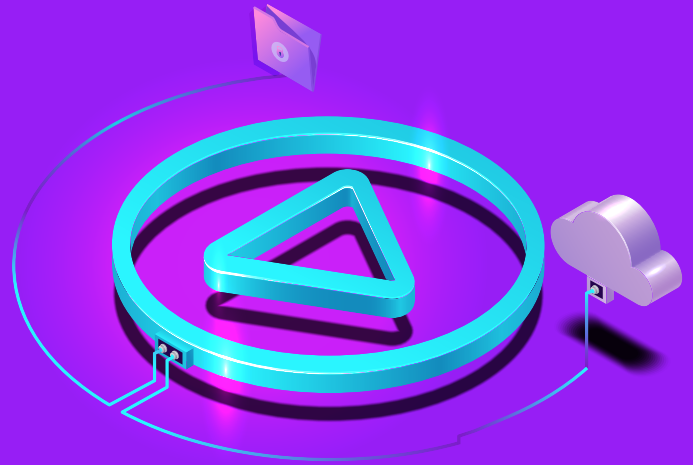




# Guidelines

For Video  
[Section 80-IAC exemption application]



- 01** The video should ideally be of 2-3 minutes and be no longer than 5 minutes.
- 02** Please showcase the working of the product(s)prototype/proof-of-concept developed by your startup
- 03** If you are a product or software-based startup then showcasing a demonstration/prototype/walk-through of the product(s)/software product(s) developed by you is compulsory
- 04** If you provide software or technology services such as website development, application development, developing white-label software products for clients, then please showcase a demonstration/prototype/walk-through of the product(s) developed for your key clients
- 05** Please also showcase the market traction that your product/service has generated through either online customer reviews, client testimonials (video/text are acceptable), or any other similar appreciation/feedback received

---

**Note:** Please upload the video is uploaded on a third-party video hosting platform such as Youtube or Vimeo. In case you are uploading the video on Google Drive please make sure that it is NOT access restricted.

Source: [https://www.startupindia.gov.in/content/dam/invest-india/Form80IAC\\_Pitchdeck-Guidelines.pdf](https://www.startupindia.gov.in/content/dam/invest-india/Form80IAC_Pitchdeck-Guidelines.pdf)