

Kerala Startup Ecosystem

Information on Fostering Start up Growth in Tier 2/3 Cities

I. Information on hackathons, ideathons, summits, and other events designed to foster a positive perception of startups in Tier 2/3 cities.

Startup Events

Events are an integral part of nurturing the startups. They provide the perfect networking opportunity for the startup founders. Kerala Startups Mission organises various events around the year to provide startups with the exposure to the stakeholders and to foster a positive perception of startups. Some of them are given below.



Huddle

Huddle India is the focal point for startups and tech talent as well as top-tier investors, executives and media. The conference features stage programmes, side-events such as networking sessions, roundtable discussions and facilitated workshops to help startups connect with the right investors and corporates.

[Learn More](#)



Seeding Kerala

It's a two-day investor-focussed event. On the first day, the general track meant for all registered startups and another track for investors are held. The HNI network as well as investors from across the country are invited to witness the promising startups from the state.

[Learn More](#)



Women Startup Summit

Women Startup Summit is an initiative to encourage aspiring women professionals to take up the entrepreneurial journey and develop an inclusive ecosystem in Kerala. The summit brings together successful women leaders, startup founders, policy makers and aspiring women entrepreneurs at a common platform to share their experiences, aspirations and celebrate success stories.

[Learn More](#)



Fintech Summit

FINTECH SUMMIT will bring together attendance of over 250 fintech professionals, and speakers who're shaping the current and future of payments and digital banking & financial products & services. Hear from the most sought-after thought leaders and experience a wide range of keynotes, exclusive panels, demos, and networking opportunities.

[Learn More](#)



Healthtech Summit

Health Tech Summit brings together the key stakeholders from the private healthcare segment on a common platform to discuss the challenges in data leveraging. Startups will have the amazing opportunity to showcase their products and services to the hospitals and healthcare administrators. Kerala shall be launching the Health tech Accelerator for startups to build globally scalable amazing products.

[Learn More](#)



Procurement Summit

Public Procurement Summit is bringing together all the departments and Startups who worked together under the programme Government as a Marketplace and also opening up the opportunity that awaits for collaborative engagement. Government as a Marketplace is one of the unique programmes run by KSUM, considered as one of the Best Practices by the State Government, in the State Ranking Framework by Startup India, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry.

[Learn More](#)



Elevate

Elevate is a thematic workshop conducted in various identified sectors. The workshops are designed to help startups gain visibility among the investor community. On the other side, the potential investors from professional communities gain deeper insights into the efforts of startups.

[Learn More](#)



Investor Cafe

Investor café is an opportunity for startups looking for funds to connect with investors and get funded. It offers one to one speed dating for startups to raise funds. Angel networks and VCs from across India participate in the event.

[Learn More](#)



Meetup Cafe

Meetup Café is the place for startups, industries, institutions and investors to come together, share their knowledge and develop a community whose focus is the overall development of the ecosystem.

[Learn More](#)

For the real time updates on these events, visit the Start up Mission portal by clicking the link: <https://startupmission.kerala.gov.in/startups/events>

Further, there are upcoming events and details about the past events are available in the portal, which is accessible via the link: <https://startupmission.kerala.gov.in/events>. Some of the past events are given below.



Startup 360

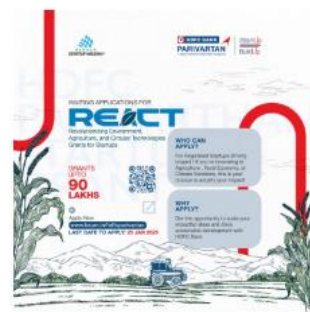
30

Jan 2025
10:30 AM

31

Jan 2025
16:00 PM

[Read More](#)



REACT – Revolutionizing Environment, Agriculture, and Circular Technologies Grants for Startups

12

Jan 2025
10:21 AM

25

Jan 2025
12:00 PM

[Read More](#)



Huddle Global 2024

28

Nov 2024
11:00 AM

30

Nov 2024
17:00 PM

[Read More](#)



Fundamentals on Accounting & Compliance ,Tally

09

Oct 2024
14:00 PM

09

Oct 2024
16:00 PM

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Founder Development Program

09

Oct 2024
09:30 AM

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Oct 2024
13:00 PM

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Mastering Your Startup Pitch Deck

08

Oct 2024
11:00 AM

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Oct 2024
12:00 PM

[Read More](#)

ii. Access to an extensive list of mentors, incubators, co-working spaces, and other resources that support startup growth, including a defined framework for onboarding sector-specific mentors, publishing profiles, and arranging online/offline meetings, complete with a fee structure.

Kerala Startup Mission since its initial inception has been maintaining a strong panel of mentors for supporting the startups in its various stages of growth. The mentoring support offered to the startups has brought obvious advantages for the startups and KSUM has witnessed this transformation. Being the nodal agency the number of startups that KSUM now is catering to has spread across 3000 and in this regard KSUM is expanding its mentor network through this initiative Startup Mentor Collective.

Who can avail Mentorship?

Startups having [Unique ID](#) / registered with Kerala Startup Mission are eligible to avail mentorship.

