



Booster KIT Docket for GoK Startups

HDFC Bank Limited:-



Sl No.	Services
1.	Provide all the participating winning Start-ups at Elevate and other flagship initiatives with periodic support and financial services pertaining to improving their presence in the market for eg: hosting Startups product and services on B2C Smartbuy Platform, providing opportunity to showcase the business model of recommended startups by KITS via HNI meet under the Smartup Program for the Term of this MoU.
2.	Enrol and register Karnataka Startup Cell as a government partner under the Smartup Programme to provide the privilege of referring its portfolio Start-ups for participation in the Smartup Programme.
3.	Build awareness in Startups part of the Smartup programme who are based out of Karnataka to enrol under Startup Karnataka and leverage the benefits associated under the Startup Policy.
4.	Provide Mentoring Support via Smartup Program to all the Elevate Winners for a period of 6 to 8 Weeks during the MoU period. An advance intimation of 15 to 20 days needed for Mentorship by HDFC Bank Limited
5.	All services agreed upon under Smartup Program will be available to Startups of Karnataka Startup Cell and enrolled under Smartup Program.
6.	Promotion of B2C Startups through our SmartBuy Program.
7.	Promotion of Women led Startups through Smartup Unnati Initiative.
8.	Support to Rural Innovation/ Beyond Bengaluru case to case basis post evaluation
9.	HDFC Bank would provide an opportunity to startups associated with Startup Karnataka to pitch their solutions to requisite stakeholders and will work towards providing them an opportunity to showcase their solutions. In addition, HDFC Bank will extend incubation and acceleration support through their partners to all startups banking with them

Razorpay:-



The scope of the cooperation between KITS and Razorpay shall include the following actions:

1. Cybersecurity Awareness workshops

Razorpay, with support from KITS, shall facilitate detailed workshops on cybersecurity awareness with concerned law enforcement departments in the following areas:

- Technologically enabled transactions
- Identification of risks and types of fraud
- Are any other relevant areas

The workshops shall be hosted for nodal officers from relevant departments within the Government of Karnataka.

2. Supporting Karnataka startup ecosystem

Razorpay shall provide mentorship and support, including knowledge-sharing sessions, to Startups and MSMEs registered with KITS as per mutually agreed terms and conditions between Razorpay and KITS.

Knowledge-sharing sessions shall cover relevant topics, including digital marketing, product management, payments, fundraising, and others.

3. Driving Karnataka Fin-tech Taskforce, with support from the Government of Karnataka

The Fintech Taskforce shall be envisioned as a dedicated sector task group, focused on promoting and enhancing the area of fin-tech in the State of Karnataka. The Taskforce shall be supported by the KITS, with the implementation partner as Karnataka Digital Economy Mission (KDEM).

❖ Focus areas of the Fin-tech Taskforce shall include:

- Development of a fin-tech ecosystem with a focus on cities beyond Bengaluru.
- Support the Government of Karnataka in the formulation of policies and programs in the fintech ecosystem.
- Promote fintech through collaborations with the Government of Karnataka in conducting fintech-related activities and other awareness programs.
- Suggest leading practices globally/ nationally and advise the Government of Karnataka on areas to facilitate fintech growth in Karnataka.

**Teeglobal Accelerator For Innovation
Network -The GAIN:-**



To the Memorandum of Understanding between KITS and The GAIN

Overall areas

1. Both parties acknowledge the need to collaborate and enhance the ecosystem for promoting innovation and entrepreneurship in technology areas such as information technology, biotechnology, and related areas. These technologies could be in the areas including, but not limited to HealthTech, FinTech, AgriTech, CleanTech, Rural Livelihoods, Education, Energy, Waste Management, Sanitation, Drinking Water, Environment, Civic Tech, Governance, etc.
2. The GAIN and KITS have agreed that KITS will have access to The GAIN's Platforms and Programmes which includes access to The GAIN's infrastructure in terms of office space and labs, resources, in terms of mentors, and experts as well as programs such as grand challenges, knowledge sessions, boot camps and webinars as per the terms set forth by The GAIN
3. The GAIN may leverage KITS' infrastructure and knowledge, including labs, facilities, and expertise, for initiatives and programs as per the objectives stated in this MoU.
4. KITS and The GAIN agree to explore future synergies as and when they evolve outside the purview of this MoU
5. The GAIN will extend business incubation and venture acceleration support to KITS in terms of capacity-building programs for entrepreneurs and innovators to encourage innovators to commercialize solutions through entrepreneurship.

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**Dayananda Sagar Entrepreneurship
Research and Business Incubation –
DERBI:-**



To the Memorandum of Understanding between KITS and DERBI Foundation

Overall Areas

1. Both parties acknowledge the need to collaborate and enhance the ecosystem for promoting innovation and entrepreneurship in technology areas such as information technology, biotechnology, and related areas. These technologies could be in the areas including, but not limited to Healthcare, Rural Livelihoods, Education, Energy, Waste Management, Sanitation, Drinking Water, Environment, Civic Tech, Governance, etc.
2. DERBI Foundation and KITS have agreed that KITS will have access to DERBI Foundation's Platforms and Programmes which includes access to DERBI Foundation's infrastructure in terms of office space and labs, resources, in terms of mentors, and experts as well as programs such as grand challenges, knowledge sessions, boot camps and webinars as per the terms set forth by DERBI Foundation.
3. DERBI Foundation may leverage KITS infrastructure and knowledge, including labs, facilities, and expertise, for initiatives and programs as per the objectives stated in this MoU.
4. KITS and DERBI Foundation agree to explore future synergies as and when they evolve outside the purview of this MoU.
5. DERBI Foundation will extend business incubation and venture acceleration support to KITS in terms of capacity-building programs for entrepreneurs and innovators to encourage innovators to commercialize solutions through entrepreneurship.

