



**ELCINA AWARDS 2024-25**



## **Scheme of Award for Most Promising Start-Ups**

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*There will be two Award Categories:*

*A) Start-Ups (Research & Design)*

*B) Start-Ups (Electronics Manufacturing and Services)*

Startups have become the centers of innovation thereby opening up immense possibilities for commercially viable ideas. Over the last one-decade Startups have created significant job opportunities and hence have contributed to growth of India's economy. Now is the time to identify and recognize the hard work and innovations done by Start-Ups in the country. This will drive sustainable economic growth and generate large-scale employment opportunities in India.

The "Start-Up" category of ELCINA Awards is an initiative that aims to identify, recognize and reward the meritorious Start-Ups in the country. The due recognition of the hard work by the Start-Up will lead to further strengthening the start-up drive, and motivate the genuine and meritorious players, irrespective of location and strata of society and spur a culture of excellence and entrepreneurship.

### **Eligibility and Criteria**

The Applicant has to be registered as a Start-Up as per government norms with the concerned Central or State Government department (DPIIT, MeitY, Start Up Missions of States).

The Award could be given to an individual entrepreneur/ Group of Entrepreneurs or a Company (with appropriate registration as a Startup entity).

### **Jury Members:**

The members of the award committee/jury will be Government Officials from Electronics and related tech domains and independent experts from existing companies in ESDM space and Research organizations.

### **Other details:**

- There will be one Award as the First Prize and a Second Prize and Certificate/s of Merit may be considered by the Award Committee, if deemed fit.
- Preference will be given to new first-generation entrepreneurs who have started and established businesses during the last few years.
- Details have to be provided by the Start-Up as per the Scheme of Awards

**PLEASE USE THE FORMAT OVERLEAF FOR PROVIDING SUMMARY OF INPUTS OF YOUR AWARD ENTRY TO ENABLE PROPER & QUICK ASSESSMENT.**

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### Evaluation Criteria for Start-ups

Sl. No.	Criteria	Details	Marks Range
1	<b>Problem Identification</b> <i>Does the product/service offer a potential solution to the problem statement</i>	Suitability of solution proposed to address the problem statement, and does it add further value beyond the immediate problem?	15
2	<b>Technology Innovation</b> <i>How innovative, effective, and appropriate is the proposed product/solution? Is it Sustainable and Environmentally friendly Recyclability of the new product?</i>	Is the proposed technology, design robust and backed with adequate scientific research and references?  Has the solution been patented or has potential to be patented and/or published? Uniqueness of the solution and entry barriers to competitors.	25
3	<b>Financial Sustainability</b> <i>Manufacturing cost of the solution and Roadmap of utilization of funding</i>	Clarity regarding Revenue Model and operational planning, achievable breakeven timeline Current status of Funds & Future funding Plans	15
4	<b>Operational Scalability</b> <i>Feasibility of the technical solution, claims, methodology used/ to be used for PoC and validation, roadmap for product development and commercialization</i>	Feasibility of the financial and economic model Scope of market access, regional, national or global. Timeline and roadmap for product commercialization/ scaling. Connection with businesses and/or market for its product segment for commercialization and /scaling up?	25
5	<b>Team</b> <i>Strength of the team, Technical and Business expertise etc.</i>	Adequate and relevant Technical Qualification and domain experience Are the competencies of the team identified effectively and demonstrates accurate identification of the sections of the product/solution? Understanding of need to outsource gaps in competency for successful development and commercialization.	20

**TOTAL: 100**



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NOTE: The information provided should be limited to 7-8 pages (excluding relevant annexures). Annexures may be limited to 20-25 pages and summarized to enable proper and quick assessment of the Award entry.