Goa StartUp Policy - 2025

Key Information about Goa –

Statistics	**Value**
Area (in sq. km.)	3702
Population	15.75 Lakhs
	Source: Economic Survey 2022-23
Literacy Rate	93.25%
	Source: Economic Survey 2022-23
Number of Certified Startups in Goa	279 Certified by Startup Promotion Cell, Government of Goa 651+ Certified by Startup India, DPIIT, Government of India
Number of Co-Working Spaces & Incubators	20+ Co-Working & Incubator spaces in Goa *Source: SPC survey*
Number of E-Cells, Innovation Councils in Colleges, Universities in Goa	20+ e-Cells & Innovation Council in Colleges & Universities *Source: SPC survey*

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1.Introduction

a) Approaching its 100th year of independence, India envisions a $30 trillion economy by 2047, driven by corporations, innovation, and startups. India's demographic advantage, a young population, provides an invaluable opportunity for innovation and emphasises the importance of capitalising on this demographic dividend.

b) The government's role in fostering risk-taking and embracing failure is crucial in developing an entrepreneurial culture. The central government’s vision for startups and key initiatives have led to their resounding success in India, making it the third largest startup ecosystem globally with 1.50 lakh registered startups.

c) Today, India proudly ranks as the world's third-largest startup ecosystem, trailing only behind the United States and China. India stands tall with 118 unicorns, collectively valued at approximately USD $354 billion. In the realm of innovation, India holds the second position among middle-income economies, excelling in areas like the quality of scientific publications and the calibre of its universities.

d) This extraordinary growth journey embarked upon by the Indian startup ecosystem is marked by a phenomenal fifteen-fold increase in total funding, a remarkable nine-fold rise in the number of investors, and a significant seven-fold increase in the number of incubators since 2015.

e) Moving from a national to a regional context, Goa emerges as an important factor in this innovation. Goa aspires to be India's Creative Capital and views itself as a technological and creative hub.

f) Goa has witnessed a substantial rise in the number of startups in recent years, hosting over 651+ DPIIT-recognised startups, one of the highest per capita in India.

g) Recognising the pivotal role startups play in fostering innovation, driving economic growth, and creating job opportunities, the state of Goa has formulated the Goa Startup Policy 2025.

This policy is rooted in the understanding that Goa, as a state, can contribute significantly to the national startup landscape by fostering an inclusive innovation ecosystem.

h) The overarching objective of the Goa Startup Policy 2025 is to position Goa as a creative space for professionals and as a premier destination for startups, innovation, and entrepreneurship. This ambitious vision is to be realised through a comprehensive approach, targeting key pillars of support, including access to capital, education, market, institutional support, infrastructure development, regulatory enablement, and administrative facilitation. Moreover, the policy also aims to promote the entry of startups from academia, enhance outreach and awareness, and foster strong linkages with industry.

i) The government envisions Goa ascending to global recognition by nurturing a robust infrastructure and creating a policy environment that is conducive to startup growth. With the Goa Startup Policy 2025, the state is poised to take a leading role in the exciting journey of Indian startups, ensuring that innovation and entrepreneurship continue to thrive in this vibrant ecosystem.

2. Definitions

The definitions stated below are only applicable to the contents of the Goa Start-up Policy 2025 and shall be void beyond the scope specified herein.

a) Start-up means an entity meeting the following criteria:
   1) Up to ten years from the date of incorporation/registration in the State of Goa and/or operating in the State of Goa; and,
   2) With annual turnover not exceeding INR 100 crore in any of the preceding financial years; and,
   3) Incorporated as a Private Limited Company, a Registered Partnership Firm or a Limited Liability Partnership; and,
   4) Should be working towards the innovation, development or improvement of a product, process or service and/or have a scalable business model.

