

A photograph of a bald eagle sitting on a nest made of sticks and twigs. The eagle is looking directly at the camera with a serious expression. The background is a blurred natural setting with trees and foliage.

**ynos**

Gateway To India's  
Startups & Investors

VERSION - 01

# **YNOS PLATFORM** **USER MANUAL FOR** **INCUBATION** **HEADS**

How to Source Startups, Find Mentors, Engage Investors, and  
Enable Incubated Startups

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# 1. Introduction & How Incubation Heads Use YNOS

## 1.1 Why YNOS Matters for Incubation Heads

### Your Core Challenges:

- How do I find quality startups to admit to my incubation program?
- Where can I find experienced mentors who can guide my portfolio companies?
- Who should I invite for pitch fest events? Which VCs and angels are investing in my space?
- How can I help my incubated startups succeed?

### YNOS Solutions:

Challenge	YNOS Solution
Finding startups to incubate	Search 280,000+ startups by sector, stage, and traction to identify founders who match incubation criteria
Identifying mentors	Discover successful alumni founders, serial entrepreneurs, and industry experts through the YNOS database
Investor intelligence for events	Identify relevant VCs and angels, analyze recent funding patterns, and understand investment preferences
Scaling incubated startups	Enable direct access to investor networks, market data, and competitive intelligence

## 1.2 Key YNOS Datasets for Incubation

### Available on YNOS:

- **280,000+ Startups** - Founded companies with location, sector, funding, team size
- **1,400+ Mentor/Expert Profiles** - Successful founders, experienced operators, investor data
- **485,000+ Founder Profiles** - Individual founder data with background, education, track record
- **14,700+ Investor Profiles** - Angels, VCs, PE firms with portfolio data and investment patterns
- **1,400+ Incubators** - Other incubators' portfolio companies, benchmarking data
- **Real-time Updates** - Funding announcements, exits, pivots tracked continuously

## 1.3 This Manual's Focus

### For Incubation Heads ONLY:

This manual covers the 4 core use cases that will directly impact your incubation program:

- **Sourcing startups** - How to find qualified startups for admission
- **Finding mentors** - How to identify and contact experienced founders as mentors
- **Hosting pitch fest events** - How to identify investors and organize engagement events
- **Enabling incubated startups** - How to give your portfolio companies YNOS access

## 2. Getting Started With YNOS

### 2.1 Account Access for Incubation Centers

#### Get Institutional Access:

##### Step 1: Contact Your Institution's Admin

- Check: Does your incubation center already have YNOS access?
- Look for: YNOS password in your institution's LMS/knowledge base
- If found: Use existing credentials

##### Step 2: If No Access, Request Institutional Account

- Email: sales@ynos.in; sakthivel@ynos.co.in
- Subject: "YNOS Institutional Access for Incubation Center"
- Include:
  - Institution name
  - Incubation center details (number of startups, sectors)
  - Expected number of users (incubation head + team)
  - Use case: "Portfolio company support, startup sourcing, investor engagement"
- Wait time: Usually 5-7 business days
- Outcome: Receive institutional login credentials

##### Step 3: Set Up Login

- Navigate to: <https://www.ynos.in>
- Click: "Login" (top right)
- Choose: "Institutional Login"
- Enter: Your institutional email + password received
- Access: Full YNOS dashboard for incubation



### 2.2 Understanding the YNOS Dashboard

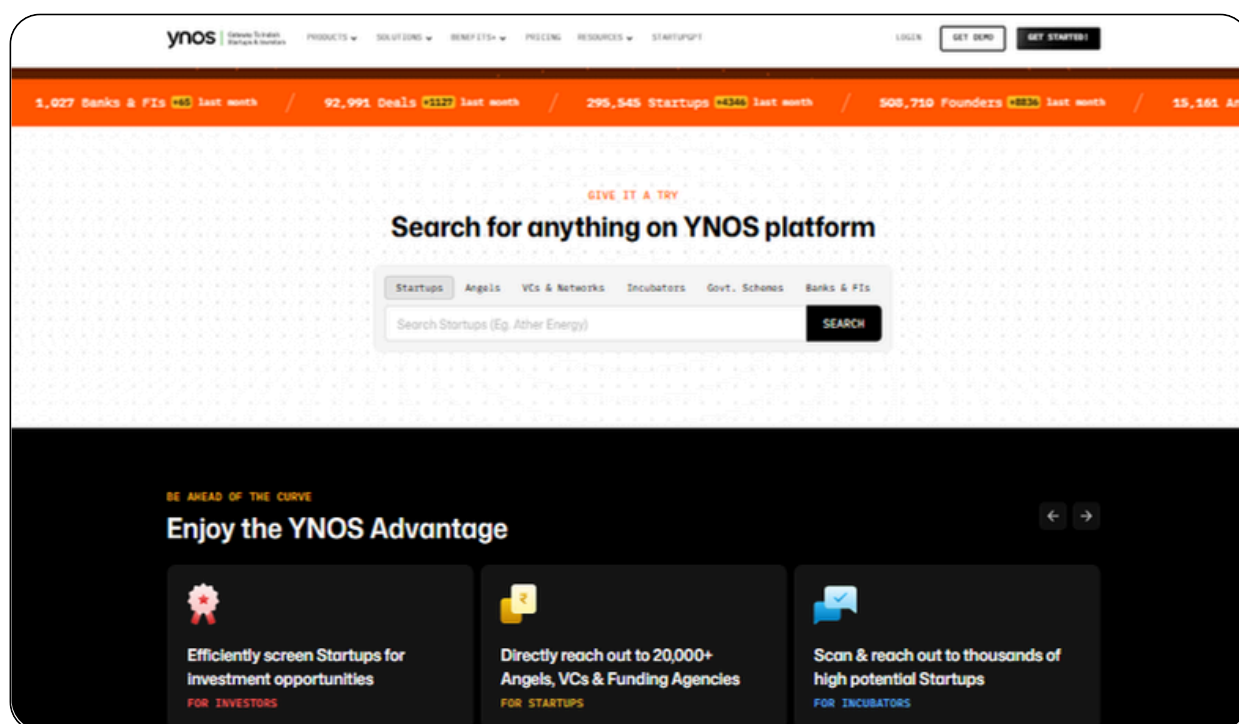
#### Main Navigation for Incubation Heads:

