

Karnataka Innovation and Technology Society (KITS) has decided to support the participation of selected Karnataka based start-ups to attend the BIO International Convention being held in San Diego, USA from June 13-16. The startups selected may claim the reimbursement of **30% of the actual cost incurred subject to a maximum of INR 2 Lakhs under Karnataka Biotechnology Policy 2017-2022** or **30% of the actual cost incurred subject to a maximum of INR 5 Lakhs under Karnataka Startup Policy 2015-2020** as Marketing Incentives for attending the event.

The following Terms & Conditions will apply.

1. All aspirant companies need to send in their applications to director@bioinnovationcentre.com with a short note of not more than 2 pages on their company, services, products and the objectives of their visit. This note should be sent in by May 30, 2022, 5:00 PM
2. Applicants should have a valid passport and valid US Visa - copies of the same have to be attached with the applications.
3. The Committee will make a short list and communicate the same to the applicants by May 31st. No phone queries will be entertained. Attempts to influence the selection will lead to disqualification.
4. A maximum of 3 start-ups will be supported.
5. The shortlisted companies will have to confirm immediately and book their Air tickets within 48 hours of being informed of their selection. After 48 hours, in the absence of the confirmed air tickets, the next startup on the short list will be made the offer,
6. No start-up who is receiving support from the DBT is eligible for applying under this scheme.

What is covered

1. To and fro Air Tickets (Bangalore to San Diego and back)
2. Lodging & Boarding rent in San Diego
3. Space to put the product, brochures etc., Exhibition entry Fee at BIO Exhibition June 13-16 (please check BIO website for what activities are allowed for attendees with Exhibition Visitor Pass.)
4. Local travel in San Diego

Exclusions

1. Any other service utilized at the BIO Exhibition.
2. Startups are encouraged to visit hundreds of stalls /exhibitors in the Exhibitor area and network with International attendees. However, they will be discouraged to clutter, crowd, chat, engage, disturb the India Pavilion sharees during exhibition hours, since the sharees will be busy interacting with International attendees and in partnering meetings.

International Marketing Incentive:

1. Applicability

Registered Biotechnology companies will be provided reimbursements of 30 % of the actual cost incurred or maximum of INR 2 Lakhs per year per company. The incentive will include registration, travel, boarding and lodging expenses, and exhibition stall rentals.

The company claiming the Marketing Incentives will be eligible for reimbursement in every FY year. They can apply for the same on a half-yearly basis, within six months of the expense incurred in:

- International marketing, sales promotion etc.
- Trade show participation.
- Publications, excluding Advertorials and Advertisements.
- Subscription to market research material.

2. Documents Required

- Application for marketing incentive (**Annexure 8M**);
- Copy of the Biotech Registration Certificate;
- Event Invitation letter, Welcome letter from organizers, Event web page showing company name, Shipping documents, Printed Event brochures/Proceedings and Exhibition Participation Invoice for Trade Shows;
- Market Research Subscription / Reports (Web link/Letter/E-mail communications) if applicable;
- If reimbursement is claimed against publications in International Print / Broadcast / Online Publications / Google Adwords / social media marketing content etc, the following need to be furnished:
 - i) Photocopies/Scanned documents of publicity material;
 - ii) Web links;
- Copy of Invoices and Purchase Orders for all Marketing Expenses claimed along with at least one supporting document for each expense. In this regard, the company/unit has to produce proof of stay at the location along with air travel (boarding pass) and visa stamped;
- A report of all business development activities undertaken by the company during the visit to the trade fair by the unit shall also be submitted;
- Any other supporting invoices / bills for expenses incurred;
- Self-declaration in prescribed format **Annexure 8N**.

3. Application Process

On receipt of completed application, KITS will verify the submitted documents and after satisfying the genuineness of the claims, the sanctioned amount would be disbursed to the eligible company.

Annexure 8M**Application Form for International Marketing Incentive**

1.	Biotech Registration No:	
2.	Name of the Company:	
3.	Details of Marketing Expenses (whichever is applicable)	
	1 Event/Exhibition Details (Name and Date) :	
	2 Marketing/Publicity Details along with Dates:	
	3 Subscription Details along with Dates:	
4.	Total Expenses Incurred (along with breakup):	
	1. Conference Fees	
	2. Employee Travel Costs	
	3. Employee Lodging Costs	
	4. Stall Expenses	
	5. Other Expenses (as applicable)	
5.	Eligible Reimbursement Amount:	
6.	List of documents to be furnished <ul style="list-style-type: none"> • Duly filled application form for International Marketing Incentive (Annexure 8M) • Copy of the Biotech Registration Certificate • Event Invitation and Exhibition Participation Invoice • Any other supporting invoices / bills for expenses incurred (Eg. Original Boarding Pass and visa stamping, Accommodation Bills, DA bills) • Complete details of the expenses in Table format with Breakups • A report of all business development activities undertaken during the visit to the tradeshow • Declaration in prescribed format Annexure 8N 	

