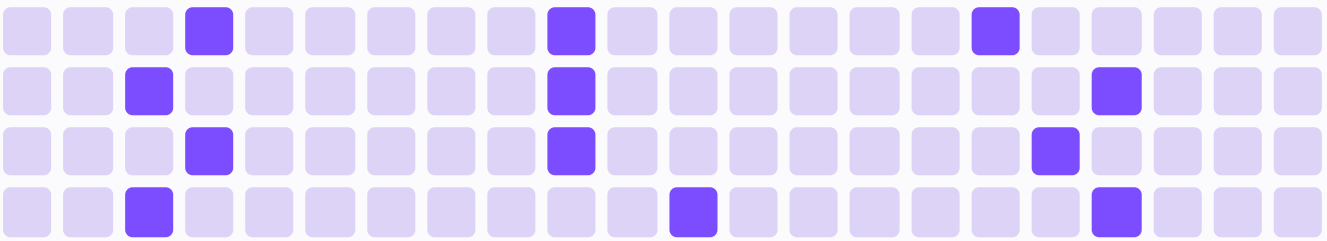
Adral for Startups

USER GUIDE · DESKTOP

Adral for Startups: the complete guide

Every step from creating your account to your startup API key, on a laptop or desktop computer, with a screenshot of each page.

For laptop and desktop



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1 Welcome to Adral for Startups

Adral for Startups is the startup program by Adral, the Indian intelligence company. You tell Adral about your startup in a short application. The Adral team reviews it, and approved startups get monthly Adral credits, a startup API key and help from the team.

What you get when you are approved

- **Monthly Adral tokens (credits)** to build with Adral, shown on your dashboard.
- **A startup API key**, so you can use the Adral models from your own product.
- **A startup dashboard** with your plan, tokens left, daily limit and workspace.
- **Support from the Adral team** for questions about the program, credits or the API.

Who this guide is for

Anyone who wants to apply, even if you have never used Adral before. Every step says exactly what to click, and every page has a screenshot. This guide is for a laptop or desktop computer; a separate guide covers phones.

How to read the guide

- Words in **bold** are exactly what you see on the screen: a button, a tab or a field name.
- Numbered steps go in order. Do them one by one.
- The screenshots use a sample startup, **Nila Health Labs**, founded by **Kavya Raman**. Use your own details.

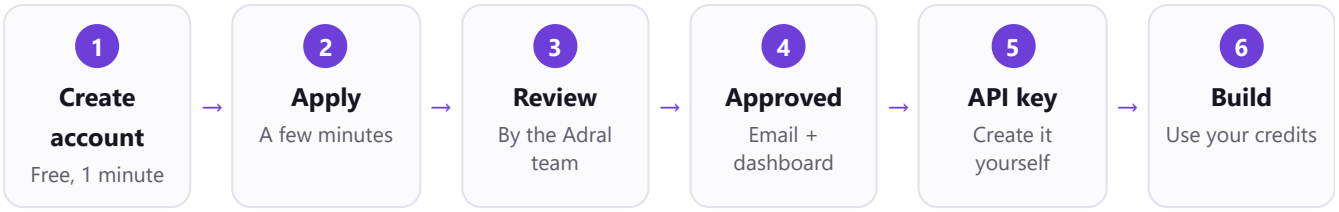
2 Before you start

Applying takes a few minutes and is free. Keep these ready:

What you need	Why
An email address you check	Adral sends the decision on your application here.
A computer with Chrome, Edge, Safari or Firefox	Adral for Startups opens in your web browser. Nothing to install.
Your founder details	Your name, your role (for example CEO) and a phone number.
Your startup details	Company name, website (if you have one), industry, country and city, stage, team size and the year you started.
A few lines about your product	What you do, your business model, the problem you solve and how you will use Adral.

3 The whole journey at a glance

This is the full path from a new visitor to a startup building with Adral:



What each application status means

Status	What it means	What you can do
Not applied yet	You have an account but no application.	Press **Start application**.
Pending review	The Adral team is reviewing your application.	Edit your application any time until the review is done.
Approved	You are in. Your credits and API access are active.	Create your API key and start building. To change details, use **Request a change**.
Not accepted	The application was not accepted. The email and dashboard show the reason.	The decision is final. You can still write to the team from **Support**.

4 Open the Adral for Startups page

1. Open your web browser and go to **adral.ai/startups**.
2. Read what the program offers: who it is for, what you get and how registration works. The page ends with common questions.
3. Click **Register your startup** to create your account, or **Sign in to your startup dashboard** if you already have an Adral account.

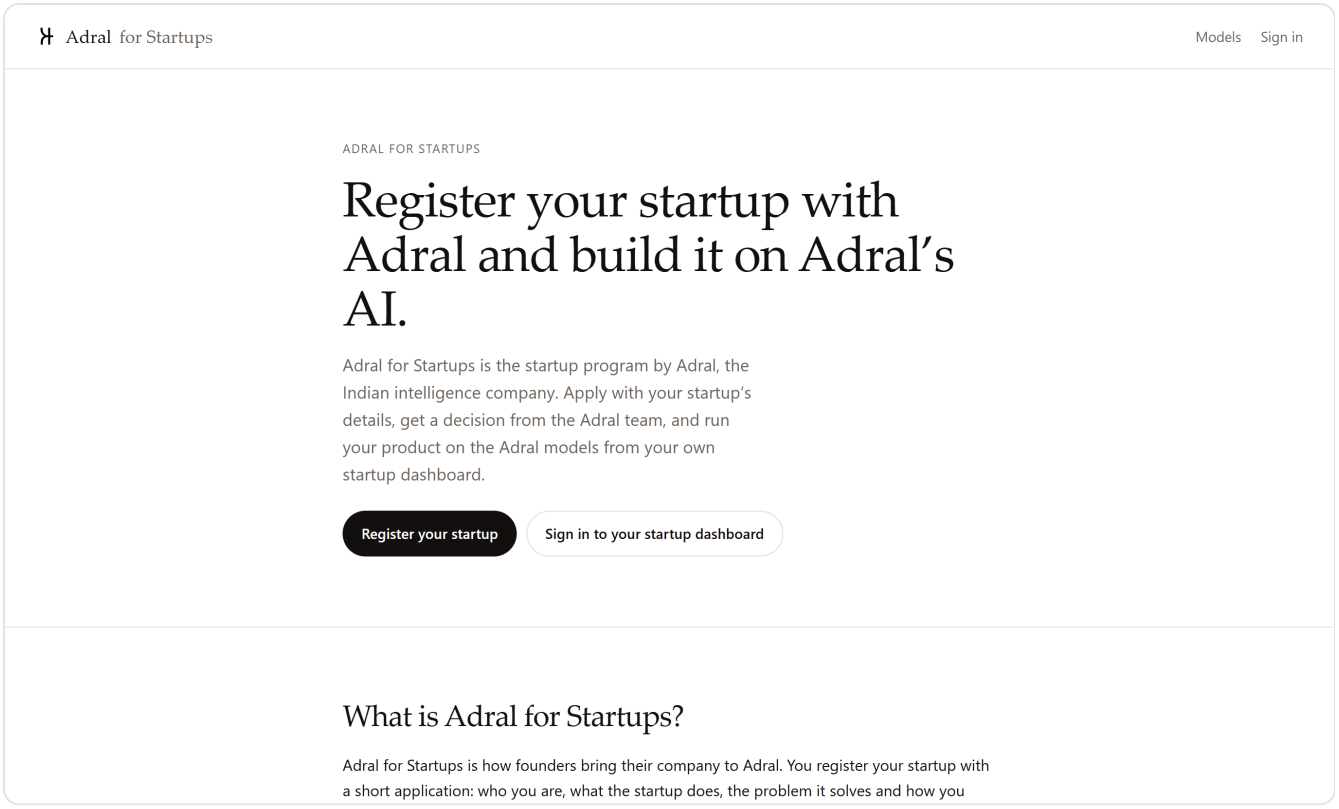


Figure 1. The Adral for Startups page, with the Register your startup button.

