AIM DIGISUMVAAD MASTERCLASS
SESSION 01 · 7 OCTOBER 2026

aic techno
Atal Incubation Centre
Techno Innovation & Incubation Council

VERSION 2 · THE WORKING KIT

THE AIC AI STARTER KIT

Every prompt, Gem, checklist and tracker an incubation team needs to put AI to work: screening, meetings, founder support, reporting and communications. Copy, paste, check, send.

02 The 4 layers of context
03 The prompt pattern and fixes
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13 Notebook: your documents
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15 7-day challenge, 30-day plan

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VERTICAL HEAD, EMERGING TECHNOLOGY
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supported by NITI Aayog | AIM Atal Innovation Mission
aic techno
an initiative of techno india university, WEST BENGAL

FOUR LAYERS, ONE RULE

The one rule: AI drafts. You decide. Every name, number and promise is checked by a person before it leaves your hands.

THE 4 LAYERS OF CONTEXT

A new AI chat starts from zero. It does not know who you are, what your AIC does or what you decided last week. Better prompts help less than better context. Give it four things:

1
WHO YOU ARE

Global instructions: your role, your AIC, how you want answers.

Step 1 · page 4

2
A JOB

A Gem (or Custom GPT / Project): one assistant per repeat job, with fixed rules.

Step 2 · pages 5-6

3
YOUR DOCUMENTS

A notebook: style guide, circulars, past emails and SOPs the AI reads.

Page 13

4
TODAY'S MATERIAL

The photo, voice note, chat or application you want worked on.

Pages 7-12

THE SAME FOUR LAYERS IN EVERY TOOL

LAYER	GEMINI (FREE)	CHATGPT	CLAUDE
Who you are	Settings, Personal Intelligence, Instructions for Gemini	Settings, Personalization, Custom instructions	Settings, Profile preferences
A job	Gems (becoming "skills" from 17 Nov 2026; old Gems keep working)	Custom GPTs or Projects	Projects
Your documents	Gemini Notebook (earlier NotebookLM), notebook.google.com	Project files	Project knowledge
Today's material	+ menu: upload photo, file, voice	Attach files, voice mode	Attach files
Deep research	+ menu, Deep research (monthly limit on free)	Deep research mode	Research mode

HOW TO USE THIS KIT

START SMALL

Do Step 1 and Step 2 first. Together they take 15 minutes and every later page works better.

USE MADE-UP DATA FIRST

Test every prompt on invented startups ("Startup A") before real ones. Fix the instructions, then go live.

KEEP A LIBRARY

Save every prompt that works in one shared document. Your team's library is the real asset.

Where does your data go? Free consumer tools may use chats to improve models unless you switch that off in settings. Treat anything you paste as shared outside the AIC. See page 14 for what never to paste.

FIVE PARTS, AND HOW TO FIX A BAD ANSWER

When you do write a prompt, use five parts. Skip any part and the AI fills the gap with a guess.

PART	WHAT TO WRITE	EXAMPLE
Role	Who the AI should act as	You are a senior screening officer at an Atal Incubation Centre.
Context	The situation, the audience, the facts	We back agritech, cleantech and electronics startups. The reader is the AIC CEO.
Task	One clear job, with numbers	Summarise this application in one page and give three questions for the founder.
Format	The shape of the answer	A table with Startup, Status, Blocker, Need. Maximum 150 words.
Rules	What it must never do	Use only facts I paste. Write NOT PROVIDED for anything missing. Never say yes or no.

WEAK PROMPT

```
Write a rejection email.
```

WHAT YOU GET

Dear Applicant, we regret to inform you that your application was unsuccessful. We wish you the best. **(Could be from any organisation to anyone.)**

STRONG PROMPT

```
You are the programme manager at [AIC name].
Write a rejection email to [founder name] of
[startup]. Reason: [reason from my notes].
Warm, honest, under 120 words. Name one thing
we liked: [strength]. Offer one next step:
[reapply in X months / office hours]. Do not
promise anything we have not agreed.
```

WHAT YOU GET

An email in your voice, naming the founder and the real reason, with one concrete next step. **(Ready to edit and send.)**

WHEN THE ANSWER IS WRONG, FIX IT LIKE THIS

PROBLEM	SAY THIS
Too long or too general	Shorten to 100 words. Use short sentences. Remove anything not directly useful to a busy CEO.
It invented a fact or number	You added facts that are not in my notes. Redo this using ONLY my notes. Mark gaps as NOT PROVIDED.
It sounds generic	Rewrite in the style of the sample below. Match its tone, length and vocabulary. [paste a sample of your own writing]
It forgot an earlier instruction	Put the rule in your global instructions or Gem so you never have to repeat it.
It is too agreeable	Now argue the opposite. Give the five strongest reasons this is wrong, with evidence from the material.
You are not sure it is right	List every number and name in your answer, and for each one quote the exact line in my notes that supports it.
It asked nothing	Before you answer, ask me up to five questions you need to do this well.