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Paytm:-



SCOPE OF WORK:

One97 or its affiliate shall provide directly or arrange the below-mentioned services via a third party to be provided to the merchant on-boarded under this MoU. The followings are the broad services and terms & conditions offered to the merchants on-boarded under this MOU. For receiving the services offered by One97 or its affiliate, One97 or its affiliate shall agree with such merchants as it may deem fit.

• PAYMENTS

- ✦ Paytm Payment Gateway:
- ✦ Free credits worth INR 3 Lakh (up to INR 50,000/month for 6 months)
- ✦ 0% MDR on all UPI and Rupay Transactions.
 - ✦ Paytm Electronic Data Capture Machines (EDC)
 - ✦ Paytm Sound Box.
 - ✦ Paytm Postpaid/BNPL

• DISTRIBUTION & GROWTH

- ✦ Paytm Ads
- ✦ Paytm mLoyal

Product/ Business/ Payments Workshops: One97 can also do exclusive workshops with portfolio companies on topics of fintech, payments, product management, etc. depending upon questions and business challenges being faced by the portfolio companies

• One97 Deals & Gift Vouchers (GV)

❖ Terms & Conditions

- Free credits worth INR 3 Lakh (up to INR 50,000/month for 6 months).
- For Payment Gateway, The start-up should continue to use the payment products for some time at least equivalent to the period of offer post the completion of the offer period.
- One97 can modify the offerings of the Paytm Startup Toolkit at any time and the same will be conveyed to KITS.



Microsoft:-



The services are intended to promote entrepreneurship and create a nurturing ecosystem for Karnataka Startup Cell registered startups with Cloud Services & Business Support through the program - **Microsoft for Startups**:

- Microsoft for Startups is a unique program designed to help startups grow their business through access to technology, channels, markets, and customers. Ready-to-scale startups receive dedicated support, in addition to free access to Microsoft cloud technologies, enterprise-grade technical support, and powerful development tools.

Microsoft for Startups program offers the following benefits for startups registered with Karnataka Startup :

❖ **Build Your Startup:**

- Unlock up to \$150,000 in Azure credits and additional time to build, as the startup grows
- Free access to Microsoft tools and platforms (Visual Studio, GitHub, M365, Power Platform, Dynamics 365)
- Exciting third-party partner offers from OpenAI, Drata, and Ansarada, with new offerings, added on a rolling basis

❖ **Access to Expert Guidance:**

- 1:1 technical advisory sessions and 24/7 technical assistance to overcome roadblocks and build at every stage
- The Microsoft Mentor Network gives access to expert feedback and advice on topics ranging from product roadmap to business plan and beyond
- Tailored learning paths, content, and events designed to help founders progress to the next stage

StrongHer Ventures:-



StrongHer Ventures through the program - Arise Accelerator offers the following benefits for Karnataka Startup Cell registered women-led and women-focused startups with:

- The Arise accelerator (<https://www.strongher.vc/arise>) engages the entire women-led innovation ecosystem, including founders, investors, experts, mentors, corporates, and academia, with hands-on master classes, expert-led deep-dives, networking, client connects, community, and much more (Engage). This program is applicable for pre-Seed women-led and women-focused startups in categories such as fintech, health, future of work/life, consumer, and Web 3.0
- Arise brings together Startup Karnataka's extensive startup connections. The program will engage with 5000 startups, mentor 1000 entrepreneurs, and invest in over 200 startups. It will impact the engagement and empowerment of over a million women in the country, resulting in a 5x increase in funding for women entrepreneurs, doubling the number of women leaders across the impacted group of women, and a 50% reduction in the pay gap. Arise expects to add \$1.5 billion to the country's women-led economy (GDP).
- Apart from capital investment, Arise will offer women entrepreneurs benefits including knowledge sessions, boot camps, sector experts, engaged mentoring, curated networking events, hiring drives, warm client connects, access to follow-on capital, highly subsidized WeWork spaces, and up to \$1M worth of benefits and valuation impact.
- Arise brings in engagement from industry leaders and successful entrepreneurs for mentorship support to the startups.
- A comprehensive, curated, and hands-on 12-week program will immerse startups in competitive strategy, design, marketing, operations, and fundraising that leads to 1:1 investor meetings and Demo day.

AWS Activate:-



The services are intended to promote entrepreneurship and create a nurturing ecosystem for Karnataka Startup Cell registered startups with Cloud Services & Business Support which provides cloud credits for hosting of website and business support.

AWS Activate offers the following benefits for startups registered with Karnataka Startup :

- \$5000 in AWS Activate Credits valid for 2 years
- 1 year of AWS Business Support (up to \$ 1500)
- 80 Credits for Self paced labs.

