

The AYUSH Start-Up Portal

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ABSTRACT-

This abstract examines the creation of a digital platform aimed at supporting and empowering entrepreneurs in India's Ayush sector. The Ayush Startup Portal promotes inclusive engagement by allowing verified users to register, showcase their startups, and pursue funding opportunities within a structured and transparent framework. Utilizing modern technologies like Supabase for real-time authentication and database management, the platform ensures a smooth user experience while prioritizing secure data handling. Featuring different user roles including general users, investors, and administrators [1], the Ayush Startup Portal aligns with global development objectives by promoting innovation, supporting entrepreneurship, and bridging digital gaps within the health and wellness sector. Through its comprehensive approach, the platform aspires to transform the way traditional health startups are identified, supported, and expanded throughout India.

I. INTRODUCTION

India's startup landscape has swiftly transformed into a significant catalyst for economic development, innovation, and job creation. Although there is ample support for mainstream tech and e-commerce businesses, traditional sectors like Ayush which encompasses Ayurveda, Yoga, Unani, Siddha, and Homeopathy continue to be neglected. Startups operating within this domain frequently face challenges concerning visibility, funding access, and networking opportunities. In spite of an increasing demand for alternative healthcare options, entrepreneurs in the Ayush sector lack a unified platform to present their concepts, draw in investors, and expand their initiatives. This situation highlights the need for a technology driven solution that supports startups in the traditional wellness field by simplifying discovery, approval, and growth protocols.

The rise of cloud-based platforms along with no-code/low-code tools has made it possible to develop secure and scalable digital ecosystems tailored for specific industries. The Ayush Startup Portal is proposed as an all-encompassing platform aimed at assisting early-stage businesses by facilitating simple onboarding, clear verification [2], and increased visibility among relevant stakeholders. Utilizing Supabase as its backend framework, the

portal guarantees real-time data processing, user authentication, and role-based access. Users comprising entrepreneurs, investors, and administrators who register can log in and take part in experiences tailored to their needs, such as presenting startup proposals, assessing listed ventures, or financially supporting promising projects. The centralized nature of the system minimizes reliance on third-party intermediaries and assures that all transactions and verifications are both secure and traceable.

The envisioned platform adopts a modular and user-friendly design, requiring general users to register and log in before accessing any key functions. After successful authentication, startup founders can fill out a form outlining their business concept, products, and financial needs. This submission is directed to an admin dashboard where assigned reviewers can approve or deny the listing. Once approved, startups become publicly visible, allowing interested investors or other users to browse, connect, and offer support. This structured workflow not only enhances transparency but also cultivates an organized space for community engagement within the Ayush sector.

To enhance inclusivity and accessibility, the Ayush Startup Portal incorporates multilingual interface options and a simplified user experience tailored for individuals from various educational and regional backgrounds. In addition to discovering startups, the platform fosters interaction by enabling users to network, exchange messages, and follow specific businesses. For investors, it provides a direct avenue to fund startups following verification, promoting financial inclusion and supporting innovation in healthcare grounded in Indian traditions [3]. This direct, traceable investment pipeline avoids bureaucratic hold-ups and opens new pathways for social entrepreneurship.

Despite the platform's benefits, it faces several challenges during deployment. A number of early-stage Ayush entrepreneurs may not be adept at using digital tools and might need help with onboarding. In addition, upholding content credibility, managing duplicate submissions, and moderating user interactions are critical for maintaining the platform's integrity in the long run. To address these issues, the system includes admin-controlled approval processes, structured form submissions, and validation checks to ensure quality management. Future versions may incorporate AI-driven vetting tools, recommendation systems, or chatbot assistants to further boost scalability and precision.

The Ayush Startup Portal is more than just a listing platform it serves as a digital connection linking innovators in traditional medicine with collaborators, mentors, and investors. With a focus on accessibility, transparency, and community involvement, it aligns with both national and global objectives for sustainable innovation and inclusive entrepreneurship. This document details the system architecture, implementation strategy, and potential socio-economic effects of the portal, offering a guide for utilizing technology to transform established sectors and empower grassroots innovation in India.