SET YOUR GLOBAL INSTRUCTIONS

Tell the AI once who you are. Every future chat starts from there.

DO THIS ONCE (3 MINUTES)

1. Gemini, then Settings, then **Personal Intelligence**.
2. Open **Instructions for Gemini** and press Add.
3. Paste the text on the right. Submit.
4. Test: start a new chat and ask "Write a two-line welcome note for a new startup." It should follow your rules without being told.

ChatGPT: Settings, Personalization, Custom instructions.
Claude: Settings, Profile. The same text works.

BASE VERSION · COPY THIS

```
I work at an Atal Incubation Centre (AIC) in India. Always write in simple English with short sentences. Never invent numbers or names. If something is missing, write NOT PROVIDED. I make the final decisions, so give me analysis and options, not yes/no verdicts.
```

Keep it to 3 to 6 rules. A long list gets ignored. This setting is tied to your personal account; for shared office work use a Gem (next page). Never put real startup data in it.

ROLE VERSIONS. REPLACE THE BRACKETED PARTS AND ADD ONE TO THE BASE VERSION.

AIC CEO OR DIRECTOR

```
I lead [AIC name]. My readers are AIM officials, the host institution's leadership and our board. Put the conclusion first, then evidence. Flag risks in one line each. Keep any report under one page unless I ask for more.
```

PROGRAMME OR INCUBATION MANAGER

```
I manage day-to-day incubation for [N] startups in [sectors]. My readers are founders and mentors. Be warm and direct. Always end founder emails with one clear next step and a date.
```

COO OR OPERATIONS HEAD

```
I run operations at [AIC name]: events, reporting, space, vendors and compliance. Give checklists with owners and dates. List every assumption you make. Use tables when comparing options.
```

MENTOR NETWORK OR EVENTS LEAD

```
I coordinate mentors and events for [AIC name]. Write invitations that name the person, the date, the venue and why we are asking them. Never give a contact detail you were not given.
```

ADD THESE RULES WHEN THEY FIT

Honesty	If you are not sure, say so. Mark guesses with [CHECK].
Sources	When you state a fact from outside my notes, name the source.
Language	Reply in English unless I write in Hindi or Bengali. Keep Indian number format: lakh and crore.
Length	Default to under 150 words. I will ask for more.

BUILD YOUR FIRST GEM: AIM REPORTER

One assistant, one job, fixed rules. Your monthly report in a minute.

BUILD A GEM (5 MINUTES)

1. Gemini, then **Gems**, then **New Gem**.
2. Name: **AIM Reporter**. Description: *Turns our raw monthly notes into the AIM report format. Never invents numbers.*
3. Paste the instructions below into **Instructions**. Replace the bracket with your AIC name.
4. Optionally add files: last approved report, the AIC Guidelines (Nov 2023).
5. Save. Test with the made-up notes. Fix the instructions, not the answer.

A Gem is a saved set of instructions plus optional files. Anyone you share it with starts from your rules. Share it with your team, not with startups.

MADE-UP TEST NOTES

```
October notes. 12 startups in cohort: 9 physical, 3 virtual. 2 events held (Demo Day on 14 Oct, AI workshop on 21 Oct). 1 training for 25 founders. 6 mentors active. GreenRoot Agritech raised 20 lakh from two angels. Quarter target for events is 6.
```

A GOOD RESULT SHOWS

A table where **missing numbers say NOT PROVIDED**, events show 2 this month against a target of 6, funding reads "20 lakh", and a closing list of questions to the team. If any figure appears that is not in the notes, the Gem is guessing.

GEM INSTRUCTIONS · AIM REPORTER · COPY THIS

```
ROLE: You are the reporting officer for [YOUR AIC NAME], an Atal Incubation Centre supported by Atal Innovation Mission (AIM), NITI Aayog. You turn our raw notes into the monthly report.
REPORT ONLY THESE, IN THIS ORDER:
1) Startups incubated: physically and virtually
2) Accelerator programmes
3) Events
4) Trainings
5) Mentors engaged
6) Startups that raised non-government funds
7) Cumulative funding raised by startups, excluding the AIM grant
Then: highlights, one challenge, next month's plan.
RULES: Use ONLY facts and numbers from the notes I paste. Never estimate. If a number is missing, write NOT PROVIDED and list it at the end under "Questions for the AIC team". Targets are quarterly and non-cumulative: show this month and quarter-to-date separately. Write funding in rupees with units (lakh, crore). Formal, simple English. No praise words.
OUTPUT: 1) Summary, max 100 words 2) Table: KPI | This month | Quarter to date | Quarter target 3) Two highlights, one challenge 4) Questions for the AIC team
```

WHERE THE KPIS COME FROM

AIM's AIC Guidelines (Nov 2023): KPIs updated monthly (clause 4.16); quarterly, non-cumulative goals in Annexure C; AICs self-sustainable in 5 years. Your portal form may differ. Edit the list to match it.