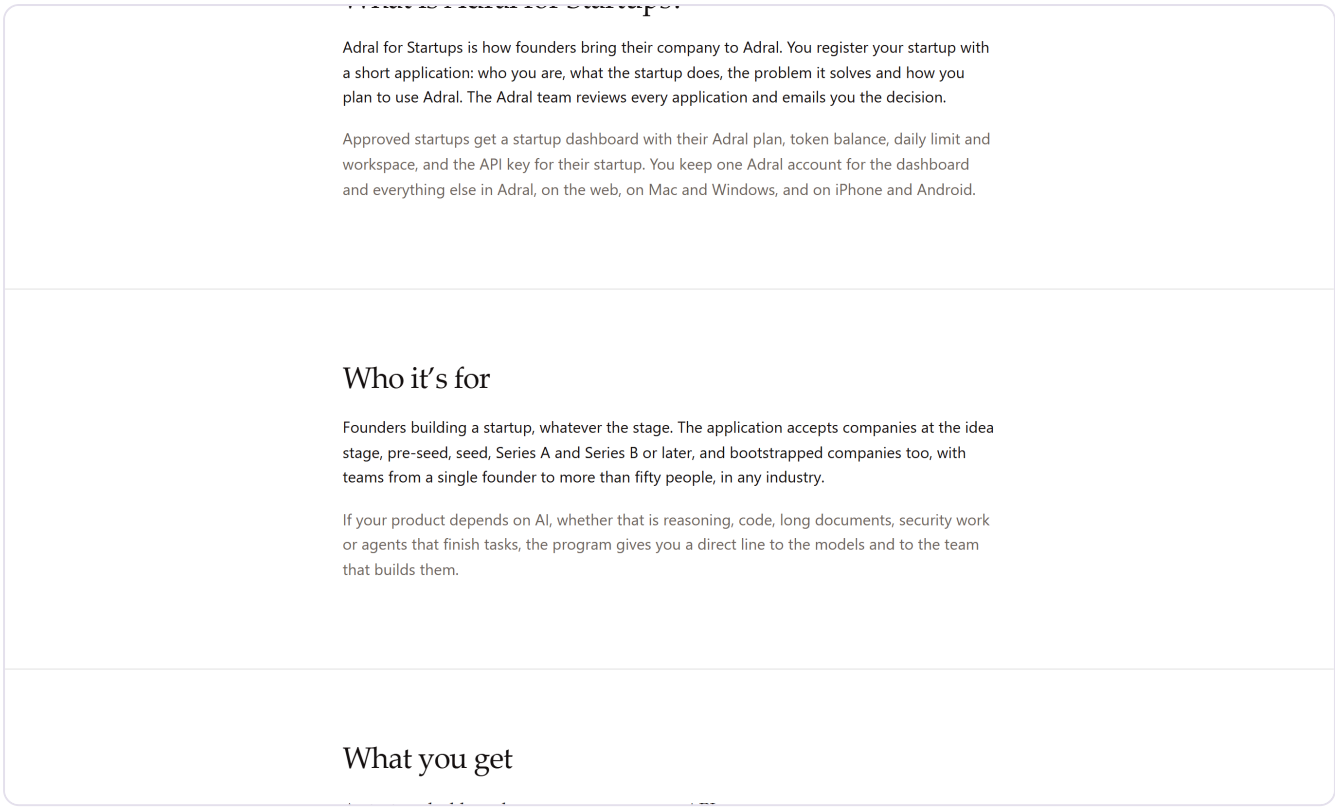


Figure 2. Further down: what the program is, who it is for and what you get.

> **Tip** Already use Adral? Your existing Adral account works here. You do not need a new one.

5 Create your account

Your Adral account opens your startup dashboard and the rest of Adral. Creating one is free and needs no credit card.

1. On the **Create your account** page, type a **Username** (for example `kavyanila`). Start with a letter, then use small letters, numbers or _ (no spaces or capitals).
2. Type your **Email**. Use an address you check, because the decision on your application comes here.
3. Type a **Password** of at least 8 characters, then type it again in **Confirm password**. Press **Show** to check what you typed.
4. Click **Create account**.

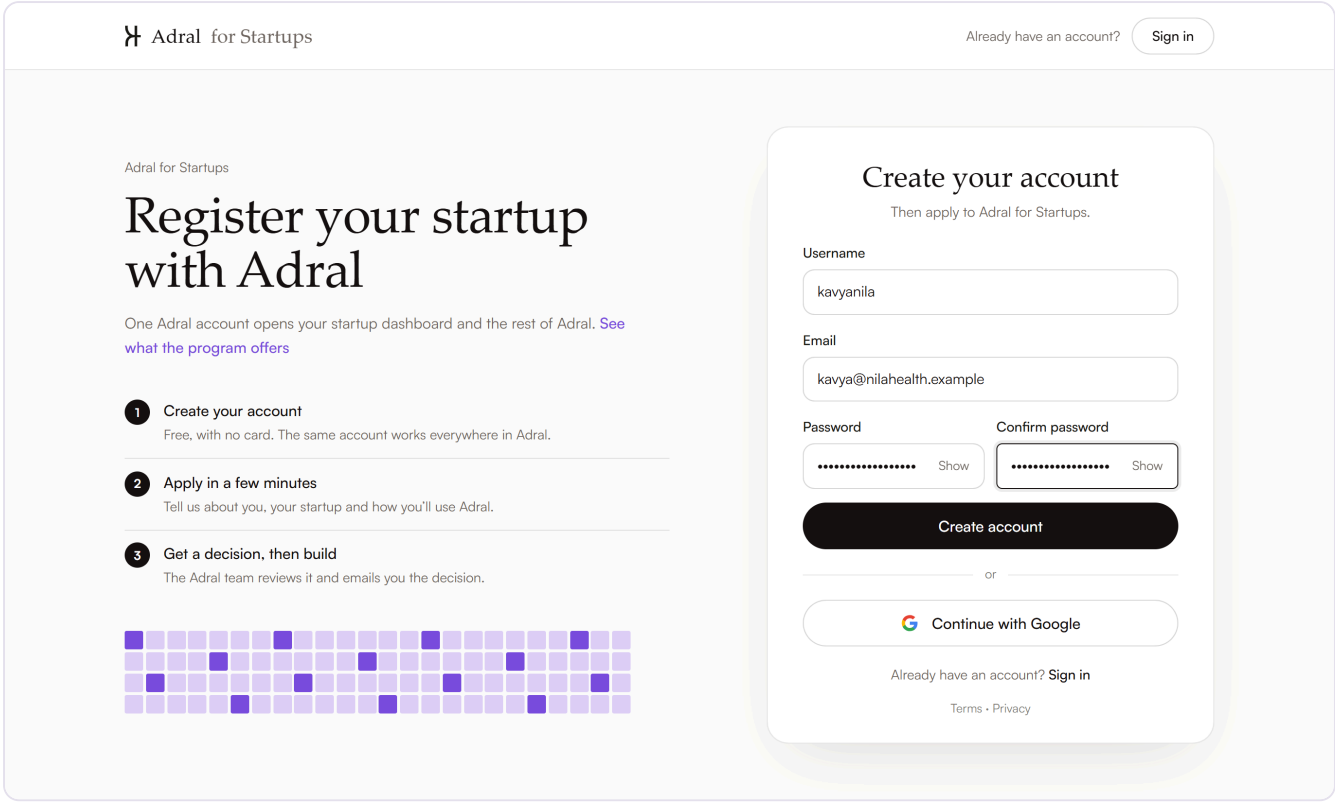


Figure 3. The sign-up form, filled in. Create account turns black when everything is filled.

> **Tip** Prefer Google? Click **Continue with Google** and pick your Google account. You do not need a password then.

Then sign in

After **Create account** you see **Account created**. Your username is already filled in.