II. BACKGROUND

India's startup ecosystem has experienced significant expansion in recent years, with a notable increase in entrepreneurship within the technology, finance, and consumer sectors. Nonetheless, traditional knowledge systems particularly those associated with India's Ayush (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) disciplines are largely overlooked in mainstream innovation channels. Entrepreneurs in this sector encounter systemic challenges related to visibility, access to funding, and integration into the broader ecosystem. Frequently located in semi-urban or rural regions, these founders depend predominantly on scattered local networks and informal mentorships for support and guidance [4]. While these grassroots connections can nurture resilience and creativity, they are insufficient for facilitating large-scale growth, structured funding avenues, and partnerships with similarly minded stakeholders across different regions.

The lack of digital platforms specifically designed for Ayush entrepreneurship has intensified the problem. Although there are general startup incubators and directories, such as Startup India and MSME portals, they lack specific filters or categories for businesses focused on alternative medicine and wellness. Furthermore, obstacles like limited digital literacy, poor brand visibility, and bureaucratic hurdles discourage early-stage founders from engaging actively in current initiatives. A considerable number of promising Ayush ventures go unrecorded and underfunded due to this centralized discovery gap. The situation is made worse by the minimal representation of Ayush startups in investment circles, where data-driven proposals and scalability models are prioritized over traditional, experience-based approaches.

Concurrently, the global emergence of digital platforms and crowdsourcing models has revealed transformative potential across various fields. Platforms such as Kickstarter and Indiegogo have illustrated how peer-supported ecosystems can validate concepts and secure funding without institutional restrictions. Similarly, in the healthcare and wellness sector, digital health directories and platforms like Practo facilitate the search for and evaluation of practitioners, focusing primarily on allopathic medicine. However, these systems often do not extend to Ayush practices or startups developing holistic health products, limiting their applicability. The necessity for a community-driven, culturally rooted platform tailored to Ayush entrepreneurs is clear from these observations.

Some government-supported platforms like AYUSH Sanjivani and National AYUSH Mission (NAM) apps aim to enhance awareness of traditional medical systems but are not structured

to support startups. Their focus is mainly on public education and health monitoring, lacking essential features such as founder registration, investor matchmaking, or startup evaluation. Other prominent ecosystems, such as Invest India's innovation programs and accelerators [5], serve a broad range of sectors but do not incorporate a dedicated vertical for Ayush-based ventures. These insights highlight a fragmented support infrastructure that does not adequately capture the distinct potential of culturally rooted wellness initiatives.

The implementation of Supabase, a scalable backend-as-a-service platform, presents a promising avenue to tackle these challenges. The authentication, real-time database management, and role-based access control features of Supabase provide effective solutions for securely managing user data while facilitating seamless user interactions. When paired with a modular frontend (like React or HTML/CSS frameworks), it becomes possible to create an accessible and scalable system that can accommodate startups, review submissions, and connect users based on authenticated roles. Crowdsourcing principles can be integrated into this framework, motivating users to contribute, evaluate, and finance projects while administrators oversee and verify content for reliability.

Key factors for developing such a platform include overcoming user onboarding difficulties especially for those who are not well-versed in digital systems. Unlike their metropolitan counterparts, many Ayush entrepreneurs are often first-time users of structured digital platforms and may find challenges with form submissions, technical jargon, or document uploads. To mitigate these issues, multilingual support, simplified user experiences, and visual guidance tools are essential. Moreover, implementing guided workflows for startup registration and transparent approval processes helps build trust while minimizing administrative hurdles.

Equally crucial is the necessity for transparency and accountability within the system. Although crowdsourced content allows for scalability and validation by the community, there must be systems in place for administrative oversight to prevent the inclusion of fraudulent ventures or inaccurate information. This can be accomplished through moderation dashboards, reporting mechanisms, and routine audits. In addition, collaborating with recognized Ayush research organizations, academic institutions, or certification authorities can enhance credibility and facilitate expert-supported assessments.

The envisioned Ayush Startup Portal exists at the crossroads of tradition and technology. By promoting a self-sustaining ecosystem where entrepreneurs, investors, and supporters can engage directly, it addresses the shortcomings of both conventional word-of-mouth channels and generic startup platforms. Moreover, by increasing visibility for underrepresented wellness solutions, it fosters inclusive innovation and aligns with the broader objectives of public health and cultural heritage in the nation. Its design also accommodates future enhancements such as event management, mentor pairing, or even e-commerce features for selling wellness products.

