

# **STARTUP INDIA**

**Brand Manifesto**

# LANDSCAPE

What does starting up entail?

Entrepreneurship is the glitzy dream that keeps every other millennial on their toes. However with a constant slew of angry investors, sleepless nights, and demanding customers, this dream seems hard to achieve.

Standing alone and standing apart comes with a lot of struggles and how many organizations -- if at all -- strive to make the 'startup life' easy?

## WHAT SETS US APART

For the common lot, starting up feels like a distant reality, fit only for those with access to splendid resources and hefty contacts. But we're here to debunk that notion and make entrepreneurship more accessible; **give the youth a common ground for ideation and action.**

The baggage that comes with starting up -- procedures, processes and paperwork becomes our playground, while disruption of status quo becomes theirs.

# POSITIONING

The values and traits you embody. Note that these attributes are strictly 'brand-level', not deriving existence from your products or your people, but rather your philosophy.

## YOUNG

We stand up for the youth and help them stand out.  
As a brand we're young, energetic and progressive.

## DIRECT

We are what we say, there are no hidden truths when it comes to the messages we convey.  
Far away from jargons, we are concise, simple and upfront.

## ACCESSIBLE

As a brand that encourages young entrepreneurs,  
it goes without saying that we're supportive and approachable -- we create a space for entrepreneurs to imagine, innovate and do.

## FUTURISTIC

Our hindsight is what sets us apart-- when it comes to the world of startups and problem solving, we're always a step ahead. Evolving with the times is our thing.

# BRAND MANIFESTO

Starting up.

It isn't like running a race.

Rather, it's a marathon.

Filled with daily challenges.

So while some stay the course,  
many fall by the way.

Why?

It's because while they might have had the right idea,  
most don't realise what it takes to bring that idea to life.

The know-how.

The experience to foresee problems, and side-step them.

Which is where our role lies.

As you make innovation and ideation your playground,  
the processes and paperwork become ours.

We help you cross the hurdles,  
make laws and schemes to fuel your startup.

And as you get ready for the final run, we ensure nothing slows you down.

Yes, there's a long distance to be covered.

But we're here for you until the finish line is in sight.

# COMMUNICATION GUIDELINES

## > **Confident, not lofty**

There's beauty in simplicity and we're weary of newspeak -- we're the experts when it comes to startups and we want everyone else to know that as well. Our tone must be confident while being kind.

## > **Friendly, not ambiguous**

We know what we want to say and how we want to say it. Although startup jargon can sometimes get too heavy-handed, we make sure our communication is friendly and conversational.

## > **Informative, not boring**

We're innovative when we talk about innovation -- even though our aim is to educate and inform our audience about the workings of the 'startup world', we make sure we do it in the most interesting way possible.

# TALKING POINTS

**Startup India supports and empowers startups by providing financial resources, networking opportunities, tax benefits and incentives every step of the way.**

## **One-stop solution for startups**

The all-in-one guide when it comes to startups, we address the problems entrepreneurs face. For ex- Startup India Hub to facilitate exchange of knowledge and provide access to funding.

## **Reduce Regulatory Burden**

Filings, returns, certifications and other complex procedures become simpler with Startup India. For ex- we provide self-certification under Labor Laws for startups.

## **Support and Incentives**

From resources, networking opportunities to continuous hand holding, Startup India simplifies every step of starting up. Ex - Funds of Funds of USD 1.6 Billion has been introduced which in turn invest in Startups.

## **Independent organization**

Startup began with the aim of supporting and promoting startups. Often, it is associated with political parties and we want to step away from that.

**END.**