

STARTUP INDIA **INVESTOR CONNECT**

Matchmaking Platform for Investors & Startups

HOW TO LAUNCH YOUR **INVESTMENT OPPORTUNITY**

A Step-by-step Guide to Create and Publish Your Investment Opportunity

Prerequisites for Creating Investment Opportunity

1

You have your Login Information

If you do not have your login information, please skip to [next page](#)

2

You have created your Investor Profile with Mandatory Fields

If you have not created your Investor Profile, please refer to Guide 1

If you have your Login Information and you have created your Investor Profile as required, login to your account and move to [Page 6](#)

On the website www.investorconnect.startupindia.gov.in
Click on the below icon to Login/ Register



Click on Register, if you do not have your username & password.

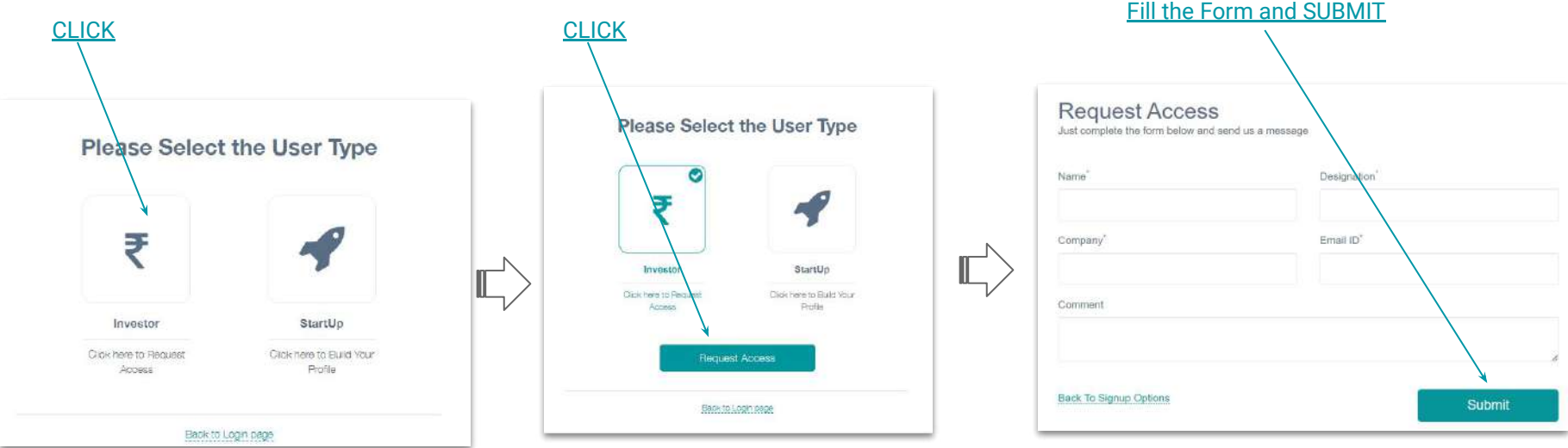
You will be redirected to *Select User Type*. After Selecting *Investor* as your user type, please click *Request Access*.

After clicking on *Request Access* Button, please fill up the form. The concerned team will register you on the portal and share your username & password

The screenshot shows the homepage of the Startup India Investor Connect portal. At the top left is the logo with the hashtag #startupindia. The navigation menu includes Home, About, For Startups, For Investors, Investment Opportunities, FAQs, and Grievance. There are also links for Hindi and social media icons for Facebook and Twitter. A user profile icon is visible in the top right corner. The main banner features the text 'STARTUP INDIA INVESTOR CONNECT' and two buttons: 'For Startups' and 'For Investors'. A 3D illustration of a person standing on a platform with floating tablets is in the background. A white modal window is overlaid on the page with the text 'Welcome to Startup India Investor Connect' and two buttons: 'Login' and 'Register'. At the bottom, a teal footer contains a paragraph of text describing the platform's purpose.

Startup India Investor Connect is a platform that connects startups with investors to facilitate investment opportunities through AI based matchmaking. Through this, entrepreneurs will be able to directly reach out to multiple investors using one single application and pitch their startup idea.

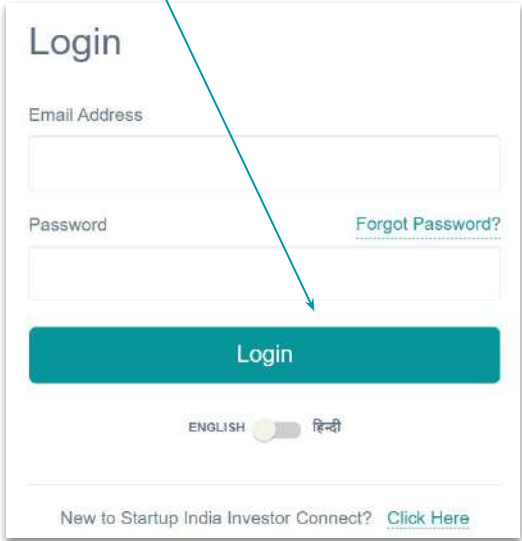
If you do not have your username & password, follow the below steps