Note: The entity should not have been formed by splitting up or reconstructing an already existing business.

b) IT startups are defined as ventures that focus on the development, deployment, and commercialization of Information Technology Solutions, including but not limited to:
   1. Software Development
   2. Hardware Development
   3. Cybersecurity
   4. Cloud Computing
   5. Artificial Intelligence & Machine Learning
   6. Blockchain Technology, WEB 3.0
   7. Data Analytics
   8. Networking Solutions
   9. Electronics
   10. Retail & E-commerce

   Any ventures other than these that focus on the manufacturing and commercialization of products related to MSMEs can be considered as Non-IT Startups.

c) Cell means the Startup and IT Promotion Cell (SITPC), a Goa government appointed governing body constituted under the Department of Information Technology, Electronics and Communications.

d) State Designated Agency means an agency designated by the government to perform specified functions.

e) Screening Committee refers to the committee constituted by the Government under the Goa Startup Policy to oversee the implementation of this policy. This committee will recommend the eligibility of a startup for availing grants and shall consist of subject matter experts and representatives from government departments involved in startup-related activities.

f) State means the State of Goa.

g) Government shall mean the Government of Goa unless the context otherwise requires.

h) Goan refers to a person satisfying at least one of the following criteria:
    1. A person born in the State of Goa; or,
    2. A person having domicile for 10 years or more in the State; or,
    3. The spouse of a person covered under any of the conditions mentioned in h(1) and h(2) above, through marriages registered in Goa.

i) Local refers to a person satisfying at least one of the following criteria:
    1. A person born in the State of Goa; or,
    2. A person having domicile for 10 years or more in the state; or,
    3. The spouse of a person covered under any of the conditions mentioned in i (1) and i (2), through marriages registered in Goa.

j) Director means Director of the Department of Information Technology, Electronics and Communications, Government of Goa.

k) SITPC means The Startup and IT Promotion Cell of the Department of Information Technology, Electronics and Communications, Government of Goa.

l) Local start-up means a start-up in which at least 50% equity/share is held by one or more Goans continuously since the time of inception. Unless and until explicitly mentioned as a local start-up, the start-up herein refers to any entity meeting the conditions detailed above (paragraph a).

m) Fresher means graduate and postgraduate professionals who have completed their graduation within the stipulated period of study, and not more than two years have elapsed since the completion of the graduation and post-graduation courses respectively.

n) A woman entrepreneur is a woman who owns and operates a business enterprise. She must be legally recognized as the owner and operator of the business, in accordance with the relevant legal framework of India. This includes being one of the Founders/Directors, and being a key decision-maker in the business.

o) **Startups Working on Emerging and Sustainable Technologies**

Startups focused on Emerging and Sustainable Technologies are those leveraging cutting-edge and innovative solutions to address pressing challenges in sustainability, environmental conservation, and economic growth. These startups work in fields like Artificial Intelligence (AI), Machine Learning (ML), Blockchain, Robotics, Aerospace, Space technologies, and other next-generation technologies that have the potential to transform industries. At the same time, they prioritize eco-friendly and sustainable outcomes, such as renewable energy, climate change mitigation, circular economy solutions, and technologies aimed at improving societal well-being. These startups aim to create long-term value through innovative solutions that not only drive technological advancement but also promote environmental stewardship and sustainable development**.**

The qualification of startups working on disruptive technologies are as follows:

1. Startups working on Futuristic Technologies: Startups that are working on futuristic technologies such as Neural Language Processing (NLP), Drones, Robotics, Defence, Aerospace, Space technologies, Fintech, Medtech, Healthtech to provide innovative solutions to the problem or challenges existing in the society or country.
2. Startups working on Renewable energy: Startups helping to reduce carbon footprints through a renewable and sustainable source of energy using clean technologies or solutions such as Solar energy, Wind energy, Hydro energy, Tidal energy, Geothermal energy, Biomass energy etc.
3. Startups working on Climate Change: Startups working in the area of eco-friendly and/or climate-friendly technologies/solutions that helps in reducing and offsetting carbon emissions or increasing the green cover in the region

