

Framework for Onboarding Sector-Specific Mentors and Facilitating Online/Offline Meetings in Maharashtra

1. Objectives:

Goal: The main aim of this framework is to create a structured and sustainable mentorship model that connects Maharashtra's startups, particularly in Tier 2 and Tier 3 cities, with sector-specific mentors. This model will foster innovation, growth, and scaling of businesses by leveraging the expertise of experienced industry professionals.

Why Focus on Tier 2/3 Cities: While metropolitan areas like Mumbai and Pune are well-established startup hubs, many promising businesses in Tier 2 and Tier 3 cities face challenges in accessing quality mentorship and resources. These cities represent untapped potential for entrepreneurship and require additional support to encourage innovation and industrial growth. By focusing on these regions, Maharashtra can create a more inclusive and balanced startup ecosystem.

2. Onboarding Sector-Specific Mentors:

Eligibility Criteria for Mentors:

- **Experience & Expertise:** Mentors should have significant industry-specific experience, ideally with a minimum of 5 years of experience in their field. They should have a track record of supporting startups or scaling businesses successfully. The mentorship framework requires that mentors have a well-rounded understanding of the specific needs and challenges of startups in sectors such as manufacturing, agritech, fintech, edtech, etc.
- **Track Record:** Mentors must have demonstrated success in guiding startups through critical stages, such as fundraising, market expansion, product development, and scaling operations. Their expertise should be validated by showcasing the growth of businesses they have helped or the tangible outcomes they have contributed to.
- **Maharashtra-Specific Compliance:** Mentors should be well-versed in Maharashtra's legal frameworks, state policies, and government initiatives impacting startups, such as the Maharashtra State Innovation Society (MSINS) and other state-backed startup schemes. This ensures mentors provide advice that is aligned with local regulations and opportunities.

Mentor Application Process:

- **Online Application:** Mentors will apply online through the Maharashtra Startup Portal, submitting relevant details such as professional background, industry expertise, and areas of mentorship. This transparent application process allows startups to access a diverse pool of qualified mentors.
- **Review & Screening:** Applications will be reviewed by the Maharashtra State Innovation Society (MSINS) or a designated body, ensuring that only those mentors who meet the required criteria are approved. The review process includes an evaluation of mentor experience, sector knowledge, and past success stories.
- **Sector-Specific Classification:** Once mentors are approved, they will be classified according to the industry sectors they specialize in. This classification makes it easier

for startups to identify the right mentors for their needs and ensures that the mentor's expertise aligns with the startup's objectives.

- **Onboarding:** Upon approval, mentors' profiles will be published on the Maharashtra Startup Portal, where they will be categorized by sector. Each profile will include comprehensive information about the mentor's career, expertise, and areas of support, allowing startups to make informed decisions when selecting a mentor.

3. Profile Publishing & Transparency:

Profile Details:

- **Information Displayed:** Mentor profiles should contain the following essential details:
 - **Career Summary:** A brief biography, including the mentor's experience, accomplishments, and professional journey.
 - **Specialization:** The mentor's areas of expertise, such as product development, market expansion, fundraising, etc.
 - **Successful Projects:** Showcase of successful startups or businesses that the mentor has worked with, including tangible outcomes like funding raised, market penetration, or product development milestones.

Public Access to Mentors:

- **Visibility & Search Function:** Startups will be able to search for mentors based on factors like industry sector, geographic location, and specific expertise. This search functionality ensures that startups can quickly find the most relevant mentors for their needs. The platform should also provide sorting options, such as "most recent" or "most successful" mentors, allowing startups to prioritize profiles based on their requirements.
- **Verified Mentors:** All mentors will undergo a verification process before being listed on the portal. This verification process will ensure that the mentor is credible and capable of providing high-quality guidance. Mentor profiles will clearly indicate their verified status, boosting confidence in startups seeking mentorship.

4. Online/Offline Meeting Arrangement:

Scheduling & Interaction:

- **Integrated Scheduling Tool:** The portal will feature an integrated scheduling tool to streamline the process of booking mentor meetings. This tool will allow startups and mentors to check availability and schedule meetings at mutually convenient times. Startups will be able to request meetings by selecting the preferred date, time, and meeting type (online or offline) from a drop-down list. The system will allow startups to specify the **industry sector** and **purpose of the meeting**, ensuring that the mentor aligns with their needs. Meeting duration options will also be provided (30 minutes, 60 minutes, or 90 minutes), giving flexibility based on the session type.
- **Virtual Meetings:** For virtual consultations, startups and mentors will have the option to conduct meetings through integrated online platforms such as Zoom, MS Teams, or Google Meet. These platforms will be seamlessly integrated into the portal, making it easy for users to set up virtual meetings directly from the scheduling tool. Virtual meetings will reduce geographical barriers, allowing startups in Tier 2 and Tier 3 cities,

or those with limited access to physical meeting spaces, to engage with mentors remotely.