In conclusion, while several global and national initiatives advocate for entrepreneurship and health innovation on their

own, few specifically serve Ayush-focused startups. The current environment is fragmented, often misaligned with the requirements of holistic health entrepreneurs, and lacks scalable, participatory mechanisms. This literature review highlights the necessity for a dedicated digital framework that supports the entire lifecycle of Ayush startups from conceptualization to funding while promoting community involvement. The proposed platform, utilizing Supabase infrastructure and a user-centered design, tackles these challenges and establishes the groundwork for a participatory and equitable wellness startup ecosystem.

III. REVIEW OF RELATED LITERATURES

The AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) sector in India embodies a rich tradition of health systems that is gaining increasing attention globally. As the interest in wellness and natural healing products rises, numerous startups within the AYUSH domain are emerging with creative concepts. However, these startups often face challenges such as limited visibility, difficulty accessing investors, and a lack of centralized platforms for validation and growth. To tackle these issues, various studies and systems stress the significance of digitized platforms, supportive ecosystems for startups, and engagement with the community [6]. This review examines the importance of startup listing portals, user management systems, involvement from investors, and integration with government initiatives to guide the development of the AYUSH Startup Portal.

1. Startup Portals and Innovation Ecosystems

Numerous national-level portals, including Startup India, SIDBI's Udyamimitra, and MSME Sampark, act as centers of knowledge and networking for entrepreneurs, incubators, and investors. These platforms underscore the necessity of centralized systems where startups can submit their information, get validated, and gain visibility. However, there is currently no platform specifically focused on promoting AYUSH-related businesses. Our project addresses this gap by providing a dedicated platform for AYUSH startups, thus streamlining the processes of discovery, funding, and networking within that sector.

2. Role-Based Access and Admin Verification

In platforms handling a large amount of user-generated content (such as startup applications), robust role-based access control (RBAC) is essential. Research and practical applications highlight the importance of differentiating admin and user roles for moderating content, preventing fraud, and ensuring process accountability. Our platform employs secure login through Supabase, where only admins have the authority to approve or disapprove startups after examining their submitted information, ensuring credibility and trust in the listings available to the public and investors.

3. Community-Driven Submissions and User Profiles

Engagement from the community is vital for the development of an active startup ecosystem. Platforms like AngelList and F6S illustrate how enabling users to submit and manage their startup profiles fosters transparency and interaction. Our portal follows this approach users must register and log in before submitting a startup, allowing them to monitor their approval status. This

feature not only empowers entrepreneurs but also builds a verified database of AYUSH-centered businesses.

4. Investor Access and Funding Features

The involvement of investors is crucial for the growth of startups. Studies in entrepreneurial development highlight the importance of platforms that connect early-stage companies with possible investors. Our portal facilitates investor login, allowing them to view approved startups and investigate funding possibilities. This results in a pathway for acquiring capital, promoting innovation within the AYUSH sector.

5. Integration with Government Schemes and Digital Platforms India's digital public infrastructure including DPIIT recognition, e-NAM, and PMAYUSH schemes illustrates the government's dedication to supporting traditional sectors through technology. Although numerous existing schemes benefit AYUSH businesses [6], there is no consolidated portal that integrates startup discovery, validation, and investment. Our platform could potentially align with these initiatives in the future, providing a flexible framework for government collaboration and support.

IV. METHODOLOGY

The methodology employed for the creation of the AYUSH Startup Portal was based on a structured, user-focused, and iterative framework aimed at crafting a platform that assists AYUSH-based entrepreneurs, encourages investor participation, and ensures effective administrative management. The development process started with a thorough requirements analysis and an evaluation of existing platforms related to startups and healthcare innovation, such as Startup India, Invest India, and HealthTech portals. This analysis helped in identifying the essential features and workflows needed for a platform specifically designed for the distinct requirements of startups in the traditional Indian medicine domain. Additionally, relevant AYUSH ministry documentation and government programs were examined to assure that the portal aligns with national goals for advancing holistic wellness and indigenous healthcare innovation [7].

The findings from this research phase guided the architectural and technological choices for the platform. A frontend built with React.js was selected for its flexibility and responsiveness, allowing for the development of an interactive and user-friendly interface. Supabase was chosen as the backend-as-a-service solution because of its strong support for authentication, real-time databases, and role-based access control crucial requirements for managing various user roles such as startup founders, administrators, and investors. The platform was designed to enable new users to sign up, log in, submit detailed information about their startups, and check the status of their submissions. Simultaneously, a distinct admin login system was established to facilitate the approval or rejection of startup submissions. Once authorized, these startups become visible to investors, who can log in to explore and potentially finance them.