4. Startup working on Circular Economy: Startups working in the four R's of the circular economy namely:
   - Reuse: Cloth collection, circular fashion, second-hand products etc.
   - Recycle: Recycled plastic, bottles, construction with recyclable materials etc.
   - Reduce: Packaging with sustainable material, edible cutlery etc.
   - Remove: Urban farming, use of fossil fuel, carbon capturing etc.
5. Startup working on Sustainability: A startup working on green and sustainable practices along with next generation cutting edge technologies, processes or solutions that are enabling the world at large to recover from years of overuse such as
   - improving the soil's health
   - protection of endangered species
   - protection of the ocean's biodiversity
   - clean technologies for alternative energy sources
   - clean technologies for water conservation and ground water recharging
   - plantation and conservation of trees to increase green cover in particular region
   - disaster management etc.

p) Subject Matter Expert is a certified professional who has domain expertise, specific skills or knowledge in specific sector and has vast practical experience working in his/her field.

q) Accelerator is an organization or program that enables rapid growth of new Startups by providing specific services like: mentoring, training, resources and networking to help Startups increase their customer base, generate more profits, prepare for funding and professionalize their organization.

r) An angel investor (also known as a private investor, seed investor or angel funder) is a high-net-worth individual who provides financial backing to early-stage startups or entrepreneurs, typically in exchange of ownership in the form of equity in the company.

s) An angel network is a group of angel investors who pool their investments together, which is managed professionally for making investments in early-stage startups.

t) Venture Capital is a form of equity funding that is generally invested in startups with high growth potential upon critical appraisal of the project undertaken by venture capital firms. The capital is generally invested in return of equity shareholding.

u) Stages of Startup
    - Ideation Stage
    - Ideation Stage refers to an initial phase in the lifecycle of a startup, where the entrepreneur develops and refines the idea behind the business. This stage involves feasibility analysis, market research, and identifying potential gaps in the market. The focus is on evaluating the concept's potential for success or failure, and determining whether it can be turned into a viable business. During this stage, entrepreneurs should also define the problem they are solving and establish the foundation for the business model.

    - Prototype Stage / Minimum Viable Product (MVP) Stage
    - Prototype Stage or Minimum Viable Product (MVP) Stage refers to a critical phase where the startup moves from the conceptualization of the idea to creating a tangible version of the product, process, or service. In this stage, the startup develops a prototype or MVP to test the core functionalities and gather feedback. This stage allows entrepreneurs to validate whether their product meets the market need in a limited capacity, enabling them to assess user feedback, make improvements, and plan for future scalability.

    - Validation Stage
    - Validation Stage refers to a phase in which the startup tests the product or service with real customers to verify its value proposition and market demand. This stage involves customer feedback, pilot programs, and iterative refinement of the product to ensure it solves the problem effectively and has a genuine market fit. Startups may focus on customer acquisition, engagement, and

establishing key metrics to measure success. It is a critical phase for identifying whether the startup's offering is ready to transition from a prototype or MVP to a fully functional product.

- Early Traction Stage
- Early Traction Stage refers to the phase where the startup begins to show signs of growth and interest from the market, often through increasing customer engagement, revenue generation, or customer acquisition. This stage is characterized by the startup gaining momentum, achieving its first significant sales, and starting to build a customer base. During this stage, startups validate their business model and start to refine their go-to-market strategies, while also focusing on improving customer retention and scaling their operations gradually.

- Scaling Stage
- Scaling Stage refers to the stage in the lifecycle of a startup where the company has a validated product, process, or service and is prepared for larger-scale commercialization. This stage involves expanding the business operations, increasing market reach, enhancing production capacity, and optimizing resources to meet growing demand. Startups at this stage often seek larger rounds of funding, invest in infrastructure, and hire a larger team to support rapid growth. The goal is to move from a small, experimental business to a sustainable, larger enterprise with significant market presence.

v) Innovation
Inventions are the bedrock of innovation. An invention is a new solution to a technical problem that can be protected through patents. Innovation means doing something new that improves the product, process or service. Innovation involves application of information, imagination and initiative in deriving greater or different values from resources. Innovations can be protected under intellectual property rights (IPRs).

w) IT Policy refers to the IT Policy – 2018 notified by the Government of Goa vide Notification No. 2(15)/DOIT/2017-18/Goa IT Policy – 2018/624 dt. 18/07/2018.

3. Vision and Mission

3.1 Vision

To establish Goa as the creative capital of the country and a beacon for startups, innovation, and entrepreneurship, driving economic prosperity and creating job opportunities, thus earning recognition as a premier destination at the national and international levels by 2028.