IF THE GEM GUESSES

Add: "If a figure is not stated word for word, write NOT PROVIDED. Do not infer, add or round." Then test again.

BEFORE IT GOES TO AIM

Check every number against your records. The Gem formats; you verify. A wrong number goes out under your name.

COPY THESE INTO YOUR OWN GEMS

The reporter you built plus four more for the jobs you repeat every week.

Create each as its own Gem (same steps as page 5). Test with made-up data, then use with real material. Each also works as a prompt pasted into a normal chat.

GEM 2 · SCREENER

```
ROLE: You are a senior screening officer at [AIC NAME]. We back early-stage deep-tech and technology startups in [SECTORS].
For each application I paste, give: 1) the problem in one line 2) team strength: Strong / Weak / Unclear with one reason 3) how they plan to earn money 4) one green flag and one red flag 5) three questions for the founder 6) fit with our sectors: Fits / Partly / Does not fit.
RULES: Never say yes or no; the decision is mine. Use only the application. Mark anything missing as NOT STATED. Maximum one page.
```

GEM 3 · RED TEAM

```
ROLE: You are a sceptical investor who has seen 500 startups fail.
TASK: From the application and research I paste, give the five most likely reasons this startup fails within 24 months. For each: the reason, the evidence from the material (quote it), and one question I should ask the founder to test it.
RULES: Be specific and blunt. Use only the material provided. If evidence is thin, say so. End with: "Strongest counter-argument for the founder."
```

GEM 4 · MENTOR MATCH (ATTACH YOUR DIRECTORY, NO PHONE NUMBERS)

```
ROLE: You match startups with mentors from the directory attached to this Gem.
TASK: For each startup I describe, recommend the three best mentors. For each: why they fit, what to cover in the first session, and any conflict of interest.
RULES: Use only mentors in the directory. Check every mentor against the startup for conflicts (competing investments, same sector). If no mentor is a strong match, say so and name the expertise we are missing. Re-read the whole directory before you say any expertise is missing.
```

GEM 5 · MINUTE-TAKER

```
ROLE: You write meeting minutes for [AIC NAME].
INPUT: A photo of handwritten notes, a voice note, a WhatsApp export or typed notes.
OUTPUT: 1) three-line summary 2) decisions 3) action items as a table: Who | What | By when 4) anything unclear 5) a short, warm follow-up email to the founder.
RULES: Use only what is in the input. If an owner or date is missing, write NOT SPECIFIED. Never guess a name.
```

ONE RULE FOR DECIDING WHAT BECOMES A GEM

Pasted the same instruction twice? It should be a Gem. Name it by the job (Screener, not "Assistant 1"), keep the instructions under one page, and list in its description what it must never do.

TEAM SET-UP

- One owner per Gem.
- Version the instructions: "v2, 12 Oct".
- Review each Gem monthly against five real cases.

SHARING

- Share the Gem with colleagues, view-only.
- Do not attach startup files that include financials.
- When Google migrates Gems to skills (from 17 Nov 2026), re-check each one.

FIT WITH THE AIM PACK

- Screener and Red Team support selection.
- Mentor Match supports the mentor network.
- AIM Reporter supports monthly KPIs.

SCREENER AND DEEP RESEARCH

From a 20-page application to a one-page first read.

Real output from Gemini (free tier, 7 October 2026) on a made-up application. Shortened. Your results will differ slightly each time.