1. Type your **Password**.
2. Click **Sign in**. Your startup dashboard opens.

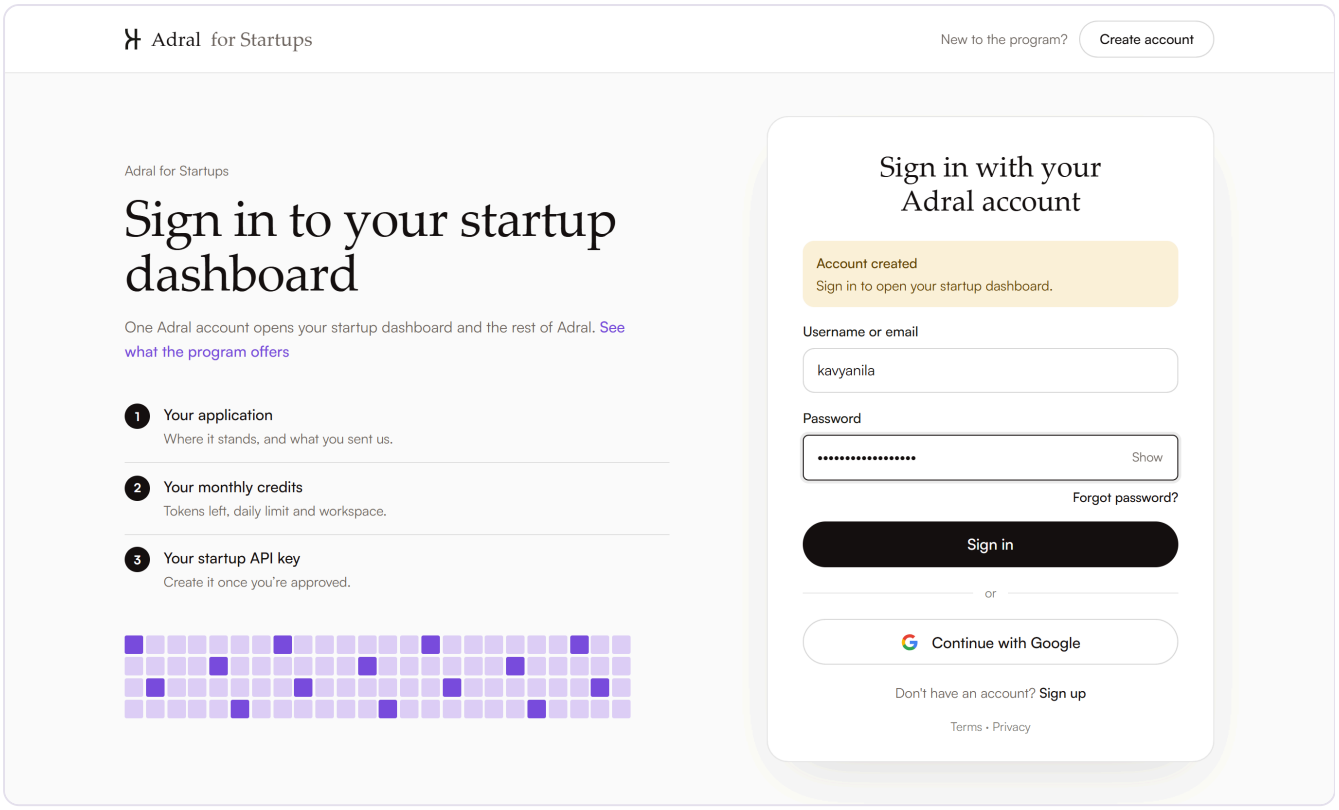


Figure 4. Account created: sign in to open your startup dashboard.

6 Sign in next time

1. Go to **adral.ai/startups/signin**.
2. Type your **Username or email** and your **Password**.
3. Click **Sign in**, or click **Continue with Google** if you signed up with Google.

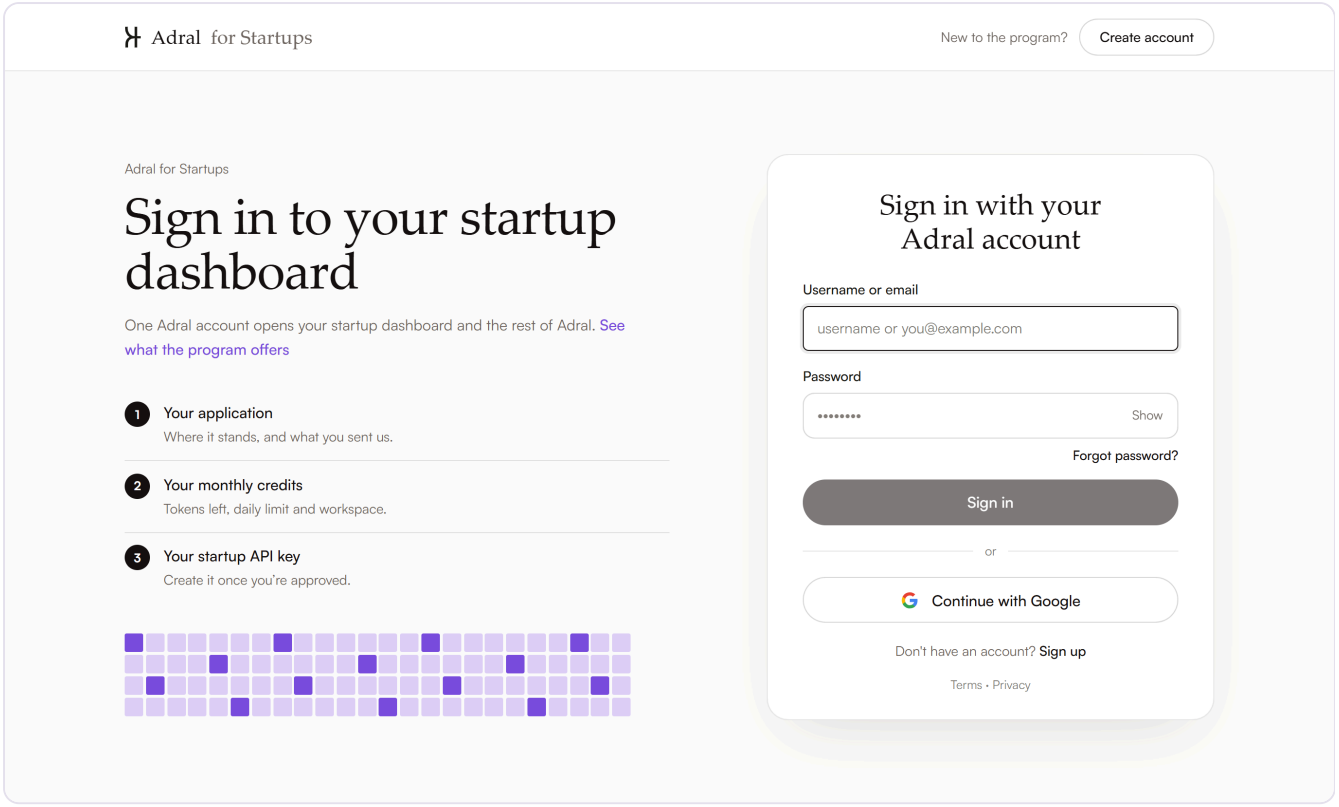


Figure 5. The sign-in page.

> **Tip** No account yet? Press **Sign up** under the button, or **Create account** at the top.

7 Forgot your password?

1. On the sign-in page, click **Forgot password?**.
2. Type the **Email** of your Adral account and click **Send reset code**.
3. Open your email. Adral sends a 6-digit code.
4. Type the code in **Reset code**, then your **New password** twice.
5. Click **Reset password and sign in**. You are signed in with the new password.

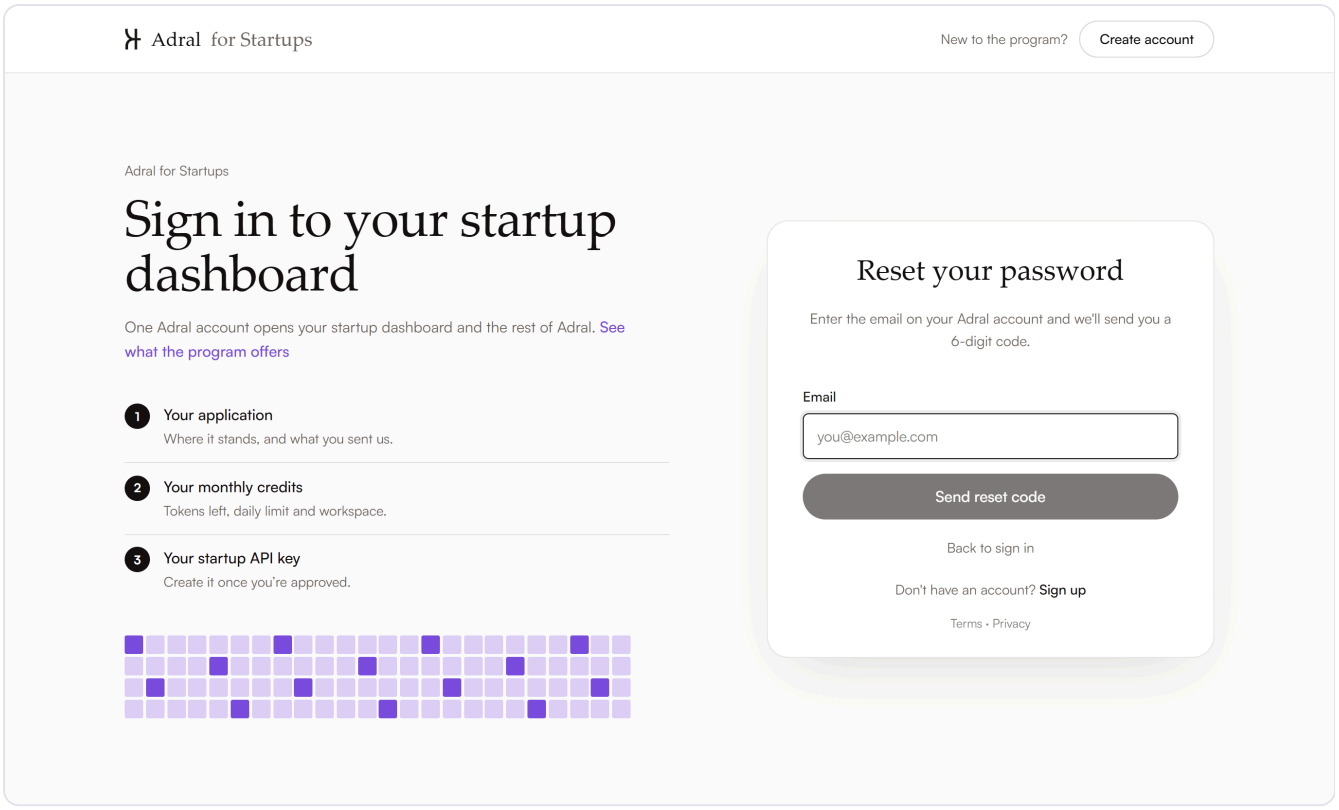


Figure 6. Reset your password: Adral emails you a 6-digit code.