3.2 Mission

To catalyse the growth of Goa's startup ecosystem through specific and measurable goals that aligns with the overarching vision:

a) Establishment of 1,000 startups: Foster an environment where 1,000 startups can thrive.
b) Employment of 10,000 locals by startups: Provide 10,000 Goans with meaningful employment within startup ventures.
c) Facilitation of 100 startups with venture funding: Enable 100 startups to access venture funding, allowing them to scale their innovations and broaden their impact.
d) Government collaboration for at least 50 startups: Build strong bridges between the government and startups, actively engaging with government departments to create opportunities for at least 50 startups to collaborate on projects, encouraging innovation and public-private partnerships.
e) Stakeholder engagement: Foster partnerships with incubators, accelerators, maker spaces, entrepreneurs, corporates, investors, educational institutions, industry associations, government departments and other stakeholders to collectively achieve the vision.

4. Objectives

To realize the mission and vision, the following objectives are set forth:

a) Cultivate an entrepreneurial culture:
Nurture an environment that encourages innovation, risk-taking, and entrepreneurial thinking.
b) Champion innovation:
Actively support startups focused on pioneering products, processes, or services.
c) Facilitate a support ecosystem:

Provide startups with access to essential resources, including mentorship, networking, and investment opportunities.

d) Enable scaling:
Create conditions that facilitate the growth and expansion of startups.

e) Promote diversity and inclusion:
Encourage the active participation of women and other underrepresented groups in entrepreneurship.

f) Support social impact ventures:
Back startups dedicated to creating positive social and environmental impacts.

g) Facilitate the development of critical skill sets:
Collaborate with institutions and renowned foundations to offer training and resources for building the skills necessary for startup advancement.

h) Enhance competitiveness:
Enable startups to compete effectively in national and international markets.

i) Streamline administrative procedures:
Simplify and expedite administrative processes to reduce bureaucratic hurdles for startups.

j) Establish a startup fund:
Collaborate with industry stakeholders and investors to create a dedicated fund, ensuring financial support for early-stage and growth-stage ventures.

k) Forge stakeholder collaboration:
Create binding partnerships with all relevant stakeholders to collectively work towards achieving the mission and vision.

l) Promote government-startup collaboration:
Foster greater cooperation between government departments and startups, exploring technology-driven solutions to common challenges.

m) To facilitate creation of dedicated funds for providing various types of support and impetus to start-ups:
   1. Campus Innovation Scheme
   2. Promotion and Marketing Assistance Scheme
   3. Skill Enhancement Scheme
   4. Women Entrepreneur Vitality Scheme
   5. R & D Reimbursement Scheme
   6. Salary Reimbursement Scheme
   7. Lease Subsidy Scheme
   8. Seed Capital Grant

9. Intellectual Property Rights Scheme
10. Trademarks Reimbursement Scheme
11. Co-working Space/ Incubators/ Subsidy Scheme
12. Incubator Grant Scheme

5. State Support

5.1 Institutional Support

a) Startup and IT Promotion Cell (SITPC) established within the Department of Information Technology, Electronics, and Communications, Government of Goa, will serve as the vanguard for the execution of Start Up Policy 2025 and Goa's prevailing IT Policy,
b) The Secretary (IT) shall be the Convenor of the cell. Director (IT) / CEO (SITPC) is empowered to certify the start-ups.
c) The Cell would report to the Empowered Committee (EC) constituted under the prevailing Goa IT Policy. The Empowered Committee will oversee the implementation of this Policy and also grant approval for disbursement of incentives to the Startups. The EC shall be the authority in deciding the incentives, which would be provided as per schemes defined in this policy.
d) The cell is headed by a CEO, and a dedicated team of professionals and/or professional agencies to carry out the following functions:

    1. Administration
    2. Communication
    3. Due Diligence of Applications
    4. Eco System Development/ Support
    5. Enabling Access to Finance
    6. Incubation Support
    7. Mentoring
    8. Operation Management of the Cell
    9. Outreach
    10. Promotional Activities
    11. Develop partnership with Ecosystem players

e) The cell will be responsible for processing applications received under Goa Startup Policy 2025 and the prevailing Goa IT Policy.