- YNOS Dashboard (After Login)
  - SEARCH & DISCOVERY (Left Sidebar)
    - Startups (280,000+ companies)
    - Founders (485,000+ individuals)
    - Investors (VCs, Angels, etc.)
    - Incubators (1,400+ other incubators)
    - Mentors/Experts (successful founders)

- DATA TOOLS
  - Advanced Search (filters for precise searching)
  - Analytics Dashboard (sector trends, funding patterns)
  - Export Data (download for analysis)
- MY ACCOUNT
  - Saved Searches (bookmarked queries)
  - Watchlist (companies you monitor)
  - Portfolio (if you've added startups)
  - Team Management (add team members - if available)
- RESOURCES
  - Help & FAQ
  - Support Contact

### Key Sections You'll Use Most:

- Startups - For sourcing startups to incubate
- Founders - For finding mentors
- Investors - For pitch fest event planning
- My Account - For team management



## 3. Core YNOS Features For Incubation

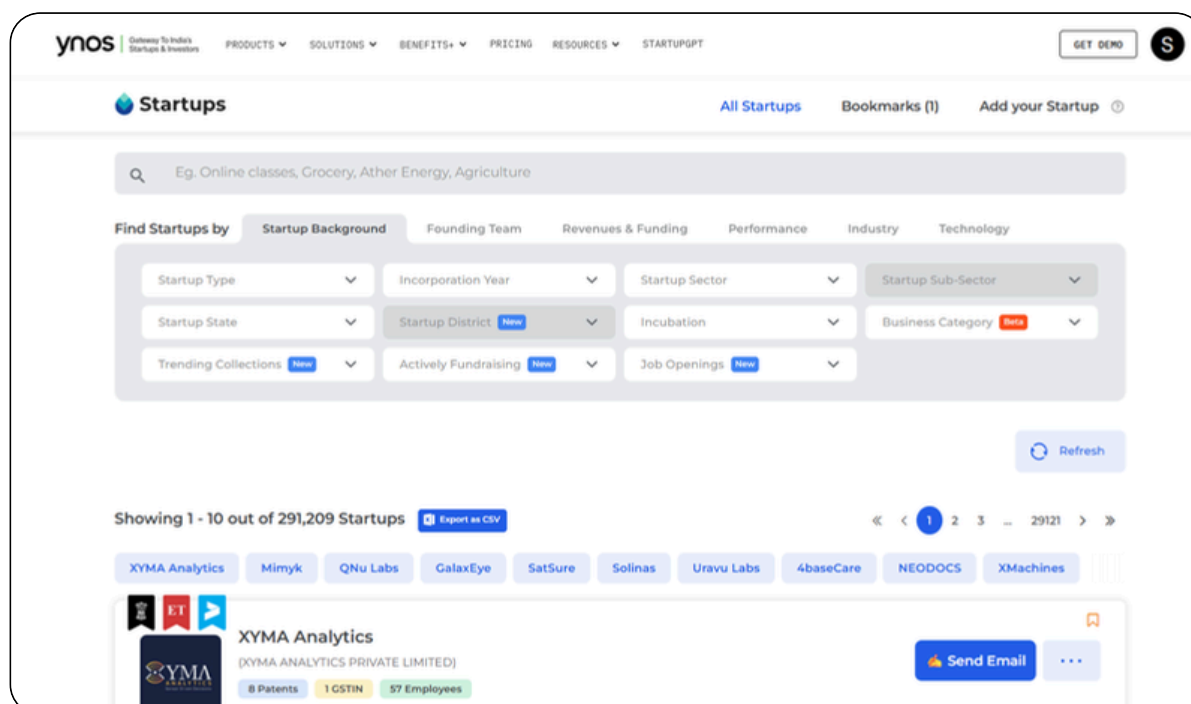
### 3.1 Search Functionality - Two Levels

#### Level 1: Simple Search (Quick Lookup)

- Location: Search bar at top center
- When to use: You know the exact startup/founder name
- How: Type name → Results appear
- Result: Direct link to company/founder profile

## Level 2: Advanced Search (Filtered Discovery)

- Location: Click "Advanced Search" on Startups/Founders page
- When to use: Finding startups matching criteria (e.g., "AI startups founded in 2023")
- Filters available:
  - Sector (AI/ML, FinTech, HealthTech, etc.)
  - Founded year (2022, 2023, 2024, etc.)
  - Funding stage (Seed, Series A, etc.)
  - Location (city/state)
  - Founder education (IIT, BITS, your institution, etc.)
  - Team size (1-5, 5-20, 20+ employees)
  - Status (Active, Acquired, etc.)