> **Important** The code is only for you. Adral never asks you for it by phone or chat.

8 Your startup dashboard

After you sign in, the dashboard opens. The tabs at the top take you around:

Tab	What you find there
Dashboard	Where your application stands, your credits, and your plan, tokens left, daily limit and workspace.
API	Your startup API key (after approval), the base URL and a quickstart.
Program	Your journey, what you get, and everything you sent in your application.
Support	Common questions, and a form to write to the Adral team.
K (your initial, top right)	A menu with **Account settings** and **Log out**.

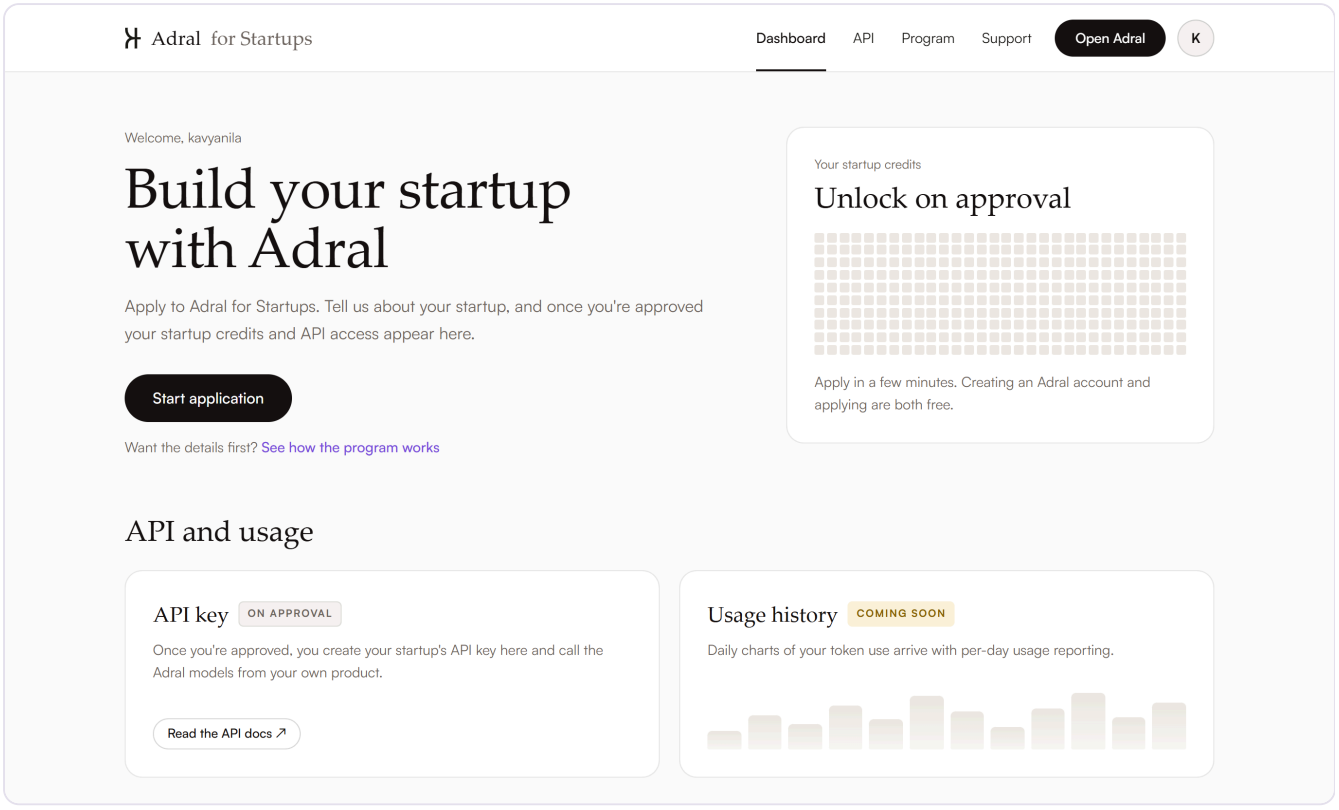


Figure 7. Your first visit: Start application is the next step.

> **Tip** **Open Adral** (top right) opens the full Adral app with the same account.

The **Program** tab explains the program step by step before you apply:

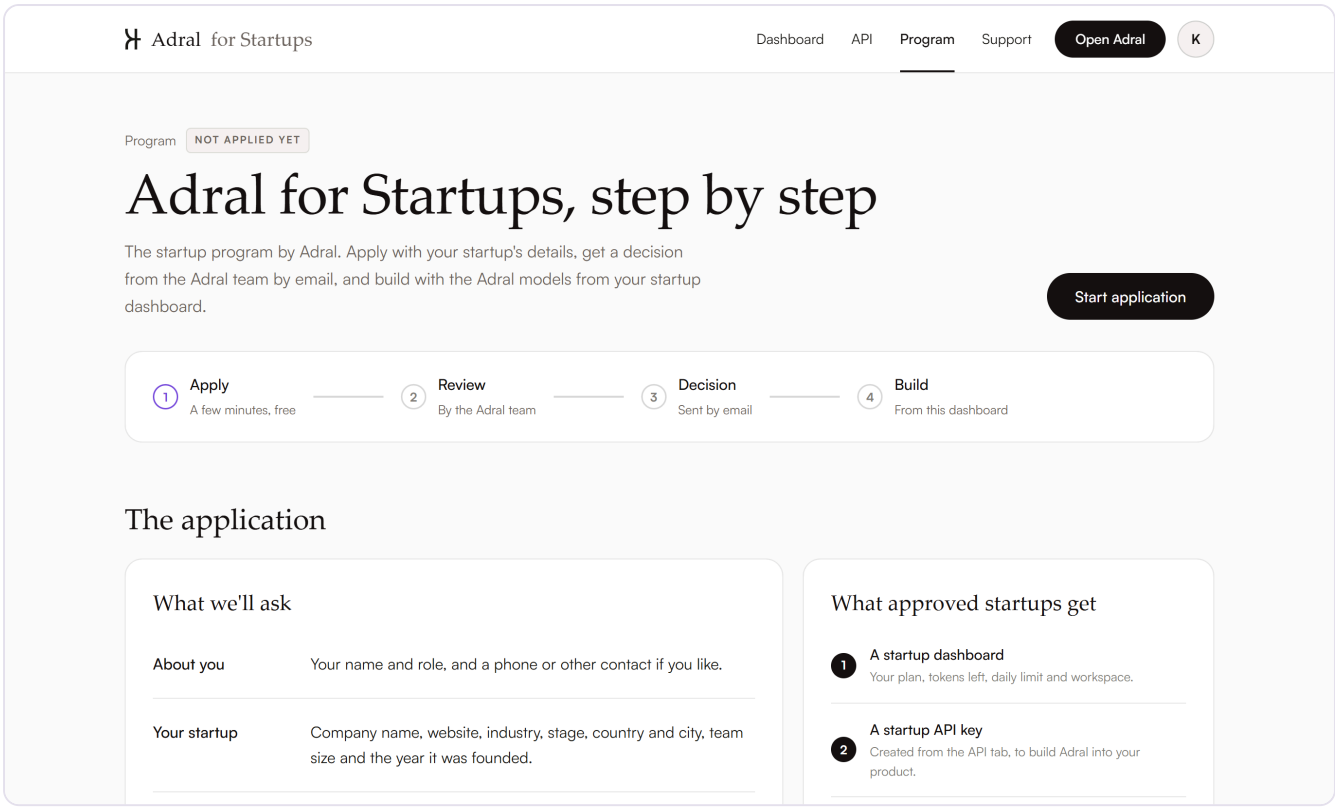


Figure 8. Program, before you apply: Apply, Review, Decision, Build.