f) The cell will conduct Startup and IT ecosystem programs by themselves or through partners by inviting industry experts and professionals including empanelled agencies for assisting the startups in their journey including statutory matters regarding company formation, filings, accounting and taxes.

g) Application Processing:
   Registration Applications:
   The CEO/Director (IT) shall be authorised to certify applications for the registration of startups.
   Grant and Incentive Applications:
   1. Startups seeking grants and incentives shall follow a streamlined application process through a single-window portal established by the SITPC.
   2. SITPC shall process the applications and assess their suitability.
   3. SITPC may involve subject-matter experts and industry representation referred to as the screening committee for assessing the suitability of applications, as needed.
   4. SITPC will place the eligible application along with the recommendations before the Empowered Committee constituted by the Government to sanction incentives under the schemes of the Policy.

h) Common Central Facility:
   SITPC shall maintain a common facility with data of government notifications, applicable laws, subsidies, tax exemption, and schemes of Central Government department for use by startups.

i) Resource Partnering:
   SITPC shall partner with OEMs and vendors for pro-bono or subsidised support services such as; legal, financial, and cloud credits, etc.

j) Removal of Difficulties:
   In the event of any difficulties or challenges arising during the implementation of this policy, the decision of the Secretary (IT, E&C) shall be final and binding.

k) The cell would also engage professionals/agencies for the following functions, who would provide services to the startups on a shared services model, at notified rates:
   1. Management
   2. Human Resources
   3. Technical
   4. Legal
   5. Finance

5.2 Regulatory Compliance Enablement

a) All start-ups registered in Goa will be allowed to operate 24x7. An intimation will be issued by the Startup and IT Promotion Cell to the Panchayat and Local Bodies intimating them on the certified Goa startups authorized to operate 24x7.

b) Start-ups registered with the Government of India under the Start-up India program, and registered with the cell will be exempted from inspection under the following acts:

   1. Factories Act, 1948
   2. Maternity Benefit Act, 1961
   3. The Contract Labour/Regulations and Abolition Act, 1970
   4. The Payment of Wages Act, 1936
   5. The Minimum Wages Act, 1948
   6. The Employment Exchange Act, 1959

   However, start-ups will need to confirm compliance based on self-certification.

c) As part of the Government of Goa's endeavour to promote Ease of Doing Business (EoDB) in the state, the cell has setup an internet-based single-window portal exclusively for startups and continues to update and maintain the portal, providing due information.

d) The Goa State Startup Portal (www.startup.goa.gov.in) enables registration of the startups, facilitates two-way communication with the government for updates and reminders on regulatory matters, and provide access to the repository of information on all state-level as well as national regulatory compliances that are required for new and existing startups. Through the single-window portal, the cell also provides a channel for the startups to provide policy inputs to the government.

e) In addition, each government department having a regulatory or administrative interface with start-ups shall have a head of department duly appointed as a nodal officer designated to serve as the single point of contact in respect of all permissions, grievances, and queries pertaining to the department concerned.

5.3. Infrastructure - Incubators and Accelerators

As part of the Goa government's commitment to promoting start-ups and incubators in the state, the government would strive towards developing world-class infrastructure through the following models:

5.3.1 Government Developed Incubators:

a) The Government aims to establish a state-of-the-art incubation-cum-co-working spaces. These dedicated spaces shall be capable of accommodating 150 to 200 startups.

b) Through the co-working spaces/ incubation centres outlined above, the Government would provide the following at subsidised rates:

    1) Fully functional or semi-functional plug-&-play working spaces for start-ups and incubators.
    2) High-speed internet connectivity.
    3) Shared IT infrastructure such as printers, projectors, photo copiers, scanners etc.
    4) Other infrastructure like meeting rooms, server rooms, QA/QC labs, etc.

c) The Startup and IT Promotion Cell will explore the possibility of developing and operating state-of-the-art incubation-cum-co-working spaces. These dedicated spaces may be available at subsidised rates to registered startups and aim to become a self-sustaining model within a few years.

d) Corporate Social Responsibility (CSR) funding will be explored by the cell to provide additional funds to establish and promote both virtual and physical incubators.