Your license will be created within 24 hours and you will receive an email with your account login information

Once you receive your account information, enter Your Username (Email Address) and Password.
When you login to your account, you will be asked to enter your brief details. Please enter the details and hit SAVE

[LOGIN](#)

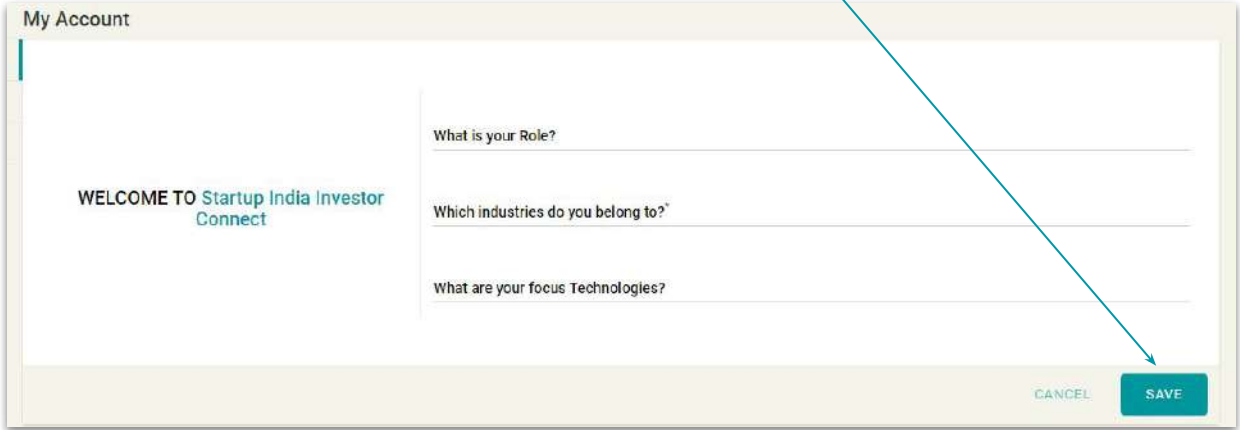


The screenshot shows a login form with the following elements:

- Header:** "Login" in a large, bold font.
- Form Fields:** Two input fields labeled "Email Address" and "Password".
- Buttons:** A large teal button labeled "Login".
- Links:** A link labeled "Forgot Password?" next to the password field.
- Language Toggle:** A toggle switch between "ENGLISH" and "हिन्दी".
- Footer:** A link that says "New to Startup India Investor Connect? [Click Here](#)".

Login Page

[SAVE](#)



The screenshot shows a "My Account" page with the following elements:

- Header:** "My Account" in a bold font.
- Message:** "WELCOME TO Startup India Investor Connect" in the center.
- Form Fields:** Three input fields with labels: "What is your Role?", "Which industries do you belong to?", and "What are your focus Technologies?".
- Buttons:** "CANCEL" and "SAVE" buttons at the bottom right.

Landing Page

Creating Investment Opportunity

1. Click *Investment Opportunity* button
2. On this page, Click *Add New* button

The screenshot displays the 'Investment Opportunity' page on the Investo Connect platform. The page features a search bar at the top, a navigation menu with 'INVESTMENT OPPORTUNITY', 'WATCHLIST', and 'MESSAGING', and a main content area. The main content area includes a search bar, a sidebar with 'INVESTMENT OPPORTUNITY (+ ADD NEW)' and 'SHARED INVESTMENT OPPORTUNITY (0)', and a central section titled 'Fund Innovative Startups' with a 'POST YOUR INVESTMENT OPPORTUNITY' button. A list of steps is provided: 'Follow 3 Simple Steps: 1. Create Investment Opportunity, 2. Invite startups, 3. Invest in startups'. Two callout boxes on the left point to the 'INVESTMENT OPPORTUNITY' button and the '+ ADD NEW' button.

INVESTMENT OPPORTUNITY

+ ADD NEW

#startupindia
INVESTO
CONNECT

ADVANCED SEARCH

SEARCH

INVESTMENT OPPORTUNITY WATCHLIST MESSAGING

Search Investment Opportunity

INVESTMENT OPPORTUNITY (+ ADD NEW)

SHARED INVESTMENT OPPORTUNITY (0)

#startupindia
INVESTO
CONNECT

Fund Innovative Startups

Follow 3 Simple Steps:

1. Create Investment Opportunity
2. Invite startups
3. Invest in startups

POST YOUR INVESTMENT OPPORTUNITY

A pop-up for *Create Investment Opportunity* will open. Add information in the given fields and **SAVE**

Create Investment Opportunity

Upload Banner/Image Post your Investment Opportunity

Upload Banner/Image Investment Thesis

Company sidbi company SHOW COMPANY NAME Investment Application Expiry Date

Technology/Sector Focus Industry Focus Please select at least one industry

Startup Eligibility Criteria Location Preference

Fund Name Funding Amount (in ₹) Funding Denomination

Startup Revenue-Stage Preference Stage Preference

Minimum Ticket Size (in ₹)

SAVE



Supply Chain

Example

About Opportunity:
Prime Investor is looking to invest in Technology startups solving supply chain and logistics problems. The startup should be solving a challenge faced by product companies in downstream and/or upstream logistics