MOVE 1 · SCREENER (GEM 2) · PASTE THE APPLICATION

```
GreenRoot Agritech (made up). Founders: Riya,
agronomist, 6 years at a seed company; Arjun,
embedded engineer. Problem: smallholder
farmers in West Bengal lose crops because they
do not know soil moisture and nutrient levels.
Solution: low-cost soil sensors that send
readings to a Bengali WhatsApp bot. Traction:
pilot with 150 farmers in 2 districts through
3 farmer producer organisations. Revenue: Rs
300 per farmer per season. Funding: Rs 20 lakh
from two angels. Team: 4. No patent filed.
Sensor made by a vendor in Shenzhen.
```

RESULT · REAL GEMINI OUTPUT, SHORTENED

1 Problem: Smallholder farmers in West Bengal lose crops due to a lack of visibility into soil moisture and nutrient levels.
2 Team: Strong. Domain expertise in agronomy (6 years at a seed company) plus an embedded engineer.
3 Earns money: Rs 300 per farmer per season, collected through FPOs.
4 Flags: Green: pilot with 150 farmers in two districts via three FPOs. Red: relies on a Shenzhen vendor and has no IP protection.
5 Questions: What are your unit economics per sensor, including Shenzhen manufacturing, import logistics and connectivity? How defensible is the model with no patent? How will you scale beyond three FPOs, and what is churn per season?
6 Fit: Fits (agritech).

MOVE 2 · DEEP RESEARCH · GEMINI + MENU, THEN DEEP RESEARCH · TAKES 5 TO 10 MINUTES

```
Research the market for this startup: [one-line description]. Give me: 1) market size and growth in
India and globally, with a source for each number 2) the top 5 competitors: what they do, funding
raised, how they differ from this startup 3) regulatory or certification requirements in India 4)
whether these claims are supported or not, with sources: [paste 2-3 claims] 5) the three biggest
risks. Link every claim. If you cannot find a source, write "no source found". Do not invent
competitors.
```

HOW TO READ THE RESEARCH

- Open the top three links yourself.
- AI can invent a competitor or a market size.
- Check dates: is the figure from this year?

FREE-TIER LIMIT

Free accounts have a monthly cap on Deep Research. Check yours under the + menu. Save it for shortlisted startups only.

WHAT TO DO WITH IT

Paste the report into the Red Team prompt (next page). Attach it to the startup file. Use the claims it could not source as interview questions.

RED TEAM AND MENTOR MATCH

Make the AI argue against it, then pair the startup with the right mentor.

MOVE 3 · RED TEAM · SAME CHAT, AFTER THE APPLICATION

```
Act as a sceptical investor who has seen 500
startups fail. Using the application above,
give the five most likely reasons this startup
fails in 24 months. For each: the reason, the
evidence in the material, and one question I
should ask the founder to test it. Be
specific. Do not be polite.
```

RESULT · REAL GEMINI OUTPUT, SHORTENED

1 FPO cash flow. Evidence: "Rs 300 per farmer per season, paid through the FPOs." Ask: what is your recourse if an FPO withholds payment for two seasons?
2 No defensibility. "No patent filed. Made by a vendor in Shenzhen." Ask: what stops your vendor selling the same sensor to a better-funded competitor?
3 Unit economics. Rs 300 per season may not cover hardware, replacements and WhatsApp costs. Ask: what are your fully loaded unit economics per sensor?
4 Churn after pilot. A 150-farmer pilot through FPOs is a captive audience. Ask: how many paid for a second season out of pocket?
5 Runway. Rs 20 lakh is small for hardware. Ask: monthly burn and months of runway left?

Use it for questions, not verdicts. The AI is blunt on purpose. Take the five questions into the interview and judge the answers yourself.

MOVE 4 · MENTOR MATCH · PASTE YOUR DIRECTORY, WITHOUT PHONE NUMBERS

```
Using this mentor directory, recommend the
three best mentors for [startup]. For each:
why they fit, what to cover in the first
session, and any conflict of interest. If no
mentor is a strong match, say so and name the
expertise we are missing.
```

MADE-UP DIRECTORY USED

```
Dr. Anita Rao, ex-ICAR soil scientist. Vikram
Shah, hardware sourcing, invested in a
competing sensor company. Meera Das, runs a
farmer producer company in Nadia. Sanjay
Gupta, SaaS sales, no agri experience. Pooja
Nair, IP and patent attorney.
```

RESULT · REAL GEMINI OUTPUT, SHORTENED

1 Dr. Anita Rao. Fit: ex-ICAR soil scientist, can verify sensor accuracy. First session: calibration for West Bengal soils. Conflict: none noted.
2 Meera Das. Fit: runs an FPO in Nadia, can stress-test FPO collections and pricing. Conflict: none noted.
3 Vikram Shah. Fit: 20 years in hardware sourcing. First session: unit economics, supply chain. Conflict: invested in a competing sensor company, so use an NDA and withhold specifications.

Check the AI: it also said no mentor covers IP, but Pooja Nair, an IP attorney, was in the list. Always read the answer against your own data.