5.3.2 Privately Run Incubators:

a) The cell would enter a tie-up with established incubators who would be admitting start-ups registered with the cell. The start-ups will be selected by the incubators as per their extant admission rules. The Cell will subsidize part of the cost per seat provided by the incubator and the rest would be collected from the start-up. The rate charged per-seat, by the incubator, will be as per agreed terms between the cell and the incubator.

b) The cell will explore possibility of running incubators and Accelerator program through public private partnership mode.

5.3.3 Incubation within Government leased space:

a) The cell may lease fully functional or semi-functional spaces and appoint an incubator to manage the incubation process in those spaces. The leased premises and the incubation cost will be borne on a per-seat basis.

5.3.4 Incubators within educational institutes:

a) All educational institutes in Goa, affiliated to a recognized public university, can avail a one-time grant of up to Rs. 10 lacs towards capital expenses, for setting up of an incubator within their institute campuses, for the purpose of nurturing start-ups founded by students enrolled in these institutes. Such incubators will also be provided a grant of up to Rs. 3 lacs per year, for a period of three years, towards operational expenses. Each incubation center shall also establish Student Innovation and Entrepreneurship Council (SIEC), employ human resources to look after the council, assign a senior competent authority for coordination of such a facility to develop action agendas for short and long term.
The incubation center shall submit to the SITPC, the quarterly report of the progress made by the incubatee startups in the formats specified by SITPC.

5.4. Access to Finance

a) Government of Goa intends to actively support the set-up, operations and growth of eligible startups based in Goa through various measures giving them access to finance by enabling an investor network, funding process and financial schemes by way of incentives and enabling provisions listed in this section.
b) All disbursements of funds amounting to ₹50,000 or less to IT-related startups require the final approval of the Director of the Department of Information Technology, Electronics and Communications, Government of Goa. For non-IT startups, disbursement will be subject to the final approval of the Director of Directorate of Industries, Trade and Commerce Government of Goa.
c) Funds will only be disbursed to startups that have received recommendations from the Startup and IT Promotion Cell (SITPC), accompanied by the necessary documentation.

5.4.1 *Incentives and Enabling Funding:*

Through the online single-window, the cell shall receive process, approve and disburse the incentives eligible under this policy. The cell will execute all provisions listed in this section within 1 year of the notification of policy as per the operational guidelines of each of the incentives listed here.

a) The government will create a Venture Capital Fund to meet the funding requirements of scalable startups in Goa. This Venture Capital Fund will be in the nature of “Fund of Funds” and hence will not directly invest in the startups. The objective of this Venture Capital Fund is to provide the funds needed for growing and scaling startups. This fund can invest upto Rs 1 crore in lieu of equity in promising startups. With this fund, the government would aim to fund atleast 25 startups via this “Fund of Funds”. The charter of the “Fund of Funds" will determine the modus operandi and process of the Fund. Government will appoint a suitable entity to administer and be the lead managers for this “Fund of Funds”.

b) For start-ups registering patents (IP) at National and International levels, the cell will reimburse up to 100% of the cost incurred by the start-up concerned in fees and all other costs associated with patent application, subject to a cap of Rs. 2 lacs for national patents and Rs. 5 lacs for international patents.

c) For startups that have successfully entered the production/service delivery phase, 50% of the cost of trade-mark registration of their company name and logo, will be reimbursed up to INR 25,000. Reimbursement shall be for the expense paid towards Trademark Search, Government Filing Fees, Attorney Fees, Maintenance fees or any other legal fees for filing trademark application.The support shall be maximum for filing two trademark application in the name of the startup for which recognition is availed.

d) For startups hiring local talent, 50% of the salary of freshers will be reimbursed, subject to a cap of Rs.15,000 per month per recruit. Freshers for the purpose of this incentive provision are defined as professionals who have completed their graduation in the last two years. For startups whose work force comprises 60% of locals, a matching grant of up to 25% of salary of the local workforce will be reimbursed, subject to a cap of Rs. 10,000 per month per recruit, for a maximum period of three (3) years.