## 3.2 Managing Searches

### Recommended Searches for Incubation:

- SOURCING SEARCHES:
  - "Seed Stage [Your Focus Sector]" (e.g., "Seed Stage AI")
  - "Top Institutions Founders" (founders from IIT, BITS, etc.)
  - "[Your City] Startups" (geography-specific sourcing)
  - "Recent Funding[Your Sector]" (newly funded companies)
- MENTOR SEARCHES:
  - "Series B Plus Founders" (experienced mentors)
  - "Successful Exits [Sector]" (exited founders)
  - "[Industry] Expert Founders" (domain experts)
- INVESTOR SEARCHES:
  - "Active VCs [Your Sector]" (recent VC activity)
  - "Angel Investors [Region]" (angels in your region)
  - "Seed Investors [Stage]" (early-stage investors)

### 3.3 Creating & Using Bookmarks

#### What is a Bookmark?

A bookmark is your monitoring list - startups you want to track over time can be added to bookmark

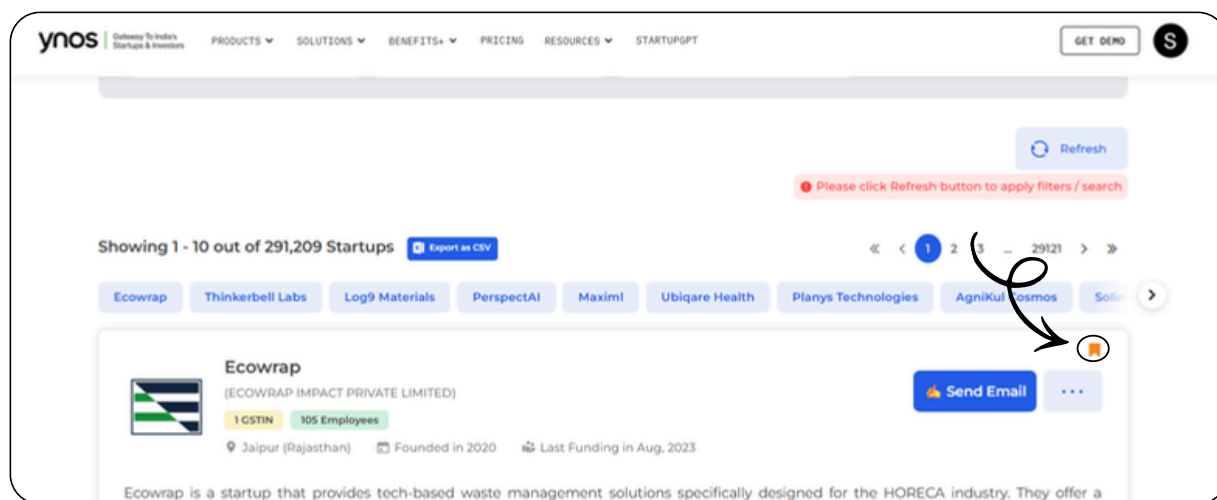
#### How to Create:

##### Step 1: While Viewing a Startup Profile

- Click: Bookmark icon in the top right corner

##### Step 2: Monitor Over Time

- Access: "Bookmarks" tab in top menu
- View: All bookmarked companies



#### Recommended Companies to bookmark for Incubation Head:

- SOURCING:
  - Potential Portfolio Companies (top 50 prospects)
  - Strong Teams No Funding (funded later)
  - Recent Pivot Companies (recovery opportunities)
- MONITORING:
  - Competitive Landscape (direct competitors in your sectors)
  - Recent Funded Companies (new entrants to track)
  - Mentor Candidates (successful founders)
- INVESTOR EVENTS:
  - Active VCs This Quarter
  - Angel Investors Engaged
  - Series A Companies Hiring (future employers)

### 3.4 Exporting Data for Analysis

#### Getting Data Out of YNOS (for Excel analysis, reporting)

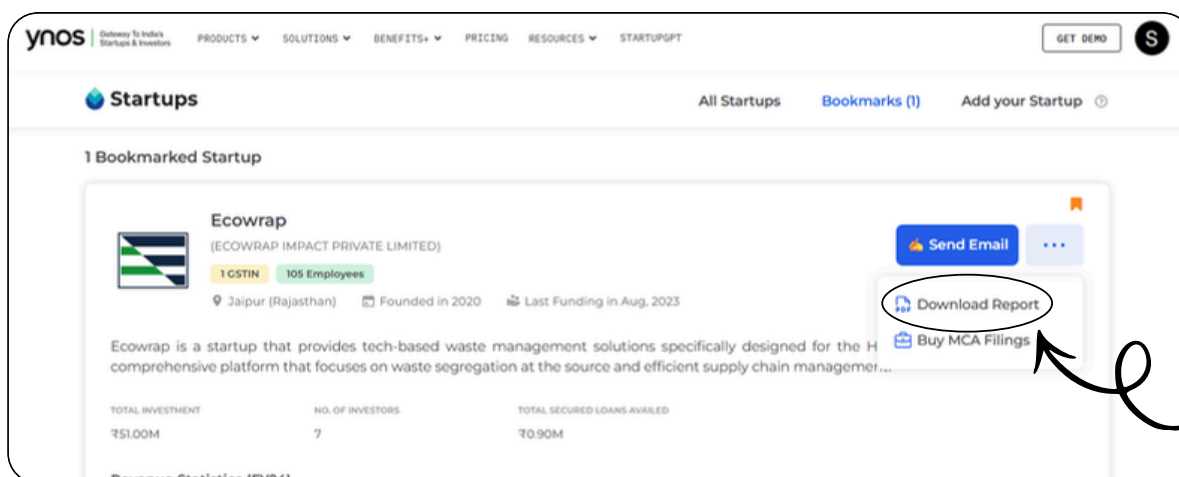
##### Step-by-Step Export:

##### Step 1: Get Your Results

- Perform any search (simple or advanced)
- Results page appears

## Step 2: Export Button

- Look for: "Export as csv" button
- Location: Usually top left of results
- You can also download individual profiles in detail as pdf format
- Recommended columns to check for incubation:
  - Startup name
  - Founder names (all founders)
  - Founded year
  - Sector
  - Current stage
  - Total capital raised (₹ Cr)
  - Lead investor (last round)
  - Team size (if available)
  - Location
  - Current status
  - Company description (what they do)