- **Offline Meetings:** For in-person meetings, mentors will have the option to provide physical locations such as co-working spaces, startup hubs, or their own offices. Startups will be able to view these available venues alongside the mentor's profile, including details such as address and contact information. This will encourage networking opportunities and foster collaboration in a physical setting. Mentors will update their availability and venue options on the platform to ensure the accuracy of the meeting locations.

Re-scheduling & Flexibility:

- **Dynamic Updates:** The scheduling system will offer flexibility for both mentors and startups to reschedule or cancel meetings as needed. When making a request, startups will fill in the **preferred date and time**, but both parties can update this if necessary. In the event of changes, automatic notifications and reminders will be sent to both parties, ensuring that all changes are reflected in real time. This system will also provide automated alerts on meeting confirmations, cancellations, or updates.
- **Meeting Details Form:** During the scheduling process, startups will fill out the meeting request form, which includes:
 - **Meeting Type** (Dropdown: Online / Offline)
 - **Startup Name** (Text Field)
 - **Industry Sector** (Text Field)
 - **Preferred Date & Time** (Date and Time Picker)
 - **Meeting Duration** (Dropdown: 30 min / 60 min / 90 min)
 - **Purpose of Meeting** (Text Area)
 - **Contact Email & Phone Number** (Text Fields)

This structured approach ensures that both the mentor and startup are clear about the purpose and duration of the meeting, minimizing the chances of misunderstandings or mismatched expectations. It also ensures that necessary contact information is collected to facilitate communication.

By offering both virtual and offline meeting options, coupled with a dynamic scheduling system and transparent communication, this framework ensures a smooth and efficient process for mentoring sessions, enhancing accessibility for startups across Maharashtra.



5. Fee Structure and Payment Mechanism:

Fee Transparency:

- **Standardized Fee Categories:** Mentors will provide clear, upfront information about their fees. The fee structure will vary based on session duration (hourly, half-day, full-day) and the specific services provided (e.g., strategy session, fundraising consultation, etc.). This transparency ensures that startups are fully informed about potential costs.
- **Payment System:** Startups will be able to make secure payments directly through the Maharashtra Startup Portal. The payment system will integrate with popular online payment gateways to ensure ease of use and security for both startups and mentors.
- **Discounts for Government Schemes:** Some mentors may offer discounts or waive fees for startups that qualify for government-backed grants or subsidies. This feature will make mentorship more accessible for early-stage startups that may face financial constraints.

6. Monitoring, Reporting, and Feedback Mechanism:

Tracking Mentor Performance:

- **Mentor Engagement Logs:** The portal will track mentor activity, including the number of meetings conducted, the duration of sessions, and the type of support provided. This will help assess the effectiveness of the mentorship program and allow MSINS to monitor mentor performance.

Feedback System:

- **Startup Feedback:** After each session, startups will provide feedback on the mentor's performance, rating their ability to provide actionable insights, industry knowledge, and overall value. This feedback will be reviewed regularly to ensure that mentors continue to meet the needs of startups.

Impact Tracking:

- **Outcome Reporting:** Startups will be encouraged to submit reports on how mentorship has impacted their business. For example, startups can report on whether they successfully raised funds, expanded their market presence, or made key strategic changes based on mentorship.

7. Grievance Redressal & Compliance:

Complaint Handling:

- **Grievance Portal:** If any issues arise during the mentorship process, startups can submit grievances via the Maharashtra Startup Portal. A dedicated team will handle complaints, providing timely resolutions to ensure smooth mentor-stakeholder interactions.

Compliance Oversight:

- **Periodic Review:** MSINS will conduct periodic reviews to ensure that mentors are adhering to ethical standards and providing high-quality guidance. This will include monitoring mentor success rates and feedback to ensure continuous improvement in the system.

8. Integration with Other Government Schemes:

- **Link to Government Support:** The platform will link mentors with relevant government schemes, such as MSME subsidies, Maharashtra State Innovation programs, or financial support from institutions like SIDBI. This ensures that startups have access to both mentorship and financial assistance from the government.

This framework provides a comprehensive approach to creating a vibrant and effective mentorship ecosystem for startups across Maharashtra, with a particular focus on Tier 2 and Tier 3 cities. By leveraging the expertise of sector-specific mentors, offering transparency and ease of access, and facilitating both online and offline meetings, this framework will significantly contribute to the growth of startups in Maharashtra. Through continuous monitoring, feedback, and integration with government support schemes, this mentorship framework will ensure a sustainable, inclusive, and innovative startup ecosystem across the state.