e) For start-ups that operate from their own premises or rented premises, and do not use the Government developed facilities, cost towards internet connectivity, software license fees, and cloud services fee. The cost towards internet connectivity, software license fees, and cloud services fee, will be reimbursed subject to an upper limit of INR 1 lakh per quarter for a period of one year.

f) For such start-ups lease rental subsidy of up to Rs. 20 / square feet per month, will be provided for a period of two years. This is applicable only for local start-ups. This incentive is subject to a cap of Rs. 3 lacs per annum.

g) In order to promote innovation amongst the Goan start-ups, 50% of R&D expenses, including salaries of employees holding Ph.D and Master Degree employed by start-ups will be reimbursed for a period of two years, subject to a cap of Rs. 5 lacs per annum. Salary component must not be in excess of Rs. 2 lacs of this incentive.

h) The cell will implement a dedicated mentoring and funding program specifically designed to support women entrepreneurs. Under this initiative, startups founded by women at the Idea stage/ Prototype stage/ Validation stage/ Early traction stages working in emerging technologies like AI, IoT, Drones, Robotics, AR/VR, AVGC, 3D printing and more will receive a monthly allowance of ₹20,000 for a duration of upto one year.

   This monthly allowance represents a one-time financial assistance package available to startups in the ideation/ prototyping/ validation/ early traction stages, with a maximum disbursement period of twelve (12) months. To ensure accountability and progress, incubators/ accelerators/ associated with the startups are required to submit quarterly reports to the cell. The cell will define the format for the above-mentioned reports.

i) To encourage promising startups from every region to set up base in Goa, the cell would extend the support from “Fund of Funds” to even startup from outside Goa who set up their major operations in Goa and employ more than 50% local.

j) The Seed Capital Grant Scheme is offered to startups with a promising Minimum Viable Product, Startups can avail onetime grant of up-to Rs. 10 lacs, as determined by the cell.

k) To foster innovation at the institutional level, the Campus Innovation Scheme provides grants to students engaged in entrepreneurial and research projects. Eligible students can apply for reimbursement of actual expenses incurred during project development, with a maximum reimbursement of up to ₹50,000 per application. This scheme supports startups and students involved in innovative business and research initiatives. To ensure accountability and track progress, the respective institute must submit quarterly reports to the cell. The format for these reports will be defined by the cell.

l) Under the Promotion and Marketing Assistance Scheme, eligible startups can receive reimbursement of up to 50% of the actual costs incurred for exhibition stall rentals and upto 50% of travel costs to a maximum total reimbursement of ₹75,000 for shows or exhibitions supported by government bodies.Incase the exhibition is sponsored by the government, the startup as selected by the Government will get free stall space and can claim up to 50% of travel costs with a maximum reimbursement of ₹25,000.

To ensure continued growth through the Marketing Assistance Scheme, startups are required to submit a "Market Engagement and Impact Report," detailing their potential connections, traction, and other relevant outcomes. The report format will be defined by the cell.

6. Skill Development & Access to Talent-

a) Under the Skill Enhancement Scheme, startups can receive a one-time reimbursement of 50% of the costs, up to INR 1,00,000, for skill development courses in AI and emerging technologies from institutes approved by SITPC.

b) The Government will collaborate with Private Parties and assist Goa based educational institutes, industrial parks to set-up IT labs, Maker-labs, Centre of Excellence, Innovation centres in their premises with state-of-the-art facilities for school students to experiment and familiarise with emerging technologies.