## Step 3: Open in Excel

- Open Excel
- File → Open → Select CSV
- Data appears in spreadsheet

## Step 4: Add Your Analysis Columns

- Original YNOS columns:
  - Name
  - Sector
  - Funding
  - etc.
- Add your columns:
  - Fit with Incubation (YES/NO)
  - Reason Interesting (brief note)
  - Founder Quality (1-10)
  - Mentor Available For This (Y/N)
  - Contact\_Status (Contacted/Pending/Rejected)

## 4. Use Case 1: Sourcing Startups For Incubation

### 4.1 Your Sourcing Challenge

#### As an Incubation Head, you need to:

- Find quality startups from many options
- Identify founders with potential
- Assess if they fit your program
- Build a pipeline of applicants

#### YNOS helps by:

- Showing you 280,000+ startups
- Providing filtering tools
- Giving you data to assess quality
- Showing you comparable startups

### 4.2 Step-by-Step: Sourcing Quality Startups

#### Phase 1: Define Your Sourcing Criteria

- Before you start searching, clarify what you want:
- Incubation Program Sourcing Criteria (Example):
- Sector Focus:
  - Primary: AI/ML, FinTech
  - Secondary: Health Tech
  - Avoid: EdTech (saturated)
- Stage Preferences:
  - Ideal: Pre-seed to Seed stage
  - Team size: 1-5 co-founders
  - Existing revenue: Not required
- Founder Preferences:
  - Education: Prefer IIT/BITS/top institutions
  - Experience: 2+ years experience preferred
  - Passion: Mission-driven founders preferred
  - Location: Pan-India OK
- Timeline:
  - Need to find: 100 qualified leads
  - For admission of: 10-15 companies
  - Conversion target: 10-15% of leads

#### Phase 2: Search on YNOS

##### Search 1: By Sector + Stage

- Technical steps:
  - Navigate: [www.ynos.in/startups](http://www.ynos.in/startups)
  - Click: "Advanced Search" or "Filters"
  - Set filters:
    - Sector: Select "AI/ML" (your focus)
    - Founded year: "2023" or "2024" (recent startups)
    - Stage: "Seed" or "Pre-seed"
    - Team size: "1-5" (early stage)
    - Status: "Active" (operating companies)

- Execute: Click "Search"
- Result: List of startups matching criteria

### **Search 2: By Founder Education**

- Find startups from your top institutions:
  - Same advanced search
  - Add filter: "Founder Education"
  - Enter: Your institution names
    - Example: "IIT Delhi", "IIT Bombay", "BITS Pilani"
  - Execute: Click "Search"
  - Result: Startups by founders from top institutions

### **Search 3: By Investor Activity**

- Find startups funded by top investors:
  - Advanced search
  - Filter: "Investor/Lead Investor"
  - Enter: Top VCs investing in your space
    - Example: "Accel Partners", "Sequoia Capital", "Y Combinator"
  - Execute: Search
  - Result: Startups backed by quality investors (good signal)

## **Phase 3: Export & Analyze**

### **Step 1: Export Results**

- Click "Export as csv"

### **Step 2: Import to Excel**

- Create spreadsheet: "Sourcing\_Pipeline\_[Date]"
- Paste data

### **Step 3: Add Assessment Columns**

- Spreadsheet Template:
  - Column A: Startup Name
  - Column B: Founder Names
  - Column C: Sector
  - Column D: Stage
  - Column E: Capital Raised Cr
  - Column F: Team Size
  - Column G: Website
  - Column H: Key Interest (why interesting)
  - Column I: Fit Score (1-10) Column J: Contact Status Column K: Notes

### **Step 4: Score Each Company**

- FIT SCORE (1-10):
  - 10 = Perfect fit - Right sector, founder quality, right stage - We can definitely help this startup
  - 7-9 = Good fit - Mostly right profile, minor gaps - Worth contacting
  - 4-6 = Possible fit - Some alignment, significant gaps - Contact if pipeline weak
  - 1-3 = Poor fit - Wrong sector, wrong stage, or weak founders - Don't contact

**Step 5: Identify Top 50**

- Sort by Fit\_Score (descending)
- Select top 50 companies
- These are your "Tier 1" sourcing targets

**Phase 4: Outreach****Contact Top 50:**

- Find contact: Click profile → "Website" → Contact page
  - Look for: Founder email, contact form, LinkedIn
- Send outreach email: Subject: Incubation Opportunity at [Your Institution]
  - Hi [Founder Name],
  - We came across your startup [Company] on YNOS and were impressed by:
    - Your team from [Institution]
    - Your solution for [Problem]
    - [Lead investor] backing
- We run an incubation program focused on [Your Focus]. We support startups with:
  - Mentorship from [Describe mentors]
  - Investor introductions
  - Resources and workspace
  - Network access
- Would love to explore if we're a good fit. Are you open for a 30-min conversation?
  - Best, [Your Name]
- Track outreach:
  - Column J: Update "Contact Status" = "Contacted [Date]" o Follow up: After 1 week if no response

**Phase 5: Evaluation & Admission**

For founders who respond:

- Have initial conversation
- Ask for: Pitch deck, basic business details
- Assess: Team, problem, solution, market
- Decision: Admit to portfolio or waitlist
- Record: In your intake spreadsheet
- Setup: Onboarding + YNOS access

**Repeat this process quarterly to maintain sourcing pipeline**

**4.2 Step-by-Step: Sourcing Quality Startups**

**Secondary sourcing strategy: Monitor what competitors are incubating**

**Why this works:**

- Other incubators are also finding good startups
- If competitor incubates a startup, they've already validated it
- You might identify startups you missed
- Shows you what's popular vs niche

**Step 1: Search Other Incubators**

- YNOS section: "Incubators"
- Search for: Top competing incubators
  - Example: "IIT-M Incubation", "IITM Incubation", "NASSCOM 10000 startups"
- Click: View their portfolio

**Step 2: Review Their Portfolio Companies**

- YNOS shows: Companies incubated by them
- Analyze: Sector distribution, stage, team size
- Question: "Why did they pick these?"