9 Fill in your application

Click **Start application** on the dashboard. The form has four parts. Fields marked * are required.

On the left, the list of parts shows how many required fields you have filled (for example **0 of 2**). Click a part to jump to it.

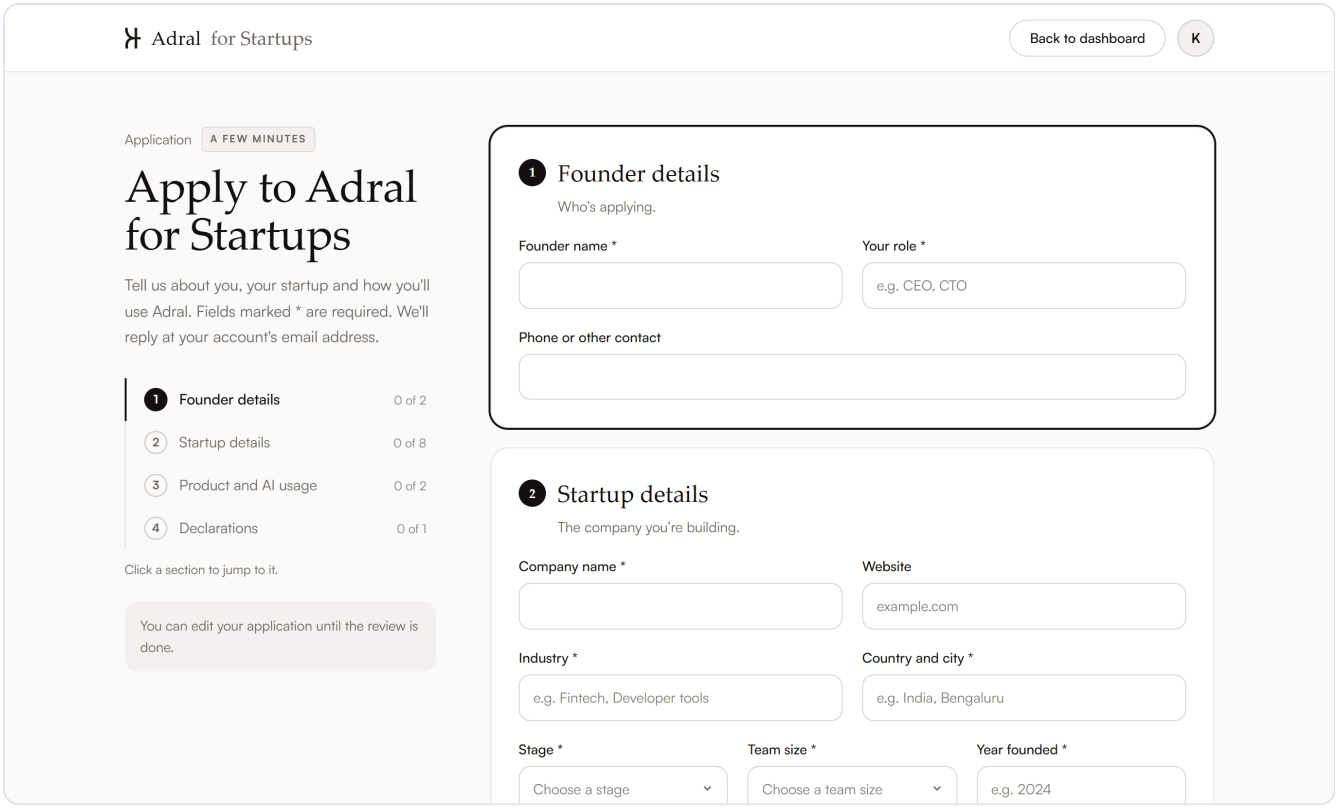


Figure 9. The application form, empty.

Part 1: Founder details

Field	What to write	Example
Founder name *	Your full name.	Kavya Raman
Your role *	Your role in the startup.	Founder & CEO
Phone or other contact	A number the team can reach you on (optional).	+91 98765 43210

Part 2: Startup details

Field	What to write	Example
Company name *	Your startup's name.	Nila Health Labs
Website	Your website, if you have one (optional).	nilahealth.example
Industry *	The area you work in.	Healthtech
Country and city *	Where the startup is based.	India, Chennai

Field	What to write	Example
Stage *	Choose: Idea, Pre-seed, Seed, Series A, Series B+ or Bootstrapped.	Pre-seed
Team size *	Choose: Just me, 2–5, 6–10, 11–25, 26–50 or 51+.	2–5
Year founded *	Four digits, from 1900 to this year.	2024
What does your startup do? *	Two or three plain sentences.	A medicine reminder app for patients and clinics.
Business model and target customers *	Who pays you and how.	Monthly subscription for small clinics.

Part 3: Product and AI usage

Field	What to write
What problem do you solve? *	The problem your customers have, in a few lines.
How will you use Adral? *	What you will build with Adral and roughly how many tokens a month (for example "about 1 million tokens a month").
Anything else we should know?	Customers, awards, funding: anything that helps (optional).

Part 4: Declarations

Tick the box to confirm your information is accurate and that you agree to the Terms of Service and Privacy Policy.

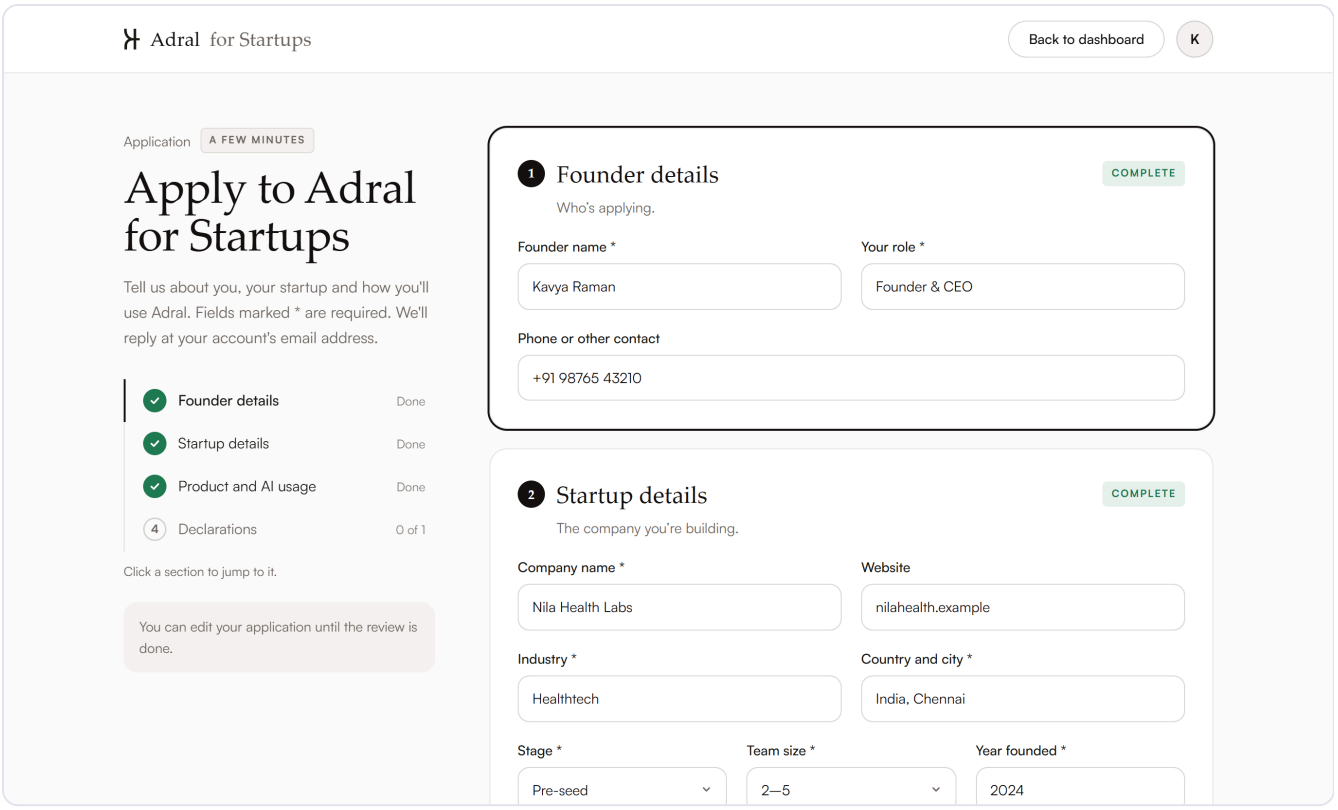


Figure 10. Founder details filled in. Each part shows COMPLETE when its required fields are done.