A SCREENING ROUTINE THAT FITS IN HALF A DAY

STEP	TOOL	TIME	YOU DECIDE
1 First read of every application	Screener Gem	2 min each	Which to shortlist
2 Research on the shortlist	Deep research	10 min, runs alone	Which claims to test
3 Challenge	Red Team Gem	2 min each	Which questions to ask
4 After selection	Mentor Match Gem	2 min each	Final mentor pairing

PHOTO, VOICE OR CHAT TO MINUTES

Turn any conversation into minutes, actions and a follow-up email.

Any meeting, call or site visit can become structured minutes in under two minutes. Choose the input that is easiest at the time.

A · PHOTO OF HANDWRITTEN NOTES · + MENU, UPLOAD PHOTO

```
This is a photo of my handwritten notes from a meeting with a startup founder. Turn it into: 1) a three-line summary 2) action items: who, what, by when 3) anything unclear. Use only what is written. Do not guess.
```

Real result: it read the handwriting correctly. Under actions it wrote "None specified" and did not invent any.

B · VOICE NOTE · TAP THE MICROPHONE AND SPEAK, ANY LANGUAGE

```
Below is my voice note from a meeting with a founder. Turn it into: 1) a three-line summary 2) action items: who, what, by when 3) a short, warm follow-up email to the founder. Use simple English. If anything is unclear, list it at the end. Do not guess.
```

C · WHATSAPP CHAT · OPEN CHAT, MORE, EXPORT CHAT, WITHOUT MEDIA, UPLOAD THE .TXT

```
This is a WhatsApp chat export with a startup founder. Give me: 1) a three-line summary 2) action items: who, what, by when 3) the startup's status (Green / Yellow / Red) with one reason 4) anything I should follow up on. Use only the chat. Do not guess.
```

Real result: a three-line summary, action items for the founder and for the AIC manager, and status Yellow with a reason. Each point showed the line it came from. Check those.

D · TYPED OR DICTATED NOTES · INTO THE MINUTE-TAKER GEM

```
Turn the notes below into minutes: summary in three lines, decisions, an action table (Who | What | By when), anything unclear. Then draft a follow-up email to [founder name] that confirms the three most important actions and the date of our next meeting.
```

STANDARD MINUTES FORMAT (USE THE SAME ONE EVERY TIME)

SECTION	WHAT IT CONTAINS
Summary	Three lines: purpose, outcome, mood.
Decisions	Only what was decided, not what was discussed.
Actions	Who, what, by when. Missing owner or date: NOT SPECIFIED.
Open questions	Anything unclear. These become the first agenda items next time.
Follow-up email	Short, warm, confirms the top three actions and the next meeting date.

REDACT FIRST

Hide the startup name on photos if you use a shared account. Cover phone numbers and bank details before uploading chats.

CONFIRM WITHIN 24 HOURS

Send the follow-up email the same day. Founders act on what is confirmed in writing.

BUILD THE THREAD

Keep minutes in one folder per startup. Next month, paste the last three minutes into the status prompt for a progress view.

FROM THE MONTHLY FORM TO A 90-DAY PLAN

Prompts that help you support founders better, not just report on them.

THE MONTHLY FOUNDER FORM (FOUR QUESTIONS)

Send as a Google Form or a WhatsApp message. Four is the limit; more and founders stop replying.

1. **What did you achieve or miss this month?** One or two lines.
2. **What is your biggest blocker right now?**
3. **What do you need from us?** Intro, funding, mentor, space or lab, nothing.
4. **How many months of cash do you have left?** Under 3 months: call them this week.

PORTFOLIO PULSE · PASTE ALL REPLIES

```
Below are this month's replies from our
startups. Make a table with these columns:
Startup | Status (Green / Yellow / Red) |
Blocker | What they need
Then list the startups that need a call from
us this week, and why.
If a startup did not reply, write "No reply".
Do not guess.

[Paste all replies here]
```

GRANT OR APPLICATION DRAFTING · FIRST DRAFT ONLY

```
Help me draft the "[section name]" section of
an application to [programme]. Use ONLY these
facts: [paste facts]. Word limit: [N]. Plain,
specific language. List any claim I should
support with evidence, marked [EVIDENCE
NEEDED]. Do not add numbers.
```

MILESTONE CHECK-IN · BEFORE A MONTHLY MEETING

```
Here is the startup's plan for this quarter:
[paste milestones]. Here is what they report
this month: [paste update]. Compare the two.
List: 1) milestones met 2) milestones missed
or slipping, with the gap 3) three questions
to ask in the meeting. Do not assume anything
not written.
```

90-DAY PLAN FOR A STARTUP · AFTER SELECTION

```
Startup: [one-line description]. Stage: [idea
/ prototype / pilot / revenue]. Our programme
offers: [mentors, lab, events, funding links].
Draft a 90-day plan with three goals, for each
goal the first action this week, who helps
(founder / AIC / mentor), and a measurable
result by day 90. Keep it realistic for a team
of [N].
```