Coworking Spaces in Maharashtra

Mumbai

1. **603 Coworking Space** – Community-driven space for entrepreneurs and startups
2. **Incuspaze Coworking Space (Andheri East)** – Premium coworking for freelancers, startups, and enterprises
3. **Plug N Work (S.V. Road)** – Dynamic space for entrepreneurs and freelancers
4. **The Boardroom Co-Working (Andheri)** – Premium entrepreneurial space
5. **Awfis (Multiple locations)** – Flexible workspaces with modern amenities
6. **Workwise (Lower Parel)** – Ergonomic chairs, high-speed WiFi, and modern amenities
7. **AccessWork (Lower Parel)** – Affordable coworking with cafeteria and cleaning services
8. **Ecospace by One Co.Work (Lower Parel)** – High-speed WiFi, networking, and modern amenities
9. **Collaborate Hub (Ghansoli, Navi Mumbai)** – Affordable coworking with ergonomic chairs and modern facilities
10. **Ambience Business Conference** – Offers free tea/coffee and ergonomic chairs
11. **Awfis Vashi (Vashi, Navi Mumbai)** – Flexible workspaces with modern amenities
12. **DBS Office Business Centres (Nariman Point)** – Customizable office spaces with admin support
13. **Dextrus Mumbai (Bandra Kurla Complex)** – Private cabins, meeting rooms, and lounge areas
14. **Garage Coworking (Lower Parel)** – 24/7 access, networking benefits, high-speed internet
15. **Idea Square (Andheri West)** – Collaborative work environment with modern infrastructure
16. **Startup Warehouse** – Incubator-style coworking with mentorship opportunities
17. **91Springboard** – Membership-based coworking with networking opportunities
18. **WorkAmp (Thane, Mumbai)** – Flexible desk plans and networking events
19. **Innov8** – Startup-focused coworking with a vibrant community
20. **The Playce (Mulund)** – Budget-friendly coworking with private offices
21. **IKeva (Powai)** – Managed office solutions and meeting rooms
22. **Ministry of New (Fort)** – Creative coworking with high-end facilities
23. **Vatika Business Centre (BKC)** – Premium coworking with serviced office options

24. **CoWrks (Powai, Lower Parel)** – Premium office aesthetics, meeting rooms, event spaces
25. **WorkLoft** – Affordable coworking with breakout zones
26. **Redbrick Offices** – Corporate-friendly coworking space

Pune

1. **IndiQube ABZ (Baner)** – High-speed WiFi, ergonomic chairs, modern amenities
2. **WeWork (Baner, Futura)** – Premium coworking with 24/7 security and modern facilities
3. **Starthub Cowork Space (Koregaon Park)** – Affordable coworking with modern amenities
4. **Awfis Baner** – State-of-the-art amenities in a newly built space
5. **Hippie@Heart (Bhandarkar Road)** – Ideal for freelancers and small teams
6. **The Hive (Raj Bahadur Mill Road)** – Printing/scanning, fast internet, event space
7. **Awfis Viman Nagar** – Flexible work arrangements in a modern coworking space
8. **Bootstart CoWork** – Affordable and flexible workspaces
9. **Cowork Studio (Viman Nagar)** – Hot desks, private cabins, and conference rooms
10. **Smartworks** – Enterprise-focused coworking spaces
11. **The Daftar** – Provides day passes and dedicated desks
12. **CoHive Workspaces** – Budget-friendly office spaces for startups
13. **The Mesh (Senapati Bapat Road, Koregaon Park)** – Executive cabins, event rooms
14. **Devine Coworking** – 24/7 access, security, tea/coffee, printing
15. **The Address (Ghatkopar, Pune, Ahmedabad)** – Premium interiors, community engagement
16. **Next57 Coworking** – Open and private workspaces, breakout zones

Nagpur

1. **The WorkLab** – Flexible seating and high-speed internet
2. **Workie Nagpur** – Affordable workspace solutions
3. **MyBranch Nagpur** – Well-equipped space for freelancers and startups
4. **WorkAmp** – Private offices, virtual office solutions, event hosting

Nashik

1. **Mango Tree Workspace** – Boutique coworking with modern amenities
2. **The Zone Coworking** – High-speed internet, conference rooms, ergonomic seating
3. **iKeva Nashik** – Private offices, event spaces, reception services

Multiple Locations (Mumbai, Pune, Nagpur, Nashik)

1. **Awfis** – Multiple locations with flexible workspaces
2. **Regus** – Global coworking provider with premium solutions
3. **Redbrick Offices** – Enterprise-grade coworking spaces
4. **Smartworks** – Fully furnished spaces for enterprises
5. **91Springboard** – Membership-based networking workspaces
6. **Spaces by IWG** – Fully serviced offices, co-working lounges
7. **iKeva** – Managed coworking and virtual office solutions
8. **The Work Project** – Designer coworking spaces
9. **Wolfpack Workspaces** – Pet-friendly offices, networking events
10. **MyBranch** – Custom office solutions with a pan-India presence