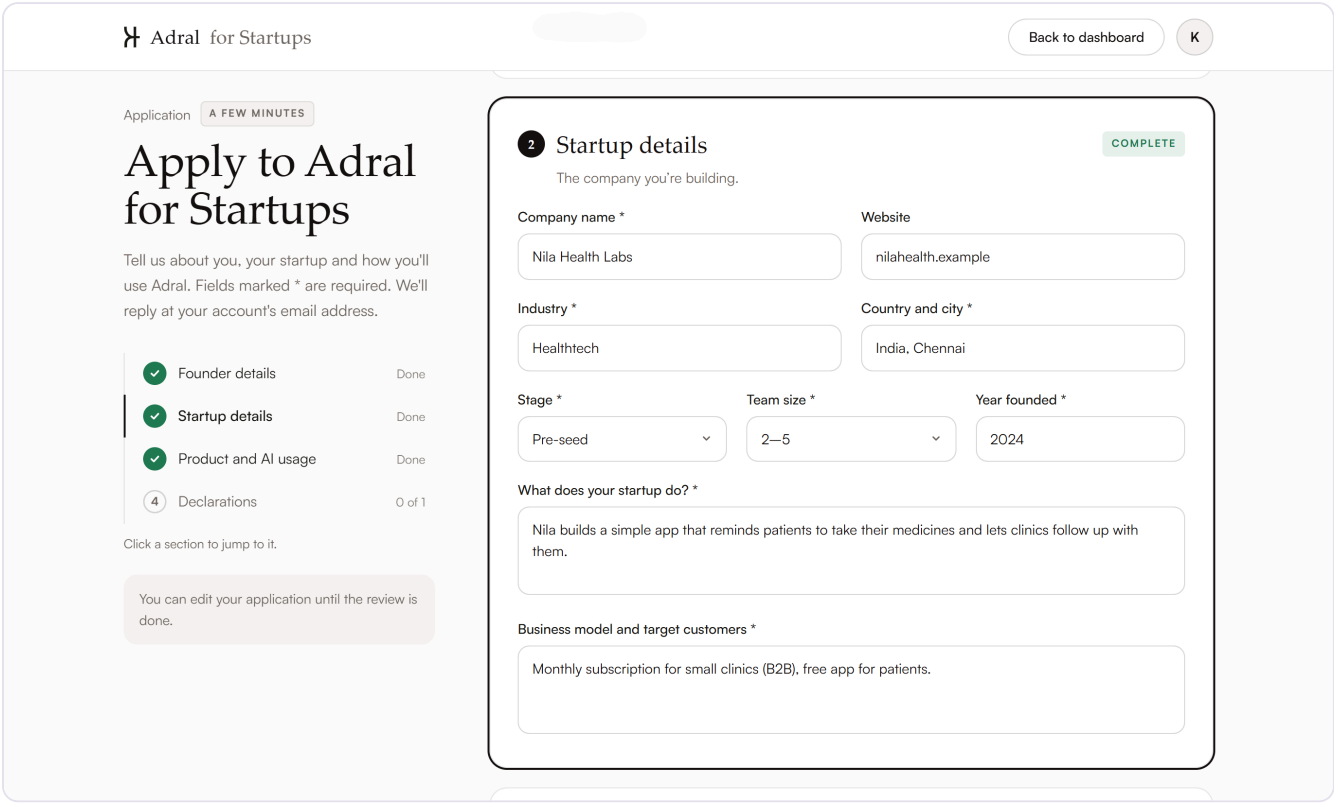


Figure 11. Startup details and the product questions.

Submit

1. Check your answers once more.
2. Tick the declaration box.

3 Click **Submit application**.

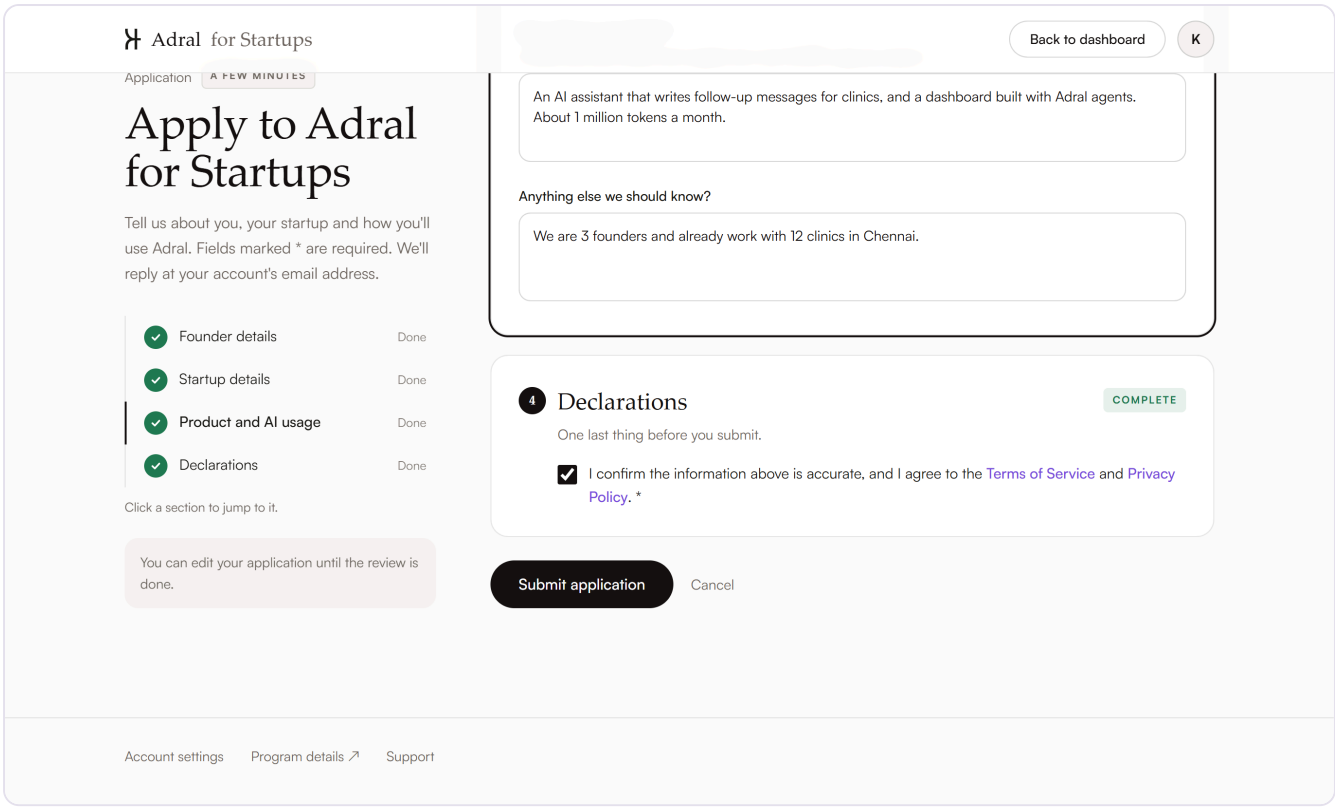


Figure 12. Declarations ticked, ready to submit.

Good to know Your answers are kept on this device while you type. If the page reloads or the connection drops, they are still there when you come back.

10 If something is missing or wrong

If you press **Submit application** with a required field empty, the form shows **Required** in red under each missing field. Fill them in and submit again.

