

INNOVATOR TERMS & CONDITIONS

Effective Date: 15.05.2025

These Innovator Terms & Conditions ("Agreement") govern the terms under which users ("you," "your," or "Innovator") may submit and manage crowdfunding campaigns on BackingBay, a platform operated by SHOP RR WAY PRIVATE LIMITED ("BackingBay," "we," "us," or "our"). By submitting a campaign, you agree to comply with these terms in addition to our general Terms of Use.

1. Eligibility & Registration

- Only Indian users are allowed to create campaigns on BackingBay.
 - GST registration is mandatory at the time of campaign submission.
 - Innovators must provide complete, accurate, and verifiable details for personal or business identification.
- BackingBay reserves the right to reject any submission for incomplete or suspicious information without any liability.

2. Campaign Submission Requirements

You must submit the following information:

- Campaign Title and Description
- Featured Image and/or Video
- Reward Details (min 1, max 10)
- Campaign Duration (15 to 90 days)
- Funding Type: Flexible or All-or-Nothing
- Product Storyline and Team Storyline
- FAQs

- Your own Return, Refund, and Exchange Policy
- Contact Email for Support
- GSTIN and supporting documents as required

3. Review and Approval

- All campaigns are subject to a detailed review by BackingBay administrators.
- BackingBay may reject or request revisions without explanation and is under no obligation to approve any campaign.
- The Innovator has no right to claim damages or listing opportunity based on rejection or delay.

4. Post-Approval Rules

- Once a campaign is approved and live, the Innovator is prohibited from modifying any campaign element directly.
- Any change request must be made to shoprrway@gmail.com and shall be handled solely at the discretion of BackingBay.
- BackingBay may accept, reject, or delay such change requests without liability.

5. Platform Fees and Taxes

- A 9% platform commission plus applicable GST will be deducted from the total funds raised.
- An additional 0.5% TCS (Tax Collected at Source) will be deducted and deposited with the GST department. Innovators may claim this in their GST returns.
- All tax filings, obligations, and liabilities are the sole responsibility of the Innovator.

6. Reward Fulfillment

- Innovators are solely responsible for timely and complete delivery of all rewards, including non-material rewards.

- BackingBay provides no assurance, guarantee, or oversight over reward delivery.
- In case of any consumer complaint or legal action, the Innovator shall be directly and fully liable.
- BackingBay shall not be named a party to such complaints and will provide necessary evidence to establish separation of liability.
- Jurisdiction for any such dispute shall lie with the location of the Innovator.

7. Campaign Conduct

- Campaigns must be lawful, truthful, and aligned with BackingBay's policies.
- Prohibited categories include alcohol, tobacco, gambling, adult content, politically sensitive content, and any item violating Indian laws.
- BackingBay retains the right to suspend or permanently remove a campaign without prior notice in case of violation.

8. Liability

- The Innovator shall hold full responsibility for all representations, rewards, and campaign promises.
- BackingBay is not liable in any civil, criminal, or consumer matter arising from campaign activities.
- Innovators indemnify and hold harmless BackingBay, its officers, and affiliates from any liability, loss, damage, or litigation.

9. Communication

- Innovators shall receive all communication, compliance notices, and platform updates from BackingBay.
- Ignorance of such communication shall not be considered a valid excuse for non-compliance.

10. Termination and Enforcement

- BackingBay reserves the absolute right to terminate or suspend an Innovator's account without prior notice.
- Grounds may include breach of terms, reputational harm, regulatory issues, or user complaints.

- All decisions made by BackingBay are final and binding.

11. Jurisdiction

- All legal matters involving BackingBay shall fall under the exclusive jurisdiction of Raipur, Chhattisgarh.

By submitting a campaign on BackingBay, you acknowledge that you have read, understood, and agree to these Innovator Terms & Conditions.

Download a copy of these Terms: [\[Download PDF\]\(#\)](#)

For queries or support, contact: shoprrway@gmail.com