INVESTOR-READINESS REVIEW · BEFORE AN INVESTOR MEETING

```
Act as an early-stage investor. Review this
pitch summary: [paste]. Score it out of 10 on
each of: problem clarity, market, traction,
team, business model, ask. For each score give
one reason and one fix. List the three
questions an investor will ask first and a
draft answer for each, using only the facts
provided.
```

FOUNDER FEEDBACK AFTER A PITCH PRACTICE

```
Here is a founder's 3-minute pitch transcript:
[paste]. Give feedback in three parts: what
worked (two points), what is unclear (three
points), one change that would improve it
most. Then suggest a stronger opening line.
Kind, specific, no marks.
```

THE MONTHLY RHYTHM

Tracker to status table to AIM report, with the same method every month.

PORTFOLIO TABLE WITH RISK FLAGS · PASTE YOUR TRACKER ROWS

```
Below is our startup tracker. Produce: 1) a table: Startup | Stage | Last update | Cash (months) | Status (Green/Yellow/Red) | Risk 2) the top three risks across the portfolio 3) five startups that need action this month, with the action. Status rules: Red = under 3 months of cash or no update in 60 days; Yellow = a missed milestone; otherwise Green. Use only the data below.

[Paste tracker]
```

COHORT SUMMARY FOR THE BOARD · ONE PAGE

```
Using the data below, write a one-page cohort summary for our board. Sections: 1) headline in one sentence 2) five numbers that matter 3) three wins with evidence 4) three risks 5) what we need from the board. Plain English. Every number must appear in the data. Mark gaps NOT PROVIDED.

[Paste data]
```

QUARTERLY REVIEW FOR AIM · NON-CUMULATIVE GOALS

```
Here are our quarterly goals and our monthly figures: [paste]. For each goal show: target, achieved this quarter, gap. Remember: goals are non-cumulative per quarter. Then suggest three actions for next quarter to close the biggest gaps. Do not assume any figure; write NOT PROVIDED if absent.
```

IMPACT STORY FROM A STARTUP UPDATE · FOR NEWSLETTERS

```
Turn this startup update into a 150-word success story for our newsletter. Use only these facts: [paste]. Include one quote only if it appears in the text. End with how our programme helped, using only the facts provided. No exaggeration.
```

SELF-SUSTAINABILITY MODEL · EXPLORE, THEN VERIFY

```
Our AIC income sources are [list]. Our annual costs are [list]. Build a simple table of income and cost for the next 5 years with three scenarios (low, base, high). State every assumption in a list. I will verify the numbers.
```

A MONTHLY REPORTING RHYTHM

WHEN	WHAT	TOOL
Week 1	Send the four-question form to every startup	Google Form or WhatsApp
Week 2	Paste replies, get status table and call list	Portfolio pulse prompt
Week 3	Make calls to Red and Yellow startups; capture minutes	Minute-taker Gem
Week 4	Compile notes, generate the AIM report, check every number, submit	AIM Reporter Gem

Keep the same four steps every month. After three months the AI has a rich history to compare against, and your report takes an hour, not a day.

INVITATIONS, ANNOUNCEMENTS AND DIFFICULT EMAILS

Eight messages every AIC writes, in your voice, in minutes.

MENTOR INVITATION

```
Write an invitation to [mentor name] for [event] on [date], [time], at [venue]. Why we are asking: [reason]. What we ask: [role, time commitment]. Warm, respectful, under 120 words. Follow the tone of the sample below. Do not add any detail I did not give.

[Sample past invitation]
```

EVENT ANNOUNCEMENT · THREE VERSIONS

```
Write three versions of this announcement: 1) email 2) WhatsApp (under 60 words, one emoji at most) 3) LinkedIn (under 120 words). Event: [name]. Date and venue: [details]. Who should come: [audience]. How to register: [link]. Use only these facts.
```

REJECTION WITH USEFUL FEEDBACK

```
Write a rejection email to [founder] of [startup]. Reason: [reason]. Warm, honest, under 120 words. Name one strength: [strength]. Offer one next step: [reapply / office hours]. No promises.
```

SELECTION ANNOUNCEMENT FOR A NEW COHORT

```
Write an announcement that [N] startups have joined our [programme] cohort. Sectors: [list]. Include one line on each startup using only these facts: [paste]. Close with how to follow the cohort. 150 words.
```

STARTUP INTRODUCTION EMAIL · YOU INTRODUCE TWO PEOPLE

```
Write a short double-opt-in introduction email between [founder] and [investor / corporate / mentor]. Say who each is in one line, why the match makes sense, and one specific ask. Offer each person a way to decline. Under 100 words.
```