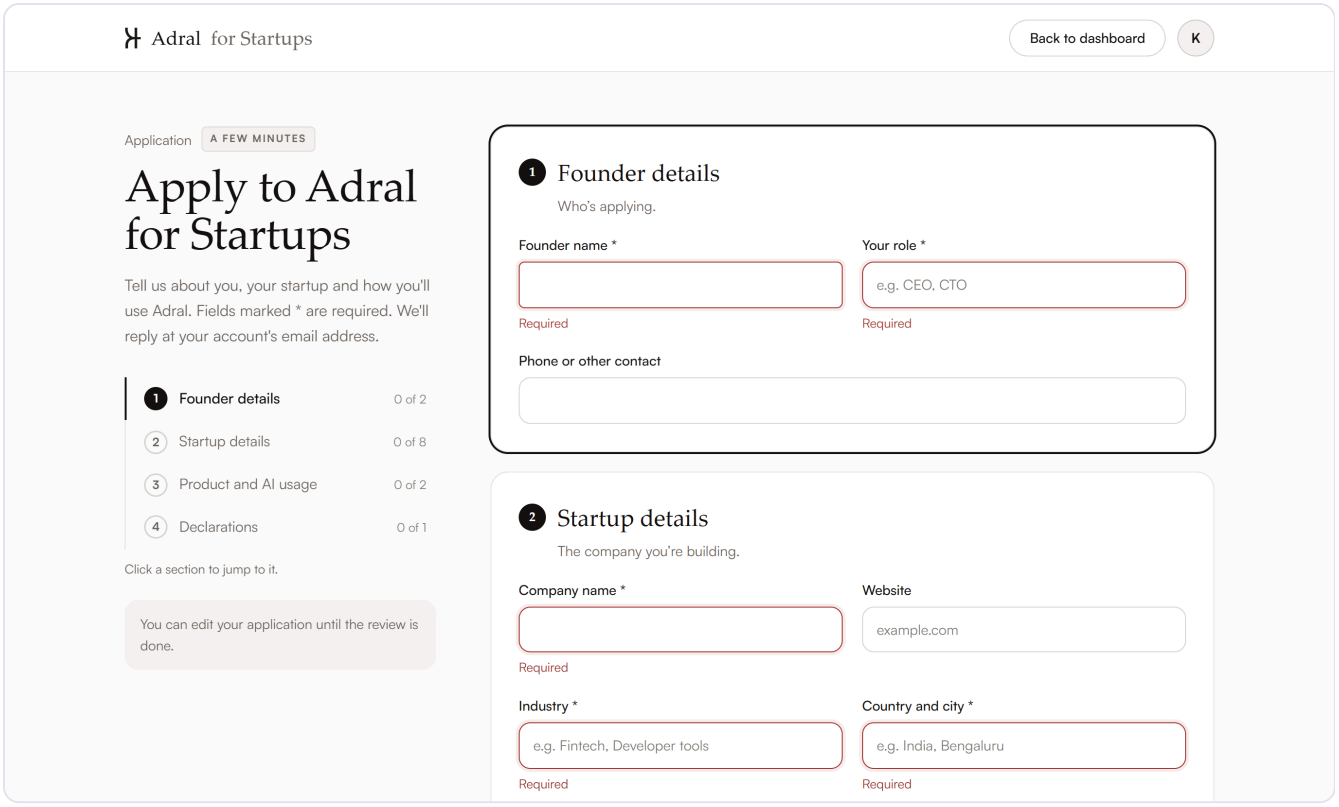


Figure 13. Missing required fields are outlined in red.

Message	What to do
Required	Fill in that field.
Enter a year from 1900 to 2026	Type the year your company started as 4 digits, between 1900 and this year.
Enter the year the company was founded	Type numbers only, for example 2024.
Please check your answers: ...	The message names the field to fix. Correct it and submit again.
The connection to Adral dropped. Your answers are still here...	Your internet dropped for a moment. Adral reconnects and sends it again by itself. If it still fails, press **Submit application** again.

11 After you submit

The dashboard opens and a green **Application submitted successfully** message slides in at the top right. It closes by itself after a few seconds, or press × to close it.

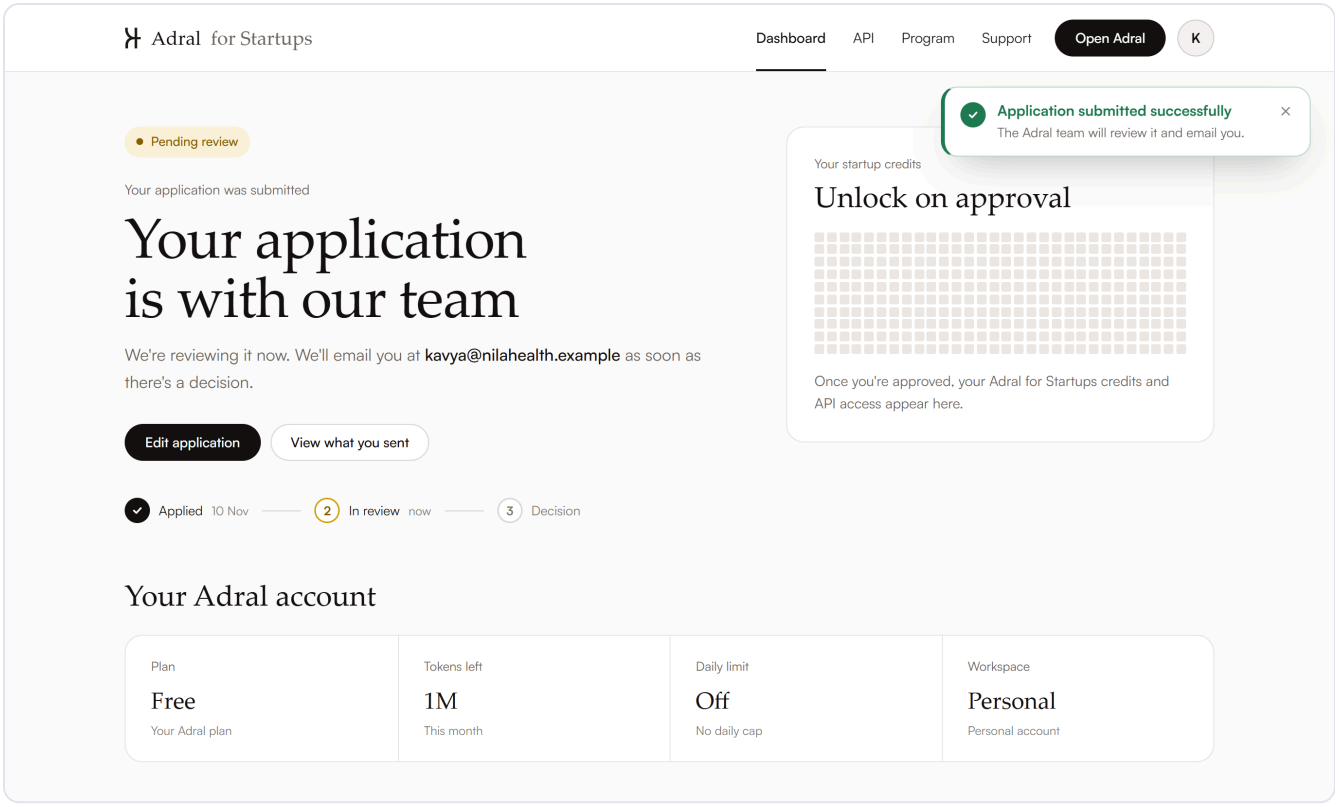


Figure 14. Application submitted successfully.

Your status is now **Pending review**. The dashboard shows the steps: **Applied**, **In review**, then **Decision**. Adral also emails you that your application was received.