Regarding design, a minimalist and clean user interface was crafted using Tailwind CSS, ensuring accessibility across different devices and ease of navigation, even for users with

limited technical skills. The user interface was evaluated with a small group of early users, including AYUSH startup founders and prospective investors. Their input was vital in enhancing the form flows, visual hierarchy, and content layout. Special attention was devoted to simplifying the startup submission process and making critical information easily accessible.

The database schema was created using Supabase, where a profiles table managed user identities and roles, while a separate startups table contained detailed submission information such as company name, focus area, description, contact details, and funding status. Supabase's row-level security and policy-based access control functions were utilized to ensure data privacy and integrity. For instance, only administrators could alter the status of startup entries, while startup founders could view or edit only their own submissions. Investors, on the other hand, had read-only access to startups that had been approved by the admin panel. This configuration offered a secure, role-based workflow that maintained trust and transparency throughout the system [8].

After the initial development was completed, the portal underwent rigorous testing. Unit testing and integration testing were conducted to ensure that all core functionalities including user authentication, form submissions, role-based views, and approval processes functioned smoothly. Manual testing with various user scenarios helped identify edge cases and usability challenges. Following validation of the platform's stability and performance, it was deployed using Vercel for the frontend, while Supabase provided the managed backend services. The deployment stage also involved configuring environment variables, securing API keys, and enabling real-time synchronization so that updates, such as admin approvals, would immediately reflect in the user interface.

After the deployment, feedback was gathered from stakeholders within the AYUSH startup ecosystem. This cycle of feedback informed the improvement of current features and revealed opportunities for future upgrades, such as the ability to filter startups by category, facilitate messaging between users, and incorporate government funding programs. The ongoing development approach guaranteed that the portal stayed in close alignment with the changing needs of its users. By merging software engineering best practices with insights from the AYUSH community, the methodology assured the development of a platform that is not only technically sound and scalable but also has social relevance and is user-friendly [9].

V. FEATURES OR INNOVATIONS

The AYUSH Startup Portal is a cutting-edge, user-friendly digital platform aimed at fostering and boosting the development of startups in Ayurveda, Yoga, Unani, Siddha, and Homeopathy. It unifies entrepreneurs, investors, and administrators into a cohesive framework that enhances visibility, connectivity, and trust within the AYUSH innovation ecosystem. The platform is specifically designed to address the unique challenges faced by health-tech entrepreneurs in the traditional Indian medicine field, integrating modern

technology, community-driven validation, and scalable backend services. By combining an intuitive design with structured workflows, the portal encourages the discovery, funding, and recognition of AYUSH startups while ensuring transparency and credibility.

A fundamental aspect of the platform is the User Registration and Authentication System, which verifies all users be they startup founders, administrators, or investors and assigns them specific roles. This role-based access control ensures that each user only interacts with or views content relevant to their role. Startup founders can register and submit comprehensive proposals, investors can browse and shortlist startups, and administrators can manage approvals, edit submissions, and track user activity [10]. Powered by Supabase, this modular and secure login system guarantees scalable, real-time authentication and database integration.

Another notable feature is the Startup Submission and Approval Workflow, which enables AYUSH entrepreneurs to present detailed profiles of their businesses, including a business description, target customers, details of their innovations, founder backgrounds, and contact information [9]. Administrators review the submitted entries to verify the credibility and relevance of each startup. Upon approval, these startups are included in a public directory accessible to all investors and registered users. This approval process maintains the platform's quality standards and lends legitimacy to the featured startups.

The Investor Dashboard is a significant innovation that distinguishes this platform. It allows registered investors to browse through the listings of approved startups, filter them by sector or area of interest, and indicate their interest in funding specific ventures. The dashboard guarantees that investors are presented with verified, organized, and investor-ready profiles, minimizing the risk of misinformation or fraudulent activities. This transparency bolsters investor confidence while simplifying the process for startups to connect with potential backers aligned with their vision.

