

US Startup SETU

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In news– The Union Minister of Commerce and Industry has recently launched the US Startup SETU – Supporting Entrepreneurs in Transformation and Upskilling programme in the Bay Area of San Francisco.

About SETU-

- The initiative would **connect start-ups in India to US-based investors and start-up ecosystem leaders** with mentorship and assistance in various areas including funding, market access and commercialization.
- SETU is **designed to break the geographical barriers between mentors based in the US that** are willing to invest in entrepreneurship and sunrise startups in India.
- **The interaction will be supported through the mentorship portal under the Startup India initiative MAARG, or the Mentorship, Advisory, Assistance, Resilience, and Growth program**, which is a single-stop solution finder for startups in India.

MAARG, or the Mentorship, Advisory, Assistance, Resilience, and Growth program

- **The MAARG Portal by Startup India is a one-stop mentorship platform to facilitate mentorship for startups across diverse sectors**, functions, stages, geographies, and backgrounds.
- The portal has been developed with the idea to be accessible from every corner of the country to connect with a mentor. **A mentor will offer human intelligence in guiding the startups.**
- The **core functions of MAARG are** to
 - Improve ease of access,
 - Use Artificial Intelligence for Matchmaking

- Schedule meetings virtually.
 - Host masterclasses.
 - Provide a custom dashboard for relevant information, analytics, features, etc.
 - Host cohort-based programs that will allow startup ecosystem enablers to become a part of the program and enable outcome driven activities.
- It may be noted that till date, more than 200 mentors have been successfully onboarded on MAARG across the globe.