

# What is Startup Nation Olympiad 2025

## *Information for Incubation Centers*

An International Platform to Compete, Showcase, and Scale Regional Innovation Engines

### Who Can Participate?

- **All Startup Facilitation Centers** in Asia, Africa, Middle East, Australia and Europe — government, university-based, private, sectoral or rural — are eligible.
- **You DO NOT need to be nominated by a school, college, or university.**
- You may **register independently**, as a stand-alone incubator or with institutional collaboration.

### Why Should Incubation Centers Join?

#### International-Scale Exposure

- Exhibit your incubation model at **World's largest innovation stage**
- Interact with 50,000+ attendees: ministers, VCs, corporate leads, influencers

#### Founder Pipeline Access

- Post-event, get priority access to **2,500+ validated early-stage startups**
- Build your **resident startup portfolio** with pre-screened, mentored ventures

#### Independent Competition Track

- Compete exclusively with other incubation centers
- Present your **unique selling point, sectoral models, and regional reach**

#### Grants & Sponsorships

- Eligible for **funding up to ₹1 Cr** in cash prizes, tools, & infrastructure support
- **Matched with CSR & state ecosystem funds** via official channels

#### Ecosystem Building Recognition

- Recognized under **NAAC innovation indicators** (if institution-linked)
- Featured as part of **Startup Nation incubation dashboard**

## Targeted Domains

Agriculture, Finance, AI or Software as a Service (SAAS), Consumer Goods or FMCG, Education, Healthcare, Defense and Space, Climate Tech, Social Impact, Other

## Dedicated Incubator Track – Format & Phases

| Phase                    | Description   |
|--------------------------|---|
| Registration             | June–August 2025 — Online form + brief showcase proposal  |
| Pitch Deck Submission    | Highlight your unique model, and social/market impact through a pitch deck and pitch video  |
| Promotion and Validation | Promote the pitch video in public domain to connect institutions and startups with aligned facilitation centers.  |
| Internal Evaluation      | See Section on Evaluation Criteria  |
| Incubation Phase         | 25 domain specific teams will be assigned to each incubator to experience incubation support.   |
| Grand Finale             | December, Pune  |
| Results & Rewards        | Showcased at International Stage + eligible for potential grants & CSR tie-ups  |
| Post-Event Integration   | Incubation Center will be listed in the official Startup Nation Partner Incubator Directory and be given access to mentorship pools, investor networks, partners and premium startups |

## Incubation Phase

Top 2% startups (250 startups) will be allocated to top 100 incubation centers in a batch of 25 startups each. Incubation centers will provide basic incubation support for a period of 6 weeks. This will allow startups to get an insight about the operations and support available with the incubation center. It is also an opportunity for incubation centers to identify key startups for longer incubation support. The support provided to startups will be evaluated by startups using a point based matrix to identify top 50 incubation centers for the next round.

## Evaluation Criteria for Early-Stage Startup Incubation Centers

### 1. Vision & Strategic Alignment (10 Marks)

- Clarity of vision and mission.
- Alignment with national/regional startup or innovation goals.
- Focus on emerging sectors, deep tech, or societal challenges.

### 2. Infrastructure & Facilities (10 Marks)

- Availability of physical infrastructure (co-working space, labs, internet, etc.).
- Access to prototyping, testing, or specialized equipment.
- Digital infrastructure for remote incubation or virtual support.

### 3. Mentor & Expert Network (30 Marks)

- Strength and diversity of mentor pool (industry, academia, investors).
- Active involvement of mentors in startup support.
- Access to domain experts, IP advisors, legal, and financial consultants.

### 4. Industry & Investor Linkages (20 Marks)

- Established partnerships with corporates, MSMEs, or industry bodies.
- Investor connections (angel networks, VCs).
- Access to market opportunities or pilot projects.

### 5. Sustainability & Business Model (30 Marks)

- Revenue generation plans (membership, equity, services).
- Financial sustainability beyond grants.
- Plans to scale operations and support more startups.

**Total: 100 Marks**

## Important Dates

| Milestone                      | Date                   |
|--------------------------------|------------------------|
| Incubator Registration Opens   | June 2025              |
| Showcase Proposal Deadline     | August 2025            |
| Incubation Phase               | September–October 2025 |
| Grand Finale – Live Exhibition | December 2025          |

## Need More Info or Want to Register?

- **Email:** [contact@startupnationindia.com](mailto:contact@startupnationindia.com)
- **Website:** [www.startupnationindia.com](http://www.startupnationindia.com)
- **Registration Link:** Provided in website