Company : sidbi company Investment Application Expiry Date : Nov 29, 2022

Fund Name :

Total Fund Size : ₹200 Million Startup Revenue-Stage Preference : Pre-Revenue

Minimum Ticket Size (in ₹) : 100000000 Location Preference : India

Technology/Sector Focus : Big Data & Analytics, Cyber Security Stage Preference : Seed

Industry Focus : Consumer Packaged Goods Startup Eligibility Criteria : Startup should have at least an MVP Startup should have a full-time tech team dedicated to creating product

ATTACHMENT	ATTACHED BY	DATE	
1_to_200.pdf	Test Investor	28-Apr-2023	×

Add File

SAVE

You can also *Add Files* to provide detailed information to the applying startup

Add File

Create *RFI* questionnaire and specify mandatory questions, for startups to reply while applying to your *Investment Opportunity*

Question: Test REQUIRED Single Selection ▾

Option1

Option2

[+ Add Option](#)

*The character comma is not allowed in the option values

[SAVE](#)



RFI

1. What is your team size? ✎ ✕ ↺

2. Please describe your technology stack ✎ ✕ ↺

3. What's your revenue range? ✎ ✕ ↺

[+ Add Question](#)



Also activate folders for startups to share relevant documents. The names of the folders can be customized, by clicking *Edit* button. The stage at which the folders open for startups also can be specified while activating each folders.

FOLDERS

<input checked="" type="checkbox"/> Pitch Deck ✎ ✕	<input checked="" type="checkbox"/> People ✎ ✕	<input checked="" type="checkbox"/> Strategic Directions ✎ ✕
<input checked="" type="checkbox"/> Revenue Management ✎ ✕	<input checked="" type="checkbox"/> Technology ✎ ✕	<input checked="" type="checkbox"/> Financials ✎ ✕
<input checked="" type="checkbox"/> Information Visibility ✎ ✕	<input checked="" type="checkbox"/> GRC ✎ ✕	<input checked="" type="checkbox"/> Step Change ✎ ✕
<input checked="" type="checkbox"/> Financial Due Diligence ✎ ✕	<input checked="" type="checkbox"/> Legal Due Diligence ✎ ✕	<input checked="" type="checkbox"/> Others ✎ ✕

[+ Add More Folders](#)

Publishing Investment Opportunity

You are now ready to publish your *Investment Opportunity*. Click on *Publish Opportunity*

1. If you wish to go *PUBLIC*, chose **Make it Public**
2. But if you want to publish the opportunity privately and want startups to apply on 'Invite Only' basis, click **Keep It Private**. In case of Private Opportunity, please confirm by clicking *PUBLISH* on the pop-up

ASPIRE - A SCHEME FOR THE PROMOTION OF INNOVATION & RURAL INDUSTRIES

Created By : Test Investor On : Apr 28, 2023 | Shared With : - | Total Applications : 0 | **Publish Opportunity** | Invite Startup

About Opportunity:
ASPIRE- was launched to set up a network of technology centers and to set up incubation centers to accelerate entrepreneurship and also to promote startups for innovation in the agro-industry.

Company :	Test Investor	Investment Application Expiry Date :	May 03, 2023
Fund Name :	Test Investor Fund- I	Startup Revenue-Stage Preference :	Revenue Generating
Total Fund Size :	₹700 Million	Location Preference :	India
Minimum Ticket Size (in ₹) :	300000000	Stage Preference :	Series B
Technology/Sector Focus :	AgriTech	Startup Eligibility Criteria :	Test
Industry Focus :	Agriculture		

ATTACHMENT	ATTACHED BY	DATE	
1_to_200.pdf	Test Investor	28-Apr-2023	×

Add File

Publish Opportunity ▾

Keep It Private

Make It Public

Info ✕

You are about to Publish your 'Private RFI'.
Please invite the startups after the RFI is published.
Only the invited startups will be able to view and apply to this RFI.

PUBLISH

Confirm if you want to *Keep It Private*

Investment Opportunities that are Public, can be shared on Social Media or link can be copied to be shared via email/text message

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ATTACHMENT	ATTACHED BY	DATE	
1_to_200.pdf	Test Investor	28-Apr-2023	×

[+](#) Add File



Links to share the Investment Opportunity with startups

Once it opens, they can read the details, download the files and *Apply*

On the Investor Connect website, startups can click and open desired Investment Opportunity



Agritech 2022 Startups

[← View All Investment Opportunities](#)

About Opportunity:

Looking to invest in startups for providing micro-loans for agriculture.

Technology/Sector Focus	Agn Tech/Smart Agriculture
Industry Focus	Horticulture
Startup Eligibility Criteria	Growth Stage
Startup Revenue Preference	Revenue Generating
Minimum Ticket Size (in INR)	---
Location	India
Preference of Stage	Seed
Total Fund Size (in INR)	500 Million

Company: sidbi company

Expiry Date: 25-05-2023

Attachments:

1200px-SIDBI_LOGO.png

Apply

THANK YOU

Please email akanksha@growthabler.com for any support