Perspective	Theme	Objective	Measure	Target	Initiative(s)
Long term social Impact (Social Perspective)		Drive sustainable economic growth	GDP Growth		
		Generate large scale employment opportunities	Employment %		
Startup Movement Outcomes (Startup Industry Perspective)		ups	Feedback rating from Industry		
		Growth of startups across sectors and cities	# of districts with startups/# of districts	100%	
			# of blocks with startups/# of blocks	100%	
			# of industry sectors with startups/# of sectors	100%	Promoting Startups in the Biotechnology
Action Plan (Internal Process Perspective)	Simplification and Handholding	Empower Startups to grow through innovation and design	Need to think of a measure		
		Accelerate spreading of the Startup movement	# of startups registered		
		Reduce regulatory burden on Startups	# of startups self-certifying on the mobile App		
			# of startups seeking assistance with the startup hub		
			# of Startup tender applications		
			Average startup wind up time on exit		
		Promote awareness and adoption of IPRs	# of patent applications		
			Average patent life-cyle time		
	Funding Support and Incentives	Provide funding support to innovation driven enterprises	Utilization of corpus fund	100%	
			RoI of corpus fund		
		Promote investments into Startups	Need a better measure		
			Startup Capital Gain Exemptions claimed		
			Tax Exemption on Investments above Fair Market Value claimed		
	Industry-Academia Partnership and Incubation	Harness Private Sector Expertise	# of incubators setup with private sector partnerships		
		Provide national and international visibility	# of showcasing events conducted		
		Provide national and international visibility	# of footsteps in the events		Startup Fests for Showcasing Innovation

Perspective	Theme	Objective	Measure	Target	Initiative(s)
Spending on Startup India (Financial		**Objective**	Actual/Budgeted Government spending on startup promotion (Investments, Rebates, Tax exemption, etc.)		
Foundation (Learning and Growth Perspective)		Develop Startup Mobile App and Portal	Number of downloads of the mobile app		
			Frequency of upgrade of the mobile app		
			Number of active users of the mobile app/number of downloads		
			Number of hits on the portal and the FAQ section		
		Create Infrastructure for research, innovation and incubation	# of centers, parks, incubators established		Building Innovation Centres at National
			Usage statistics of the facilities		Setting up of New Research Parks
					"Incubator Grand Challenge" exercise
		Foster a culture of innovation amongst students	# of schools participating in innovation programs	5 lakh	National Initiative for Developing and Harnessing Innovations
			# of innovations resulting from innovation programs	1 lakh	Uchhattar Avishkar Yojana
					Innovation Core
		Build Entrepreneurship and Innovation capabilities	# of Innovation Award applicants		Atal Innovation Mission
			# of mentoring programs and workshops		Self-Employment and Talent Utilization (SETU)
			# Subscriptions to incubators and tinkering labs		