How to avail Mentorship?

Startups can browse through the list of mentors classified based on their areas of expertise below. Once they identify the necessary mentor they can use the "Connect Now" button to connect with the mentor. The startup will be asked to login using their KSUM Unique ID credentials (or Startup India Credentials). Once logged in the startup can send a connection request to the mentor. This will invoke an approval request to the mentor chosen. Once the mentor approves the request a meeting link is auto generated and details are shared with the startup and mentor.

How to Join as a Mentor?

Mentors interested to interact with startups can register through the mentorship portal: <https://mentors.startupmission.in/mentor/register>

Mentorship Fee

The mentors who have been onboarded are offering their service voluntarily and the startups can avail mentorship without any charges. KSUM ensures the facilitation of the mentor meetings and does regular follow-ups with the mentors and startups to ensure that fruitful mentorship is provided.

KSUM Mentor Portal – Mentorship Timeline

1. Startup Onboarding & Login (Day 1)

- Startup registers on the KSUM Mentor Portal using Startup India Credentials or KSUM Unique ID.
- Once logged in, the startup gains access to the mentor directory.

2. Selecting Mentorship Preferences (Day 1-2)

- Startup chooses the preferred mentorship area based on their requirements.
- A list of available mentors in the selected sector is displayed.

3. Scheduling a Meeting (Day 2-3)

- Startup requests a meeting with a selected mentor.
- An email notification is sent to the mentor.

4. Mentor Approval (Day 3-5)

- Mentor reviews the request and accepts or rejects the meeting via email.
- If accepted, both startup and mentor receive a confirmation email with a meeting link.

5. Conducting the Mentorship Session (Day 5-7)

- Startup and mentor attend the online mentoring session at the scheduled time.
- KSUM facilitates the session and ensures smooth execution.

6. Feedback Collection (Day 7-8)

- After the session, both startup and mentor receive an email requesting feedback.
- Startup and mentor submit feedback on the session.

7. Follow-up & Engagement (Ongoing)

- KSUM tracks mentorship progress and follows up with startups and mentors.
- If required, the startup can schedule additional sessions or choose a different mentor.

The complete list of various mentors is accessible <https://mentors.startupmission.in/> where more than 307 mentors are available, which also can be selected through filtering the domain as per the requirement.

Given below is the sample list of mentors, which is published in Start up Mission portal.

Meet Our Mentors

Filter By:

[All](#)
[Product/Service design](#)
[Go to Market](#)
[Business strategy](#)
[Capital structuring and Fund raising](#)
[Business Development](#)
[General](#)

 Aaquiib Seekho Education Private Limited (i8We) business Development CONNECT NOW	 Abdul Jaleel Kavungal Product/Service design CONNECT NOW	 Abdul Paravengal Capital structuring and Fund raising CONNECT NOW	 Abin Jose Post doctoral Scientist RWTH Aachen Product/Service design CONNECT NOW	 Abin Kuriakose Chief Strategy & Innovation Officer World Business Chicago Business Development CONNECT NOW
 Achyut Lead-Open Innovation HCL Technologies Ltd. Business strategy CONNECT NOW	 Adarsh Samalopanan Vice President & Partner Yes Bank Ltd Go to Market CONNECT NOW	 Adv. Ninan Corporate Lawyer Capital structuring and Fund raising CONNECT NOW	 Afthab Rahman Digital Growth manager Interval Learning Business strategy CONNECT NOW	 Aiswarya Soman Senior Advisor DELL Technologies Product/Service design CONNECT NOW

For further information, kindly see the User Manual by clicking the link <https://docs.google.com/document/d/1fhj1Gz8h7WwBfgQDZ6M4CCoIIX8o4eWurq1fopPIhHw/edit?tab=t.0>

iii. Information on grants, incentives/ subsidies available for Startups along with detail procedure, timelines, fees and documents required.

In order to help startups in their entrepreneurial joinery Kerala Startup Mission has introduced various policies and schemes to support startups.

Kerala Startup Policy details various startup fundings such as

- (1) Grants for innovative ideas (Rs 2 lakhs per idea),
- (2) Seed funding (pre commercialization)
- (3) Alternate Investment fund (Kerala Focused)
- (4) Early-stage Funding (KSIDC & KFC)
- (5) Standard Investment Subsidy etc.

The complete policy including these details can be accessible by clicking the link <https://startupmission.kerala.gov.in/file/reports/2699bc01-f62e-4e1a-b833-108fb0acd3ee.pdf?expires=1738761854&signature=92fdc2d32bafdce66c32b679fd81abc5cc011e4c4fa59e912de29044b4205ad8>

Innovation Grant

The Govt. of Kerala has introduced the **Innovation Grant** scheme to provide financial assistance to startups and entrepreneurs to help them convert their innovative ideas into full-fledged ventures. This scheme is implemented through Kerala Startup Mission, which is the nodal agency of Govt. of Kerala for startup-related activities and schemes.

Innovation grant is not a prize money for having an idea. The purpose of the innovation grant is to help innovators and startups to develop the prototype or product and scale up into full-fledged ventures.

