impacted over 16 women-led startups.
- Startup delegations from Uttar Pradesh are given exposure at national/International events such as Dubai Expo, Slush etc.
- Promotion of startup policy at college and youth fests such as TechKriti

Policy Support

Uttar Pradesh Startup Policy, 2020

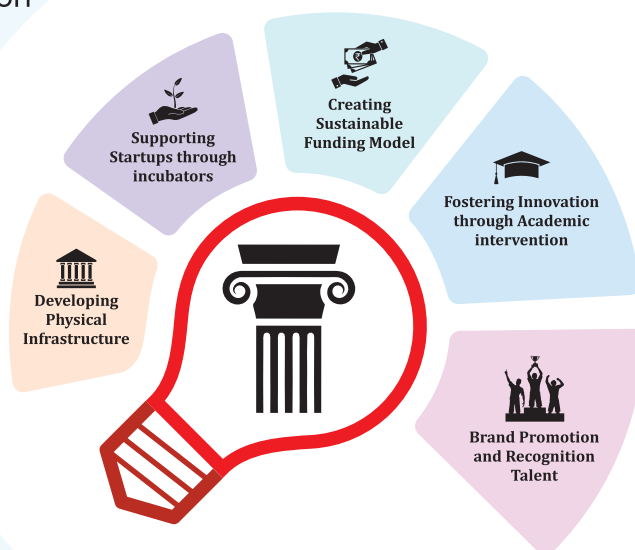
The Startup Policy 2020 is valid for five (5) years from the date of its notification, and it supersedes all the clauses pertaining to the startup section of previous policies i.e. UP IT & Startup Policy 2016 and UP IT & Startup Policy 2017-2022. The goals defined in Uttar Pradesh Startup Policy, 2020 are:

- To be among the Top 3 States in the “States' Startup Ranking” conducted by Startup India
- Establish 100 Incubators, a minimum of one in each district of the State
- Develop a minimum of One Million square feet of incubation/acceleration space for startups
- Create the ecosystem for at least 10,000 startups in the State
- Establish 8 state-of-the-art Center of Excellence (CoEs)
- Establish India's largest Incubator in Lucknow

Key Policy Objectives

- Infrastructure Development
- Fostering innovation through academic intervention
- Funding the Startups
- Integration with Yuva Hub
- Innovation Hub at AKTU
- Integration with ODOP
- Leveraging the NRI Connect
- Center of Excellence as Knowledge Centers
- Incubators as anchors of Startup Ecosystem
- Brand Promotion and Recognition of Talent

Broad Pillars of Uttar Pradesh Startup Policy



Source: States' Startup Ranking 2021
Uttar Pradesh Startup India





Incentives

- Sustenance allowance at the rate of INR 17,500 per month per startup for a period of one year up to 25 startups per incubator per year shall be given to startups at the idea stage.
- Prototype grant of up to INR 5 Lakhs is provided to startups to get their Minimum Viable Product ready.
- Seed Capital/Marketing Assistance to support startups through early-stage funding for maturing their ideas/ concepts. The seed capital is given in the form of Marketing Assistance up to INR 7.5 Lakhs per startup to upto 25 startups per incubator per year to launch the Minimum Viable Product (MVP) in the market.
- The cost of filing of successful patent shall be reimbursed to the incubated startups for Indian as well as foreign awarded patents: INR 2 Lakhs for Indian patents and INR 10 Lakhs for International Patents.
- Reimbursement to startups for participation in events – upto INR 50,000 for national events and INR 1 Lakh for international events.
- Startups having women/ Transgender/ Divyangjan cofounders with more than 26% equity shall be eligible to get additional 50% incentives on Sustenance Allowance and Seed Capital.
- Additional 50% shall also be given to startups having registered offices / operations in Purvanchal/ Bundelkhand regions or cofounders hailing from Economically Weaker Sections (EWS).
- Incubators are supported with Capital grant on setting up / scaling up technology infrastructure up to maximum INR One (1) Crore or INR 1.25 crore if they are established in Purvanchal/ Bundelkhand regions.
- Financial support to incubators up to INR 30 Lakhs per year to cover operational expenditure for 5 years or until self-sustainable whichever is earlier.
- A matching grant of upto INR 1 Lakh per startup, maximum INR 10 Lakh per program shall be given to competent institutions, upto 5 program per institution per year to run acceleration program of minimum 12 weeks for supporting the startups. Maximum 100 such programs could be organized in a year under the policy

Startup Unicorns in Uttar Pradesh

Paytm	: Paytm is India's first fintech unicorn based out of Noida in Uttar Pradesh.
PineLabs	: Noida based fintech unicorn, pioneer of cloud-based unified point-of-sale platform which later evolved into an integrated merchant solution for payments, risk assessment, multi-channel analytics, lending & insurance, brand offers, cashbacks, integrated billing etc.
Moglix	: A B2B commerce platform for industrial products hailing from Noida became India's 13th Unicorn in year 2021.
Innovaccer	: Noida based Innovaccer became the first Indian Healthtech unicorn after raising \$105 Mn in a Series D round, led by Tiger Global Management.
PhysicsWaallah	: Edtech company PhysicsWallah based out of Prayagraj, the first edtech and overall 101th company in India to achieve the Unicorn status.
India Mart	: India Mart is India's largest online B2B marketplace, connecting buyers with suppliers. With 60% market share of the online B2B Classified space in India, the channel focuses on providing a platform to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals.
Info Edge	: Info Edge has an in-depth understanding of the Indian consumer internet domain. With years of experience in the domain, strong cash flow generation and a diversified business portfolio, it is one of the very few profitable pure play internet companies in the country.
Paytm Mall	: Paytm Mall is an E-commerce platform providing quick, convenient and trouble free online shopping experience.

Key Players in Uttar Pradesh



Contact Details for investor query handling

Name of Nodal Officer	: Shri Akshay Tripathi, IAS
Designation	: Managing Director, Uttar Pradesh Electronics Corporation LTD and Special Secretary, Department of IT & Electronics GoUP
Contact No	: 0522-2286808
Email id	: upcllko@gmail.com



Address : 4th Floor Block A PICUP Bhawan, Lucknow, Uttar Pradesh 226010

Phone No. : +91-522-2720236, 2720238

E-mail : upgis2023@investup.org.in | advantageup@investup.org.in

Website : <https://invest.up.gov.in/>



Information and Public Relations Department, U.P.