**Step 3: Find Your Gaps**

- If they have 20 AI startups, you have 5: You're weak in AI
- If they incubate bootstrapped companies, you only have funded: Rethink strategy
- If their average team is 5, yours is 2: Targets are growing faster

**Step 4: Take Action**

- Adjust your sourcing: Focus on underrepresented sectors
- Update your sourcing strategy accordingly

## 5. Use Case 2: Finding Mentors For Incubated Startups

### 5.1 Why Mentors Matter (And Where YNOS Helps)

**Your Need:**

- Your incubated startups need mentors with:
  - Domain expertise (they understand the problem space)
  - Entrepreneurship experience (they've been there)
  - Relevant networks (they can introduce investors, customers, hires)

**Your Challenge:**

- Where do I find experienced mentors?
- How do I know they're good?
- How do I contact them?

**YNOS Solution:**

- Shows you successful founders (they've proven their ability)
- Gives you their background (experience, exits, current activity)
- Helps you identify domain experts
- Provides contact pathways (LinkedIn profile, websites)

### 5.2 Finding Mentor Candidates on YNOS

**Strategy: Search Successful Founders**

- Your ideal mentors are:
  - Serial entrepreneurs (have built multiple companies)
  - Successful exits (exited their company for good valuation)
  - Current investors/operators (still active in ecosystem)
  - Domain experts (deep knowledge in your startup's space)

**Step 1: Search Founders with Successful Track Records****Search for "Series B+ Founders" (experienced operators):****Technical steps:**

- Navigate: [www.ynos.in/startups](http://www.ynos.in/startups) in
- Go to Startups section → Look for "Founders" section for filters
- Click: "Advanced Search"
- Filters:
  - Founder Stage Experience: "Series B+" (has scaled companies)
  - Status: Include "Acquired/IPO" (had exits)
  - Education: Your region/top institutions (cultural fit)
- Execute: Search

**Result:** Experienced founder profiles

**Step 2: Search Domain-Specific Mentors****Find mentors in your startup's sector:**

- Advanced search → Founders
- Filters:
  - Sector: Your startup's sector (e.g., "FinTech", "HealthTech")
  - Stage: "Series A or higher" (proven success)
  - Location: Your region (easier in-person meetings)
- Execute: Search

**Result:** Successful founders in your space

**Step 3: Search for Alumni Mentors****Alumni founders often become mentors:**

- Advanced search → Founders
- Filter: "Educational Background"
- Enter: Your institution name
- Filter: "Company Status" = "Acquired" or "Active at Series B+"
- Execute: Search

**Result:** Alumni who've been successful (strong mentor profile)

**5.3 Evaluating Mentor Candidates****When you find a potential mentor, assess:****Step 1: Review their Founder Profile**

- Click founder name
- Review:
  - Companies founded (how many?)
  - Latest company status (still active? exited?)
  - Education background (credibility)
  - Co-founders (team quality)
  - Total capital raised (experienced fundraisers)

## Step 2: Assess Expertise Match

### Mentor Match Checklist:

- For your FinTech Startup, ideal mentor has:
  - Built a FinTech company (not just tech background)
  - Raised funding (knows fundraising)
  - Series A+ (has scaled)
  - Still active (advising/investing/building)
  - Similar customer type (B2B vs B2C matters)
  - Adjacent problem (payment systems, compliance, etc.)
- Score: Each ✓ = 1 point
  - 5+ points: EXCELLENT MENTOR FIT
  - 3-4 points: GOOD FIT
  - 1-2 points: POSSIBLE FIT (better than nothing)
  - 0 points: POOR FIT (skip)

### Step 3: Check Current Activity

- Is the founder currently building? (May be too busy)
- Are they investing in startups? (Likely open to mentoring)
- Any recent news? (Gauge availability)

### Step 4: Create Your Mentor Shortlist

- Spreadsheet:
  - Founder\_Name | Company | Sector | Status | Fit\_Score | Contact\_Status  
Rajesh\_Pal | Paytm | FinTech | Founder | 9 | To\_Contact Ankita\_Sharma | HealthRx | HealthTech | Advisor | 8 | To\_Contact etc.

## 5.4 Contacting Mentor Candidates

### How to Contact:

#### Step 1: Find Contact Information

- On YNOS profile: LinkedIn profile link
- Click: Go to their LinkedIn
- Option A: Send LinkedIn message (professional, 1st time contact)
- Option B: Find email (from LinkedIn profile or company website)

#### Step 2: Craft Personalized Message

Avoid generic requests. Show you did research:

Email Template:

Subject: Mentorship Opportunity - Your [Sector] Expertise Needed

Hi Rajesh, I'm reaching out because we're running [Your Institution]'s incubation program and just admitted a FinTech startup, [Startup Name], solving [brief problem].

I came across your profile on YNOS and was impressed by:

- Your success building [Company] to [milestone]
- Your expertise in [specific area]
- Your recent investments in [similar companies]

We believe your experience would be invaluable for our portfolio company. We're looking for mentors to:

- Provide strategic advice on business model
- Help with investor introductions
- Share network for hiring/partnerships
- ~2-3 hours/month commitment

Would you be interested in a 20-min call to explore fit?