Annexure 8N**Declaration/Undertaking Form**

(To be printed on company letterhead)

I, _____ s/o,d/o,h/o _____ Managing Director/Director/ Proprietor/Partner, M/s. _____ with Regd. office at _____ & factory located at _____ and with Biotech Registraion No. (Department of IT and BT) / RoC No. _____ dt. _____ do hereby solemnly affirm and declare as under:

- a. (i). That the aforesaid Company/Firm/Establishment(s) have not availed reimbursement/subsidy /grant/incentive for _____ (mention Incentive or concession name) under any Scheme operated by Central Govt. (including o/o DC(MSME), M/o MSME)./ State Govt./ Financial Institution etc.

OR

(ii). That the aforesaid Company/Firm/Establishment(s) have claimed & received reimbursement/ subsidy/ grant/incentive for _____ (mention Incentive or concession name) amounting to Rs _____ (Rupees _____) from _____ (Name of the Central Govt/State Govt Deptt./Financial Institution) vide draft/cheque No _____ dt _____ of _____ (Name of Bank).

- b. That after availing reimbursement for _____ from Office of KITS, Department of IT, BT and S&T, Government of Karnataka in respect of the said Company/Firm/Establishment(s), I shall disclose this fact on behalf of the said Company/Firm/Establishment(s) at the time of claiming/ receiving reimbursement/ subsidy/grant/incentive, if any, under any other similar scheme run by Central Govt./State Govt. /Financial Institutions etc..
- c. I hereby solemnly affirm that the information given above is correct. In case above declaration is found wrong or incorrect or misleading, I do hereby bind myself & my unit and

undertake to pay to the Government on demand the full amount received as reimbursement in respect of above mentioned activity, within ten days of the demand being made to me in writing.

Signature:

Date & Seal:

Name of Partner/Proprietor/ Managing Director/ Director:

Witnesses
1. (Signature) _____ (Full Name) _____ (Address) _____ _____
2. (Signature) _____ (Full Name) _____ (Address) _____ _____

Note: The factual status as on date under the respective paras at (a); (b) & (c) above must be clearly indicated

8.4 Marketing Incentives to Startups

Government shall provide reimbursements of 30% of the actual costs including travel incurred in international marketing through trade show participation. This incentive will be subject to a maximum of Rs.5 Lakhs per year per company. To avail these benefits from the Government of Karnataka, the startups have to follow due processes and ensure their eligibility.

Eligibility Criteria

1. The applicant should be a startup registered with the Karnataka Startup Cell with a valid registration number.
2. Only activities undertaken in trade show participation and related travel expenses will be eligible under this incentive. A maximum of 2 employees per startup/applicant in up to 2 international events per year shall be entitled for reimbursement. DA (Dearness Allowance) shall include lodging, food, intra-city commute, and journey days shall not be considered in computing TA/DA.
3. Marketing incentives can be claimed on a half-yearly basis in every financial year (within 6 months of the expense incurred).
4. Within the ambit of the monetary cap specified in the Karnataka Startup Policy 2015-2020, the reimbursement for MDA will be subject to the following conditions.
 - a. Preference for reimbursement will be given to woman members
 - b. Travel reimbursement will only be applicable on economy air travel
5. Reimbursement amount will be released / disbursed on the seniority basis depending upon the Budget allotment of the State Government.
6. Government shall provide reimbursements of 30% of the actual costs including travel incurred in international marketing through trade show participation. This incentive will be subject to a maximum of Rs.5 Lakhs per year per company.

Mandatory Documents

1. Application form as in Annexure I.
2. Duly filled Annexure II if applying through a GoK Supported Incubator.
3. If reimbursement is claimed against an International Event/Trade Show participation, the following needs to be furnished:
 - a. Invitation Letter
 - b. Welcome Letter from Organizers
 - c. Confirmation of registration and receipt of registration fee
4. Market Research Subscription/ Reports (Web link/Letter/E-mail communications) if applicable.
5. If reimbursement is claimed against Advertisements / PR in International Print/ Broadcast / Online Publications / Google AdWords / social media marketing content, the following need to be furnished:
 - a. Photocopies/Scanned documents of publicity material
 - b. Web links
 - c. Invoice of the payment towards the service providers and payment proofs
6. Copy of Invoices and Purchase Orders for all Marketing Expenses claimed along with at least one supporting document for each expense. In this regard, the company/unit has to produce proof of stay at the location (hotel bills) along with air travel (air tickets and boarding pass sealed and stamped by airport security) and copy of the passport first and last page and stamped visa.

On receipt of all necessary documents, KBITS will duly analyse the Application for eligibility. Post review & assessment of the Application, KBITS will arrive at the quantum of reimbursement due and payable. The Managing Director, KBITS will finally sanction the eligible amount for reimbursement and the decision shall be deemed final in this regard.