



## Frequently Asked Questions

### 1 Who can apply?

The programme is especially suited for startups building technology solutions in **Fintech, Skilling and Livelihood** domains. Solutions in the prototype, MVP and early traction stages will be preferred.

### 2 What is the format of the programme?

The programme is designed to largely provide bespoke support to each startup based on its needs.

- CIIE.CO, in consultation with the startup, will set specific milestones for each startup. The startups will then work towards achieving these milestones with our support in partnership with MSC Consulting.
- Training, mentoring, technical assistance and market access will be provided as needed and feasible. An Investor Demo Day will be organized towards the end of the active engagement period.
- We continue to provide Portfolio support up to 6 months after Demo Day.

### 3 Do I need a registered company to apply?

You need not be a registered firm to apply. However, we require you to be an entity registered in India before we can confirm your selection and are able to support you.

### 4 My startup has participated in other accelerator programmes before, can I still apply?

Yes. We are open to considering your application. We request you to highlight the support you have received from the previous programmes.

### 5 How will the applications be evaluated? When will I know if my application has been selected?

Once an application is received, we will review it for alignment with programme objectives and evaluate based on criteria such as innovation, potential for impact, team strength etc. Applications are being evaluated on a rolling basis. We expect to update the startup within one month of applying for the programme.

### 6 Will CIIE.CO receive equity?

Yes. On selection, the capital support provided under the program will not be in the form of investment into the company. However, CIIE.CO charges an upfront 2% mentoring equity before the initiation of any support, and all the requisite paperwork for the same will be provided to the startup.

### 7 How will the capital support be disbursed?

The capital support will be disbursed in tranches. Startups will be required to provide a utilization certificate before receiving the next tranche/end of the programme support period. Select expenses are not allowed. Subject to CIIE.CO discretion and may be revised from time to time.

### 8 Are we expected to move to Ahmedabad for the duration of the Lab?

Being an incubator, CIIE.CO can make workspaces available for startups on a chargeable basis, if needed. However, the programme does not specifically require the startups to be based out of Ahmedabad during the programme

### 9 What is technical assistance?

Technical assistance refers to customized support provided by MSC Consulting in the form of field studies, advisory, workshops, market access etc. MSC will create specific/ customized technical assistance plans in consultation with the startups

### 10 Do I get access to seed funding through the programme?

Selected startups will have the opportunity to pitch to investors during the Demo Day. CIIE.CO can also facilitate introductions to investors on a case to case basis. However, selection to the Financial Inclusion Lab does not guarantee investment from the Bharat Inclusion Seed Fund.

### 11 My startup website is still under construction and will be ready soon. Will it impact my chance of getting selected?

While a website is not a must-have, readiness of the product for support will be evaluated. If you have relevant presentations or videos, feel free to upload those as links, to support us in getting a perspective of your startup.

### 12 What are CIIE.CO's expectations from the startup?

The programme works best when the support provided and the startup's needs are well aligned. We strongly prefer working with founders who are engaged with the programme, i.e. participate in programme activities, share their challenges, be receptive to inputs and work collaboratively.

### 13 What startups have previously been supported through the Financial Inclusion Lab?

We have supported 42 early stage startups in five cohorts so far. Cumulatively, these startups have already served 30mn+ individuals and raised over \$80mn in funding post their participation in the Lab.