7. Pillars/Framework of Implementation

a) SITPC will initiate strategic collaborations between startups, educational institutions, and research organizations as a key priority to promote innovation and research-driven entrepreneurship. SITPC will also conduct programmes for capacity building of faculty in-charge of Institute Innovation Council/E-Cell.

b) To ensure independence, transparency, and effective facilitation of activities related to startups and ecosystem development, the Government will lead the formation of establishing a Not-for-profit company. This company shall be collaboration with industry and academia and would oversee all matters concerning startups on behalf of the State Government.

c) SITPC shall conduct focussed programmes to encourage social impact innovation from startups. For this purpose, SITPC would also liaise with government departments for enabling adoption of solutions.
    1) Regular meetings and networking events that bring startups and potential investors together to explore investment prospects.
    2) Training sessions to help startups refine their pitches and presentations.

d) SITPC shall partner with incubators, established foundations, and industry experts to provide accelerator programs. These programs will offer structured mentorship, business development support, and access to a wide range of industry experts. SITPC shall also encourage local startups to participate in accelerator programmes by subsidising the fees/reimbursing such costs.

e) A single-window portal shall facilitate the filing of applications for registration and incentives. Startups complying with all documentation and clarifications, if any, shall be granted registration certification within four (4) days of complete application.

f) The government will actively promote startups involvement in government projects through favourable purchase policies.

g) The policy shall be subject to periodic reviews and amendments to reflect changes in the startup ecosystem and emerging challenges.

8. Other Aspects

a) This policy shall remain in operation for a period of three years from the date of notification of the policy in the Official Gazette.

b) Adequate budgetary provision will be made, through which benefits/incentives envisaged under this policy will be disbursed by the cell to applicants/beneficiaries, thereby ensuring continuous availability of funds for the smooth and uninterrupted operationalization of this policy.

c) The funding for IT applications submitted by startups will be provided by the Department of Information Technology, Electronics and Communications while the Department of Industries, Trade and Commerce will fund all non-IT applications.

d) To ensure the effective utilization of funds provided to startups, the Cell will implement a robust monitoring mechanism. Startups will be required to submit detailed quarterly progress reports, including:
   - Financial Reports: Detailed financial statements, bank statements, and invoices to verify fund usage.
   - Milestone Reports: Evidence of progress towards achieving key milestones and targets outlined in the business plan.
   - Utilization Certificates: Certified statements from chartered accountants confirming the utilization of funds for the intended purpose.

e) The Cell reserves the right to conduct periodic audits and inspections to verify the accuracy of the information provided by startups. Any misuse of funds will result in appropriate actions, including recovery of funds and potential legal proceedings.

f) Eligibility and General Provisions

   1) To be eligible for the scheme from the Government of Goa, startups must have been in operation for at least three months prior to applying for registration under this policy.

   2) Grandfathering Provision:
      Startups registered under the Goa Startup Policy 2021 and Goa Startup Policy 2017 shall be eligible to apply for schemes under this policy.

g) In case of any doubt/ambiguity/lack of clarity regarding the meaning or interpretation of any of the provisions of the policy stated above, which may arise during the implementation of the policy, the same shall be clarified in terms of the contents of the Introduction, Vision and Objectives stated above.

h) In case of any disagreement regarding the meaning/implementation of any of the provisions of the policy, the same shall be decided by the Empowered Committee, and the decision of the Empowered Committee in this regard shall be final and binding on all parties.

i) Applications of startups defined under the IT guidelines in the Startup Policy 2025 will be funded by the Department of Information Technology, Electronics and Communications while the Department of Industries, Trade and Commerce will fund all non-IT applications.

j) Disbursement of incentives will be done as per schemes and details rolled out subsequently pertaining to every incentive detailed in this policy. The Cell shall carry out due – diligence on all the applications received for all schemes of Goa Startup Policy. In case of Campus Innovation Scheme, Promotion and Marketing Assistance Scheme, and Women Entrepreneur Vitality scheme, approval will be given by SITPC itself to expedite the disbursement process considering the nature of these schemes and a detailed report for administrative approval. For all other 9 schemes, the due diligence report prepared by SITPC will be placed before the Empowered Committee for approval whose decision shall be final and binding on all parties.

k) SITPC will establish key performance indicators (KPIs) and targets to evaluate the impact and effectiveness of the Policy. KPIs will encompass various facets, including but not limited to:

1) Number of startups registered and certified.
2) Investments attracted by startups.
3) Employment generation.
4) Innovative products, processes, or services developed.
5) Market expansion of startups.
6) Number of successful startups scaling up.

l) SITPC will publish annual reports detailing the achievements, challenges, and recommendations for policy improvements.

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