

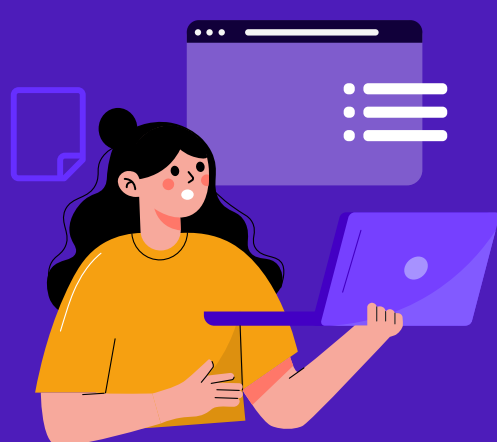


From manual data collection to **instant event entry**

StartupTN is a Government of Tamil Nadu initiative that promotes the state's startup ecosystem by supporting incubators and creating opportunities for startups to showcase their innovations.

CHALLENGES

MANUAL, UNVERIFIED REGISTRATION



PROCESS

Registrations relied on Google Forms and passes had to be created manually.



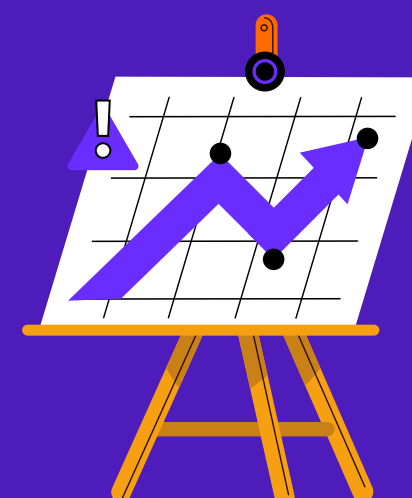
SECURITY

Needed a reliable way to verify that every attendee was registered.



LOGISTICS

Anticipated needing a large workforce to manage attendee check-ins at the venue.



VISIBILITY

Lacked real-time insight into registrations and on-ground check-ins.

SOLUTION

ZOHO BACKSTAGE



CHECK-IN

Managed check-ins through the Zoho Backstage Organizer app with minimal staff.



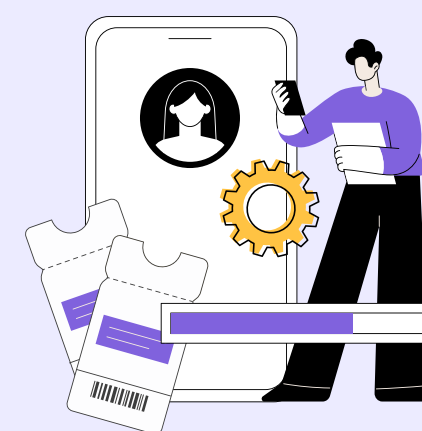
QR CODES

Imported attendee data to generate unique QR codes instantly.



MOBILE SCANNING

Staff checked attendees in instantly using the Backstage Organizer app. *No extra hardware required.*



CENTRALIZED CONTROL

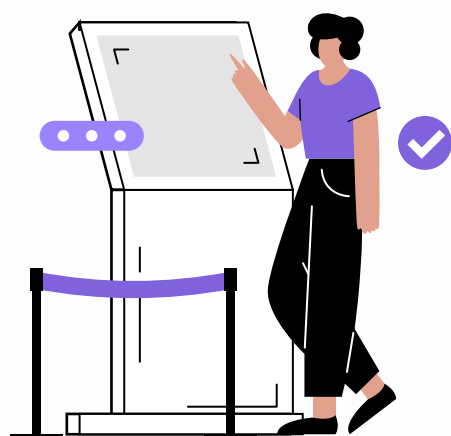
Managed check-ins and event operations from a single platform.

THE IMPACT



SPEED

Entry was completed in seconds per attendee.



RESOURCE EFFICIENCY

Reduced check-in staffing, allowing more attendee engagement.



CONTROL

Centralized, real-time visibility over attendee flow throughout the event.



FUTURE-READY

The same import-QR-scan workflow is now a repeatable template for StartupTN's future events.