An equally crucial feature is the Admin Management Panel, which empowers administrators to monitor and manage the content and activity on the portal. Admins can exclusively approve or reject startup submissions, flag inappropriate content, and manage the visibility of listed ventures. The panel also allows administrators to update submission statuses, assign categories, and maintain current records of startups and user interactions [11]. This centralized oversight is vital for preserving the integrity and consistency of the platform.

To encourage a dynamic entrepreneurial ecosystem, the platform offers a Community Connect Feature that enables registered users to discover and network with fellow founders, mentors, and investors. This facilitates networking, collaboration, and peer-to-peer learning. Startups can view each other's profiles, reach out, and share updates or milestones within the community. Such social interactions not only enhance engagement but also foster a sense of shared purpose among AYUSH innovators.

In addition, the portal features a Startup Discovery Section that serves as a digital exhibition for all verified startups. This section is publicly accessible and searchable, making it easier for media, investors, policymakers, and general users to explore innovations taking place in the AYUSH sector. The search capabilities include filters for domain, state, startup stage, and founder background, thereby boosting discoverability and exposure for the showcased ventures.

To promote transparency and accountability, the platform features a Profile and Submission Tracker specifically for startups. Each user can access a personalized dashboard to track the progress of their startup application, review their submission history, and receive feedback from administrators. This functionality fosters trust by keeping users informed and engaged throughout the approval process, minimizing uncertainty and delays.

In the future, the platform aims to implement gamified participation, allowing active users such as startups that frequently engage, attract investor interest, or share insights to earn badges or rankings. These achievements can help identify active and credible participants, motivating continuous contributions and enhancing a sense of progress and accomplishment within the ecosystem.

In summary, the AYUSH Startup Portal serves as more than just a listing platform; it is a vibrant ecosystem-enabling tool that connects traditional wellness entrepreneurship with modern digital capabilities. By integrating secure authentication, efficient submission processes, real-time updates, community features, and tools for investor discovery, the portal provides a thorough, transparent, and scalable solution to promote AYUSH-driven innovation in India and beyond.

VI. CONCLUSION

The AYUSH Startup Portal marks a crucial advancement in the digitization and organization of the traditional Indian healthcare startup landscape. By connecting emerging AYUSH entrepreneurs, investors, and regulatory agencies, the platform fosters an inclusive and structured environment that enhances innovation, credibility, and growth. In a field that frequently lacks formal networking opportunities and visibility, this portal serves as a centralized digital access point where startups can present their ideas, seek financial backing, obtain mentorship, and confidently engage a wider audience. The platform simplifies the registration and verification process for startups and establishes a dynamic ecosystem in which verified users, administrators, and investors can collaborate securely and efficiently.

With essential features like straightforward registration, profile monitoring, admin-controlled approvals, and modules for investor engagement, the platform guarantees that only reputable and verified startups are showcased. This boosts the credibility of the AYUSH sector among both national and international stakeholders. Furthermore, the design of the portal promotes transparency and trust vital components in the health

and wellness industry by allowing stakeholders to track startup progress [12], engage in meaningful interactions, and back ideas rooted in ancient medical practices with contemporary, scalable business models.

The portal also serves a crucial purpose in sustaining and advocating for India's traditional healthcare systems by giving grassroots innovators, rural entrepreneurs, and wellness practitioners the opportunity to present their ideas on a national platform. By ensuring equal chances for startups from varied regions, it helps to democratize access to funding, visibility, and mentorship. Over time, the data and insights collected through the platform could aid policymakers in making informed decisions to better support the AYUSH sector.

Looking forward, the AYUSH Startup Portal has the capability to develop into a comprehensive innovation and incubation hub. Future developments might involve personalized dashboards for startups and investors, real-time analytics for informed decision-making, multilingual support to foster inclusivity among various linguistic groups, and the incorporation of AI-driven recommendation systems for improved matching between investors and startups. Collaborations with government entities, health councils, educational institutions, and international wellness organizations could further broaden its impact and reach. Ultimately, the platform could become a model for other traditional knowledge-based startup ecosystems around the world.

In summary, the AYUSH Startup Portal addresses an existing technological and administrative shortcoming while establishing a robust foundation for a sustainable, digital-first future for wellness entrepreneurship in India. By merging technology, tradition, and trust, it positions itself as a transformative instrument in the pursuit of self-sufficient, globally competitive AYUSH innovation.

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