Types of Grants

- **Idea Grant** - For startups who are in Ideation & Designing Stage/Proof of Concept Stage to the Minimum viable prototype. The grant amount is upto Rs.3 lakhs.
- **Idea Grant (Student Innovator)** - For students who are in Ideation & Designing Stage/Proof of Concept Stage to the Minimum Viable Prototype Development. The grant amount is upto Rs.2 lakhs
- **Productization Grant** - For startups who are looking to convert the Minimum viable prototype into the final product with early traction/ early revenue. The grant amount is upto Rs.7 lakhs.
- **Women/Transgender Productization Grant** - For women/transgender startups who are looking to convert the Minimum viable prototype into the final product. This grant will be an additional to the existing productization grant. The grant amount is upto Rs.12 lakhs.
- **Market Acceleration Grant** - For startups who are looking for accelerating their revenue. The grant amount is upto Rs.10 lakhs
- **Scale-up Grant** - For startups who are looking for scaling up and maximising revenue. The grant amount is upto Rs. 15 lakhs.

Process of Scheme: The applications will be invited through Kerala Startup Mission website. The calendar of future processes will also be published. Once the application is open the notifications will be pushed through our social media and print media channels. Only completed applications will be considered for shortlisting.

Apply Here: <https://grants.startupmission.in/>

Eligibility Criteria

- For Idea Grant, an innovator should be based in and out of Kerala. Company incorporation and KSUM unique ID are mandatory for the fund disbursement process.
- For all other grants, the Startup should be completed Company Incorporation process and KSUM unique ID Certification

Benefits of Scheme

- Idea grant - **Upto 3 lakhs**
- Productization Grant - **Upto 7 lakhs**
- Scaleup Grant - **Upto 15 lakhs**
- Market Acceleration Grant - **Upto 10 lakhs**
- Idea Grant (Student Innovator) - **Upto 2 lakhs**
- Women/Transgender Productization Grant - **Upto 12 lakhs**

Application Fee

- No Fee Applicable

For More information, visit <https://startupmission.kerala.gov.in/schemes/innovation-grant>

Seed Fund

Govt. of Kerala has introduced the Seed Support scheme to provide financial assistance to startups to foster the formation and development of innovative, technology-based business enterprises that will stimulate the economy of the State of Kerala through venture creations, increased employment and leveraging of private investment. This scheme is implemented through Kerala Startup Mission, which is the nodal agency of Govt. of Kerala for startup related activities and schemes.

Eligibility Criteria

- The startup should be a registered company in Kerala as an LLP or Pvt. Ltd company and should have an active KSUM Unique ID.
- The startup company has DIPP registration and an 'Active'/'Active Compliant' status with MCA. Applications with 'Active Non-compliant' have chances to be rejected and this (Form INC 22A) should be done before fund disbursements are made.
- The startup must be working on an innovative product or technology. The seed fund is not generally given for service startups and SMEs working in trade and commerce.
- The startups shall not have any other pending dues with any of the Government agencies, KSUM, Other incubators in the state and shall not be blacklisted by any Govt. agency in India
- The startup director should have a good CIBIL Score, preferably more than 750.

Benefits of Scheme

- Seed Fund of Rs.15 Lakhs at a subsidised interest rate of 6% per annum.
- Moratorium 12 months

- Repayment in 24 EMIs for loans up to Rs.5 Lakhs and 36 EMIs for loans above Rs.5 Lakhs

Outcome of Scheme

- Early-stage seed funds to startups against P.O, for product development, customer development, marketing and scaling up

Application Fee

- No Fee Applicable

Process of Scheme

Application for seed fund can be submitted online through KSUM website. The application has two parts: Business Profile & Seed Proposal.

Submit the seed application form and upload the required documents. Incomplete forms will be rejected.

Apply Here: <https://startups.startupmission.in/login>

For More information, visit <https://startupmission.kerala.gov.in/schemes/seed-fund>

More schemes are available in the Startup Mission Kerala portal which are displayed below and the same is accessible by clicking the link <https://startupmission.kerala.gov.in/schemes>

 Soft Loan Scheme for Women Entrepreneurs Women Funding Scheme Read More	 Innovation and Entrepreneurship Development Centres Students Read More
 International Exchange program Others Read More	 Marketing Support Others Read More
 Support to Rural Innovators Others Read More	 Fund of Funds Funding Scheme Read More
 Innovation Grant Funding Scheme Read More	 Rent Subsidy Others Read More
 Seed Fund for Women Entrepreneurs Women Funding Scheme Read More	 Seed Fund Funding Scheme Read More
 Soft Loan against PO for Women Entrepreneurs Women Funding Scheme Read More	 Startup Communities Development and Partnership Programmes Others Read More
 R & D Grant Funding Scheme Read More	 Technology Commercialisation Support Funding Scheme Read More
 Patent Reimbursement Funding Scheme Read More	 Government as a market place Public Procurement Read More
 SEED FUND ASSISTANCE SCHEME of KSIDC Funding Scheme Read More	