Best, [Your Name]  
[Your Institution]

### **Step 3: Follow-up Process**

- Send: Initial message
- Wait: 1 week
- If no response: Send 1 follow-up
- If still no response: Move to next mentor candidate

### **Step 4: Successful Mentor Onboarding**

- Once they agree:
  - Send: Background info about startup
  - Schedule: Monthly 1-hour mentoring sessions
  - Setup: Private WhatsApp group for quick questions
  - Track: Meeting notes + founder progress
  - Celebrate: Wins (funding, revenue milestones)

## **6. Use Case 3: Reaching Out to Investors For Pitch Fest Events**

### **6.1 Why Pitch Fest Events Matter**

#### **For your incubation program:**

- Portfolio companies get investor exposure
- Investors meet your best startups
- Investors might fund your companies
- Your institution builds credibility

#### **For investors:**

- See emerging startups early
- Batch multiple pitches efficiently
- Find promising early-stage companies
- Network with other investors

**For startups:**

- Get investor feedback on pitch
- Network with multiple investors
- Potential funding opportunities
- Learn from questions asked

**6.2 Planning Your Pitch Fest: Investor Identification****Phase 1: Define Event Parameters**

- Before you start recruiting, clarify:
- Pitch Fest Event Definition:
- Date: Q1 2024 (January-March)
- Format:
  - 10 startup pitches (6 min + 3 min Q&A each)
  - 30+ investor attendees
  - Networking session after
- Investor Types Needed:
  - VCs focused on [Your Focus Sectors]
  - Angel investors from your ecosystem
  - Corporate investors
  - Mentor-investors (mentors who also invest)
- Ideal Profile:
  - Investing in Seed/Series A stage
  - Active in [Sectors you focus on]
  - Based in [Your region] (in-person appreciated)
  - Track record of [number] investments

**Phase 2: Search for Investors on YNOS****Search 1: VCs Investing in Your Sector**

- Technical steps:
  - Navigate: [www.ynos.in/investors](http://www.ynos.in/investors)
  - Click: "Advanced Search"
  - Filters:
    - Investor Type: "Venture Capital" (exclude angels for this search)
    - Investment Stage: "Seed", "Series A" (early stage)
    - Sector Focus: "Your sectors" (e.g., "AI/ML", "FinTech")
    - Location: "India" or "Your region"
    - Recent Activity: Last investment "2023 onwards" (active now)
  - Execute: Search

**Result:** List of active VCs investing in your space

**Example search result:**

VCs Investing in AI/ML (Seed to Series A, Recent Activity):

- Accel Partners India
- Matrix Partners India
- Tiger Global
- Sequoia Capital
- Y Combinator (India focus)
- etc.

**Search 2: Angel Investors in Your Ecosystem**

- Advanced search → Investors
- Filters:
  - Investor Type: "Angel Investor"
  - Investment Stage: "Seed" (angels typically invest early)
  - Sector: "Your sectors"
  - Location: "Your city/region"
- Execute: Search

**Result:** Active angels in your space/region

**Search 3: Corporate Investors & CVCs**

- Advanced search → Investors
- Filters:
  - Investor Type: "Corporate", "CVC" (Corporate Venture Capital)
  - Sector: "Related to your focus"
  - Location: "Your region"
- Execute: Search

**Result:** Corporate investors (good for enterprise-focused startups)

**Search 4: Mentor-Investors (Best Quality)**

Search for successful founders who are now investors:

- Go back to: Founders section
- Filter:
  - Sector: "Your sectors"
  - Stage: "Series B+" (experienced)
- Execute: Search

**Result:** Former founders who are now investors (great mentors + investors)

**6.3 Building Your Investor List for Pitch Fest****Step 1: Export All Investor Search Results**

- Each search → Export CSV
- Combine into: "PitchFest\_Investors\_[Date].csv"

**Step 2: Create Master Investor Spreadsheet**

- Investor Database:
- Columns:
  - Investor\_Name
  - Type (VC/Angel/Corporate)
  - Sector\_Focus
  - Investment\_Stage
  - Recent\_Deals (count)
  - Portfolio\_Size (approx)
  - Contact\_Person
  - Email/LinkedIn
  - Fit\_For\_Event (Y/N)
  - Outreach\_Status (To\_Contact, Contacted, Confirmed, Declined)
  - Notes

### Step 3: Prioritize Investors

Which investors to invite first:

#### Tier 1 (Invite First):

- Actively investing in your space (last 3 months)
- Relevant stage (your startups' stage)
- Located in your region
- Known for founder-friendly approach
- Example: Accel (AI), Tiger Global (Growth)

#### Tier 2 (Invite Second):

- Sector adjacent (not exact fit but relevant)
- Correct stage
- Good reputation
- Based in India (may not attend but might send associate)

#### Tier 3 (Invite if Tier 1+2 Not Responding):

- Broader focus (less specific fit)
- Correct stage
- Good track record

### Step 4: Target List for Your Event

Pitch Fest Investor Target (Example):

Total Seats Available: 30

Tier 1 (Priority, 50%): 15 investors

- 5 AI/ML VCs (Accel, Matrix, etc.)
- 5 FinTech VCs (prime investors)
- 3 Corporate investors
- 2 Mentor-investors from your network
- Goal: Confirm 10 (33% conversion)

Tier 2 (Secondary, 40%): 12 investors

- Adjacent sector VCs
- Regional investors
- Goal: Confirm 6 (50% conversion)

Tier 3 (Backup, 20%): 3 investors

- Friends of incubation
- Goal: Confirm 2

Total Goal: 18 confirmed investors (60% of 30 seats)

## 6.4 Outreach to Investors

### Phase 1: Craft Pitch Fest Invitation

#### Email Template:

Subject: Exclusive: Pitch Fest 2024 - Emerging Startups in [Your Sectors]

Hi [Investor Name],

We're hosting Pitch Fest 2024, an exclusive event showcasing our best portfolio companies in [Sectors].

**Event Details:**

- Date: [Date], [Time]
- Format: 10 startup pitches + networking
- Companies: Seed to Series A, [Relevant sectors]
- Attendees: 30+ investors, founders, ecosystem partners
- Location: [Your Institution], [Address]

**Why Attend:**

- See promising early-stage companies before competitive rounds
- Network with peer investors
- Discover potential investment opportunities
- Support institutional entrepreneurship ecosystem

**Companies Pitching:**

- CompanyA (AI Supply Chain) - led by [IIT grad]
- CompanyB (FinTech) - already raised ₹[X] Cr
- etc.