PRESS NOTE FOR A MILESTONE

```
Write a 150-word press note about [milestone]. Facts: [paste]. Format: headline, first paragraph with who, what, when and where, one paragraph of context, one quote ONLY if I supplied it, boilerplate about [AIC name]. No superlatives.
```

WEEKLY MAIL TO MENTORS AND PARTNERS

```
Using these notes: [paste], write a five-bullet update for our mentors and partners: what happened, what is next, one ask. Under 120 words. Friendly and professional.
```

Always give a sample of your own writing. "Follow the tone of this sample" is the cheapest way to make AI sound like your AIC and not like a template.

DO NOT LET AI PROMISE

Funding, dates, mentor commitments and selection decisions. Add this rule to every Gem that writes to founders: "Never promise anything not stated in my notes."

CONTACTS

Never ask AI for a person's phone or email. Always paste from your records.

READ IT ALOUD

If you would not say a sentence to a founder's face, delete it. Warm and honest beats polished.

AN AI THAT HAS READ YOUR FILES

The third layer of context. Your documents, cited.

SET UP YOUR NOTEBOOK (10 MINUTES, ONCE)

1. Open **notebook.google.com** (Gemini Notebook, formerly NotebookLM) and create a notebook named "[AIC name] knowledge".
2. Add sources: your style guide, past emails and newsletters, AIC Guidelines (Nov 2023), event SOPs, application and selection criteria, FAQs, programme brochures.
3. Let it summarise. Read the summary; if it is wrong, a source is unclear.
4. Ask questions. Every line shows which source it came from (numbered). Open the source to check.

Same idea elsewhere: ChatGPT Projects with files, Claude Projects with knowledge.

WHAT TO ADD AND WHAT NEVER TO ADD

Add	Guidelines, SOPs, templates, past public communications, programme criteria, anonymised examples.
Never add	Startup financials, cap tables, term sheets, personal IDs, bank details, passwords.

> **Real result:** asked to draft a mentor invitation from a style guide and a past communications archive, it followed the tone, cited sources 1, 2, 3, and left the contact name blank instead of inventing one.

TEN QUESTIONS TO ASK YOUR NOTEBOOK

1. Draft a mentor invitation for [event] following our style guide.
2. What does our selection criteria document say about team requirements?
3. Summarise our event SOP as a one-page checklist with owners.
4. What do our guidelines say about monthly reporting? Cite the clause.
5. List every commitment we made to startups in these communications.
6. What are the three most common questions founders ask us? Draft answers from our sources.
7. Compare our programme terms in 2025 and 2026. What changed?
8. Turn this circular into a five-line summary for founders.
9. Where do our documents contradict each other?
10. Create an onboarding checklist for a new incubation manager from these sources.

WHY THIS LAYER MATTERS

A normal chat knows nothing about your AIC. A notebook knows your documents and only your documents, and shows where each answer came from. It is the safest way to get answers in your AIC's own voice, and the fastest way to onboard a new team member. Review the sources every quarter; stale sources create stale answers.

LAKSHMAN REKHA CARD AND ERROR CHECKLIST

LAKSHMAN REKHA · THE LINE YOU DO NOT CROSS · PRINT AND PIN

1
FACT CHECK
Is every number, name and date in your own notes? Search for each.

2
PRIVACY CHECK
Did anything sensitive go into a free tool? Replace names with "Startup A".

3
FINAL CHECK
AI drafts. You read it end to end, and you press send.

NEVER PASTE INTO A FREE AI TOOL	FINE TO PASTE
✗ Aadhaar, PAN, passport numbers	✓ Startup names and public descriptions
✗ Bank details, account numbers, UPI IDs	✓ Your own meeting notes (names optional)
✗ Cap tables and term sheets	✓ Public documents and guidelines
✗ Undisclosed financials or valuations	✓ Made-up data for testing
✗ Passwords, API keys, login links	✓ Anonymised examples ("Startup A")
✗ A startup's unpublished IP or source code	✓ Your style guide and templates

SPOT THE AI MISTAKE: TEN THINGS TO LOOK FOR

1. **Numbers that changed.** Rs 20 lakh became Rs 2 crore in our test.
2. **Invented names** of people, competitors or organisations.
3. **Invented sources.** A link or report that does not exist.
4. **Dates and deadlines** that shifted by a month or a year.
5. **Promises** you never made ("we will fund...").
6. **Wrong totals** in tables. Recalculate.
7. **Over-confident tone** where the notes said "maybe".
8. **Missing items.** It dropped an action or a startup.
9. **Blended facts** from two startups into one.
10. **Silent assumptions** stated as fact.