Portfolio companies have combined raised ₹[X] Cr and are growing at [X]% YoY.

We'd love to have you. Are you available?

Best regards,

[Your Name]

[Your Institution]

[Contact]

**Phase 2: Outreach Timing & Process****Timeline:**

12 weeks before event: Start investor research

10 weeks before: Finalize investor target list

8 weeks before: Begin outreach (email/LinkedIn)

6 weeks before: Confirm investors & send calendar invite

4 weeks before: Finalize program, share startup details

2 weeks before: Send reminder email + event details

1 week before: Final reminder + logistics details

**Step 1: Email Outreach**

- Send: Personalized invitation email
- Track: Who opens, who replies
- Wait: 1 week for response

**Step 2: LinkedIn Follow-up**

- If no email response: Send LinkedIn message
- Reminder: Friendly, not pushy
- Example: "Hi [Name], wanted to follow up on the pitch fest invite. Are you available on [Date]?"

**Step 3: Phone/Personal Follow-up**

If investor is Tier 1 (must-have):

- Call them directly
- Pitch event verbally (15-30 sec)
- Ask for commitment on call

If investor is Tier 2/3:

- Email + LinkedIn usually sufficient

#### **Step 4: Calendar Confirmation**

Once investor commits:

- Send calendar invite (Outlook/Google Calendar)
- Add: Event location, time, parking details
- Include: Investor guide (what to expect)

#### **Step 5: Pre-Event Communication**

2 weeks before:

- Email with: Program, startup descriptions, team photos
- Why we think they'd be interested in each startup

1 week before:

- Logistics email (parking, security, WiFi)
- Program timeline
- Networking session plan

Day before:

- Final reminder + weather/travel tips

## **7. Use Case 4: Providing YNOS Access To Incubated Startups**

### **7.1 Why Give Your Startups YNOS Access?**

**Your incubated startups need:**

- Investor intelligence (who funds companies like mine?)
- Competitive landscape (who else is building this?)
- Customer research (which companies are customers?)
- Mentor network (who can I learn from?)
- Market trends (is my sector growing?)

**YNOS helps them:**

- Make data-driven decisions
- Pitch better to investors (with data)
- Identify fundraising targets
- Understand market
- Find mentors + partners

### **7.2 Institutional Access for Portfolio Companies**

**Option 1: Provide Access via Institutional Account**

If your incubation center has institutional YNOS access:

**Step 1: Create Team Logins**

- Contact: YNOS support or your account manager
- Request: "Add portfolio company users to our institutional account"
- Provide: List of startups + founder emails
- Setup: YNOS creates accounts for each startup

**Step 2: Distribute Credentials**

- Send each startup:
- Welcome to YNOS! Your institutional access is ready.
- Login:
  - URL: www.ynos.in
  - Email: [founder email]
  - Password: [temporary password]
- First steps:
  - Change your password
  - Complete your profile
  - Watch tutorial [link]
- Key features to use:
  - Investor search
  - Competitor research
  - Market analysis
- Support: [contact details]

**Step 3: Training**

- Hold group training: 30-min session for all portfolio companies
  - What is YNOS?
  - Key features for startups
  - Real examples (your sectors)
  - Q&A
- Create documentation:
  - One-pager: "Top 5 ways to use YNOS as a startup"
  - Video tutorial: Show basic searches
  - FAQ: Common questions

**Step 4: Ongoing Support**

- Monthly: Ask startups "How are you using YNOS?"
- Quarterly: Share best practices
  - "StartupA used YNOS to find 10 angel investors"
  - "StartupB used market data to pitch to VCs"
- Troubleshooting: Help with searches, exports

**Startup Use Cases for YNOS**

Share the startup user manual with your incubated startups and also, share these use cases with your incubated startups:

**Use Case 1: Investor Research for Fundraising**

- Startup scenario: "We're ready to raise Series A, which VCs should we target?"
- Outcome: Startup has data-driven investor target list

**Use Case 2: Competitive Landscape Analysis**

- Startup scenario: "Are there other companies building what we're building? How are they funded?"
- Outcome: Startup understands competitive position

**Use Case 3: Finding Mentors & Partners**

- Startup scenario: "I need advice on B2B go-to-market strategy. Who can help?"
- Outcome: Startup gets expert guidance

**Use Case 4: Customer Research**

- Startup scenario: "Which companies could be customers for our B2B solution?"
- Outcome: Startup gets qualified customer list

**Use Case 5: Fundraising Analytics**

- Startup scenario: "What's the average funding amount at my stage in my sector?"
- Outcome: Startup sets realistic fundraising goals

## 8. Frequently Asked Questions

### Frequently Asked Questions

#### Q1: How often should I search YNOS for sourcing?

A: Recommended frequency:

- Quick check: Weekly (new startups added daily)
- Detailed research: Monthly (focused sourcing sprint)
- Comprehensive: Quarterly (systematic evaluation)

Focus: Monthly scheduled sourcing sessions are most efficient. You don't need daily checking.

### Frequently Asked Questions

#### Q2: Should I invite all VCs or only relevant ones to pitch fest?

A: Tier your outreach:

- Tier 1: Sector-specific, active investors (must invite)
- Tier 2: Adjacent sectors, relevant stage (invite)
- Tier 3: All others (don't waste time)

Better to have 20 quality VCs than 50 irrelevant ones.

### Frequently Asked Questions

#### Q3: How many mentors should each startup have?

A: Recommended structure:

- 1-2 primary mentors (meet monthly)
- 3-5 secondary mentors (meet as needed)
- Wider network (occasional input) Quality > quantity.

One great mentor beats 10 mediocre ones.

### Frequently Asked Questions

#### Q4: Can I give YNOS access to only some portfolio startups?

A: Yes, two approaches:

- Give all (inclusive): All portfolio companies get access
- Give some: Only startups raising funding, or Series A+

Recommend: Give to all. Even early-stage startups benefit from market research.

## Frequently Asked Questions

### Q5: How long does it take to prepare for a pitch fest event?

A: Timeline:

- Planning & investor research: 2 weeks
- Outreach to investors: 3-4 weeks
- Confirmations & program: 2 weeks
- Final logistics: 1 week
- Total: 8-9 weeks minimum

Pro tip: Plan next event while current one is happening. You can also reach out to YNOS for organizing pitch fest as a service for you.

## Frequently Asked Questions

### Q6: What if a startup doesn't want to admit they're using YNOS?

A: That's fine. YNOS value isn't about acknowledgment, it's about:

- Better investor pitches (with data)
- Smarter business decisions
- Faster fundraising (targeted outreach)

Success metric: Startups using YNOS, regardless of whether they acknowledge it.

## Frequently Asked Questions

### Q7: How do I measure ROI of YNOS subscription?

A: Track: Hard metrics:

- Staff hours saved on research (hourly rate × hours)
- Companies funded via YNOS investor research (success rate)
- Mentor network built (vs hiring)

Soft metrics:

- Quality of sourcing decisions (feedback)
- Investor satisfaction (feedback)
- Startup success rate (funding/exits)

Example:

- Cost: ₹ [X] annually
- Time saved: 200 hours × ₹500/hr = ₹100K
- Startup success impact: 5 extra companies funded @ ₹1Cr average = ₹5Cr
- Total value: ₹5.1 Cr (ROI: 5000x)

## Frequently Asked Questions

### Q8: Can I use YNOS for employee hiring?

A: Not directly. YNOS doesn't have job listings.

However, you can use YNOS to:

- Find talented founders/operators (hire them)
- Identify advisors from startup ecosystem (mentor pool)
- Find candidates with specific industry experience (via startup research)

## Frequently Asked Questions

### Q10: Can I contact founders directly through YNOS?

A: Partially:

- YNOS shows: Founder names and profiles
- Not built-in: Direct messaging on YNOS
- Methods: LinkedIn, email (from website), phone (when available)

Pro tip: Use LinkedIn to find founders, then link back to YNOS for research verification.

## Frequently Asked Questions

### Q9: What's the difference between YNOS and Crunchbase/Pitchbook?

A: Comparison:

Feature	YNOS	Crunchbase	PitchBook
India Focus	✓	Limited	✗
Mentor Finder	✓	✗	✗
Incubator Data	✓	Limited	✗
Government Schemes	✓	Limited	✗
Price	Lower	Higher	Higher
Institutional Access	✓	Limited	✓

Recommendation: Use YNOS if India-focused. If global, use Crunchbase/Pitchbook alongside.

## Appendix A: YNOS Field Definitions

Field	Definition	How Incubation Heads Use It
Sector	Industry classification (AI/ML, FinTech, etc.)	Filter startup sourcing by focus areas
Founded Year	Year the company was established	Identify recent and early-stage startups
Funding Stage	Current stage (Seed, Series A, B, C+)	Match startups to portfolio stage
Total Capital Raised	Sum of all funding rounds (₹ Cr)	Assess company maturity and benchmarks
Lead Investor (Last Round)	Primary investor in the most recent round	Identify investor preferences and quality signals
Team Size	Number of employees	Assess growth stage and mentoring needs
Co-founders	Number and names of co-founders	Evaluate team strength and balance
Company Status	Active, Acquired, Shutdown, Pivot	Determine relevance for sourcing
Founder Education	Educational background of founders	Identify alumni and assess founder quality
Last Funding Date	Date of most recent funding round	Understand company maturity and momentum
Investor Stage Focus	Stages the investor typically invests in (Seed, Series A+)	Target the right investors for startups
Investor Check Size	Typical investment amount	Match investor fit for fundraising needs

## Appendix B: Email Templates

### Template 1: Startup Sourcing Outreach

Subject: Joining [Your Institution] Incubation Program - [Your Sector] Focus

Hi [Founder Name],

We came across your startup [Company] on YNOS and were impressed by:

- Your team's [specific strength from profile]
- Your solution to [problem area]
- [Investor/milestone mentioned on YNOS]

We run [Your Institution]'s incubation program supporting [sectors] startups. Our program offers:

- Mentorship from successful [your sector] founders
- Investor introductions and pitch opportunities
- Workspace, resources, and community
- Network access (100+ portfolio companies)

We typically support startups at the stage you're at, and we'd love to explore if there's a good fit.

Are you open for a 30-minute conversation to learn more?

Best regards,

[Your Name]

[Your Institution]

### Template 2: Mentor Recruitment Outreach

Subject: Mentorship Opportunity - [Startup Name] - Your [Domain] Expertise Needed

Hi [Mentor Name],

I'm reaching out because we're running [Your Institution]'s incubation program and just admitted [Startup Name], a [sector] startup solving [problem].

I came across your profile on YNOS and was impressed by:

- Your success building [Company] to [milestone]
- Your [specific expertise] background
- Your recent investments in [similar companies]

We believe your experience would be invaluable for our portfolio company. We're looking for mentors who can:

- Provide strategic advice on [specific area]
- Help with investor introductions
- Share network for hiring/partnerships
- Contribute ~2-3 hours monthly

Would you be interested in a brief call to explore fit?

Best regards,

[Your Name]

[Your Institution]

### Template 3: Pitch Fest Investor Outreach

Subject: Exclusive: Pitch Fest 2024 - Promising Startups in [Your Sectors]

Hi [Investor Name],

We're hosting Pitch Fest 2024, an exclusive event showcasing our best portfolio companies in [Sectors].