A VERIFICATION PROMPT · RUN AFTER ANY IMPORTANT DRAFT

```
Check the draft above against the source notes below. List every number, name, date and claim in the draft. For each one, quote the exact line from the notes that supports it, or write "NOT IN NOTES". Then list anything in the notes that the draft left out.

SOURCE NOTES:
[Paste notes]
```

India's data protection law (DPDP Act): applications contain personal data. Collect only what you need, keep consent records, and avoid pasting personal details into tools you do not control. Consent rules apply from November 2026. Check with your host institution's policy and legal adviser.

MAKE IT A HABIT

Seven small tasks. Then a month to make it your team's way of working.

DAY	TASK	TIME BEFORE	TIME WITH AI
1	Do Step 1 and Step 2: global instructions and the AIM Reporter Gem. Tell one colleague.		
2	Use the Screener on three real applications (redact names if unsure). Read, compare with your own view.		
3	Turn one meeting's notes into minutes with the Minute-taker. Send the follow-up email.		
4	Send the four-question form to five startups. Paste replies into the portfolio pulse prompt.		
5	Write one invitation or announcement using a sample of your own writing.		
6	Build a notebook with five of your documents. Ask it three questions.		
7	Count the minutes you saved. Post the result on LinkedIn and tag Skannd Tyagi; the best stories open Session 2.		
	Minutes saved this week		

YOUR 30-DAY PLAN TO MAKE IT A TEAM HABIT

WEEK 1 · YOU

- Complete the 7-day challenge.
- Save your best prompts in one shared document.
- Pick two jobs that cost your team the most time.

WEEK 2 · YOUR TEAM

- Share the Gems with two colleagues.
- Run a 45-minute internal session: screening and minutes.
- Agree the Lakshman Rekha rules in writing.

WEEK 3 · YOUR STARTUPS

- Run the monthly founder form with the whole cohort.
- Use the portfolio pulse to plan calls.
- Offer founders the prompts for pitch feedback and 90-day plans.

WEEK 4 · YOUR SYSTEM

- Compare time before and after.
- Fix the Gems that guessed.
- Write a one-page AI policy for your AIC (session 3 builds on this).

WHAT TO MEASURE

MEASURE	HOW	TARGET AFTER 30 DAYS
Time on monthly AIM report	Stopwatch, before and after	Half the time
Time to first read of an application	Minutes per application	Under 5 minutes
Meeting minutes sent within 24 hours	Count per month	All of them
Founder form response rate	Replies divided by startups	Above 70 percent
AI errors caught before sending	Tally in your log	Rising, then stable (it means you are checking)

TERMS AND WHAT COMES NEXT

Prompt	The instruction you type to an AI.
Context	Everything the AI knows when it answers: who you are, the job, your documents, today's material.
Global instructions	Rules saved once that apply to every chat in your account.
Gem	A saved assistant with its own instructions and files. Google is turning Gems into skills from 17 Nov 2026.
Notebook	An AI workspace that answers only from the sources you add and cites them.
Deep research	A mode where the AI searches many sources and writes a long, linked report. Slow and capped on free plans.
Hallucination	When an AI states something false with confidence, such as a number or a source that does not exist.
Red team	Asking the AI to argue against a plan to reveal weaknesses.
NOT PROVIDED	The phrase we tell AI to write when a fact is missing instead of guessing.
Redact	Hide or replace names and numbers before sharing.
Source	The document a fact came from. A good answer shows it.
Version	The date and number you give a Gem's instructions so you can track changes.

THE SERIES

7 OCT 2026 · TODAY

AI FOR INCUBATION OPERATIONS

Context, Gems, screening, meetings, checks.

4 NOV 2026

BETTER INCUBATION DECISIONS

Red team, rubric scoring, portfolio table.

16 DEC 2026

AN AI-READY AIC

Your 90-day plan and AI policy.

All sessions run on Wednesdays, 3 to 4 PM, as part of the AIM DigiSUMVAAD masterclass series for AIC leaders, run by Atal Innovation Mission (NITI Aayog).

Keep in touch. Skannd Tyagi, Vertical Head, Emerging Technology, AIC Techno. This kit is updated after each session: skanndtyagi.com/toolkit.

Notes on this kit. Examples use made-up startups. Results shown are real outputs from Gemini (free tier) on 7 October 2026, shortened; your results will differ. Menu names change often in AI tools; the idea stays the same. AIM's reporting format is on the AIC portal; the KPI list here follows the AIC Guidelines (Nov 2023). Always verify before sending.