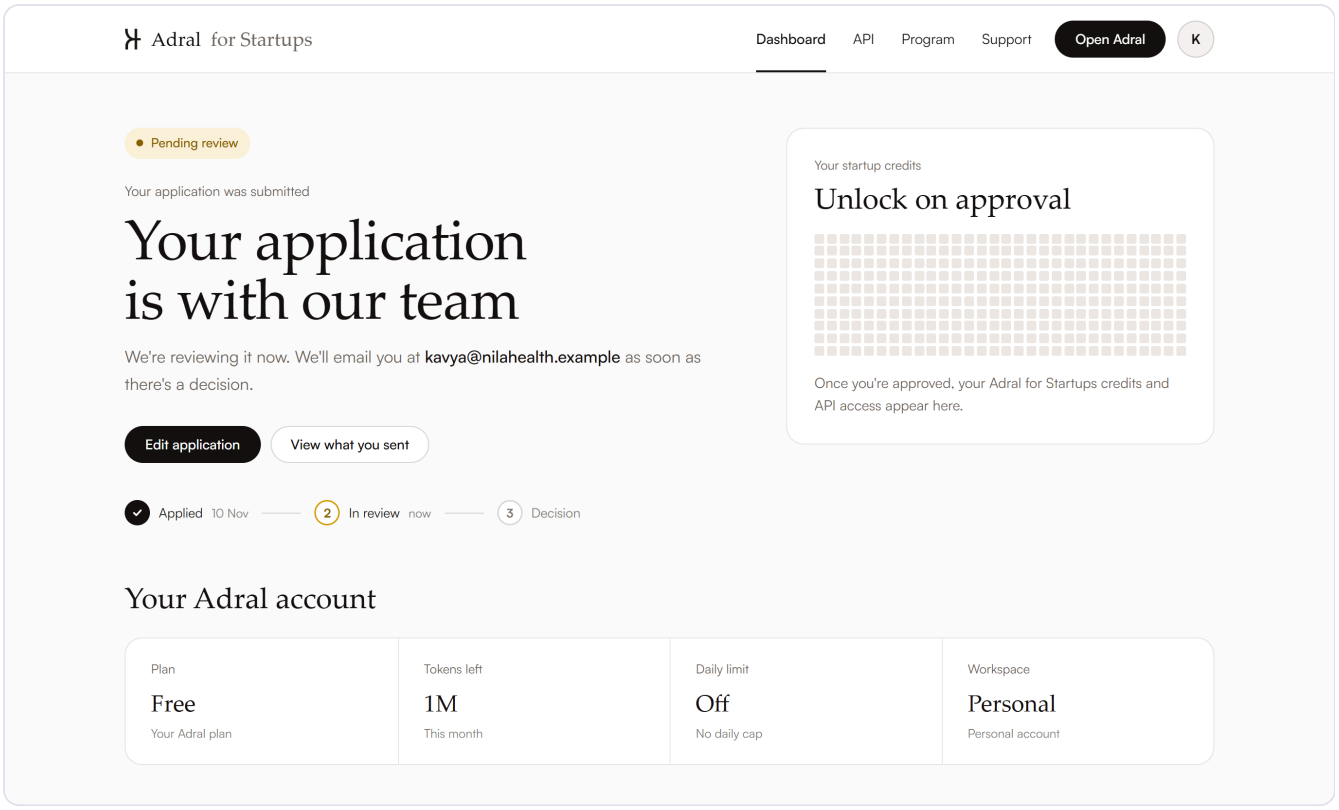


Figure 15. Your application is with the Adral team.

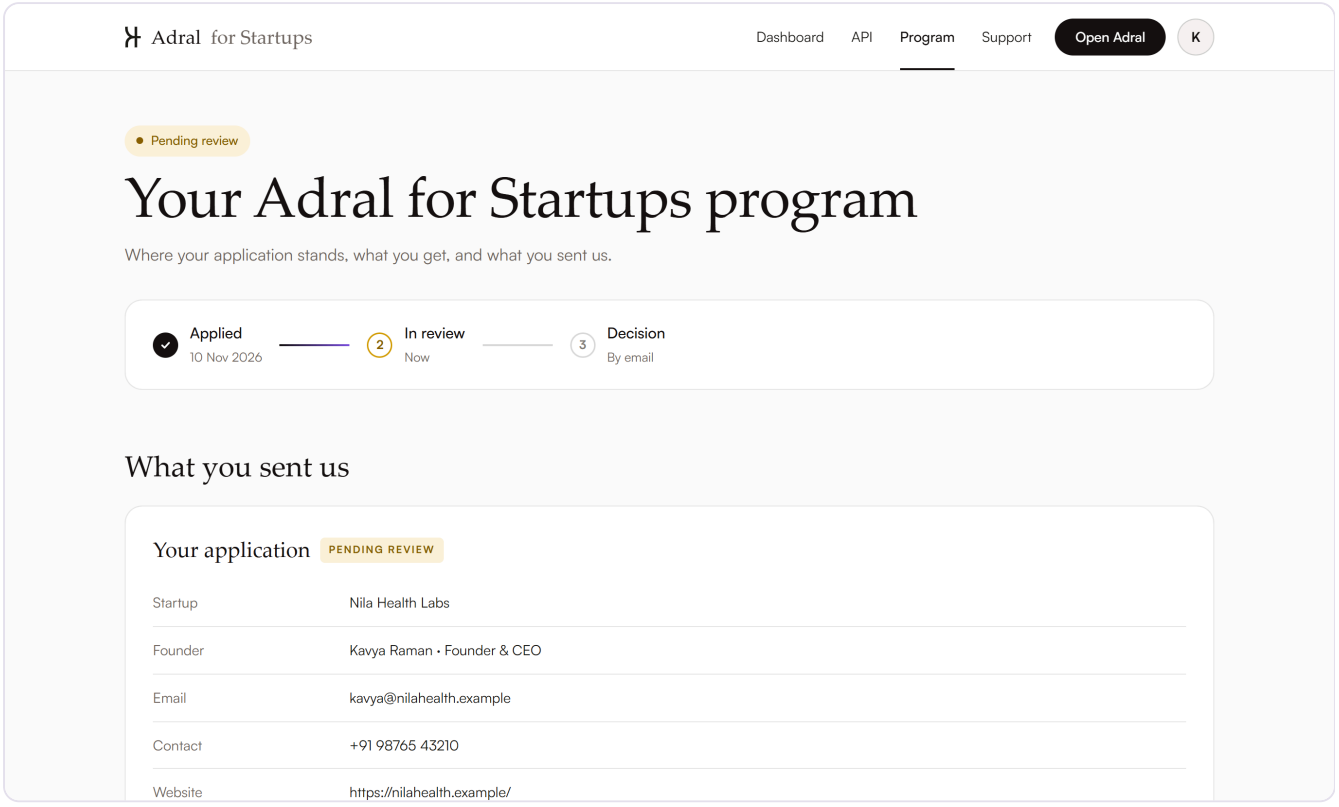


Figure 16. Program: your journey and everything you sent.

12 Edit your application while it is in review

Until the review is done you can change any answer.

1. Click **Edit application** on the Dashboard or the Program tab.
2. Change what you need. Your earlier answers are already filled in.
3. Click the save button at the bottom. You see **Changes saved successfully**.

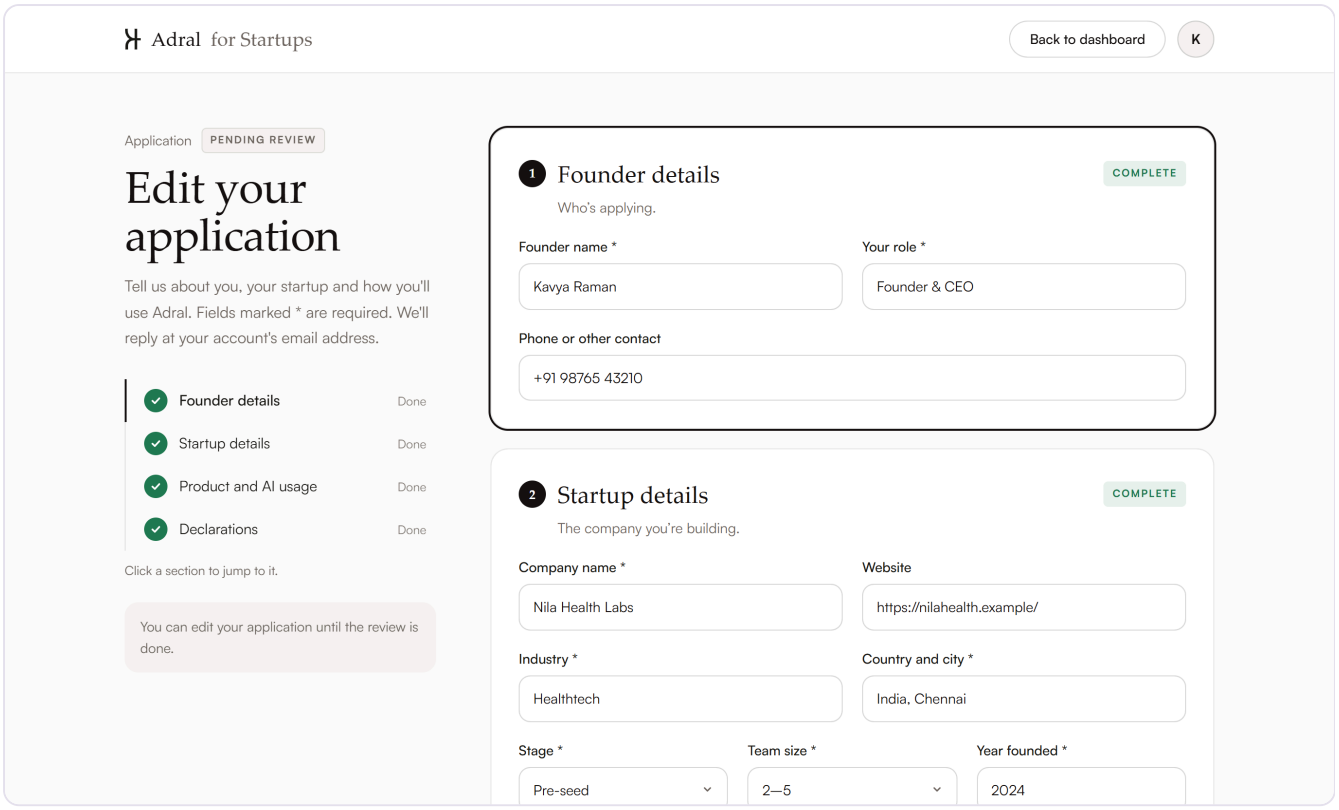


Figure 17. Edit your application: your answers are already filled in.

13 While you wait

The **API** tab shows how API access will work once you are approved, with a first look at your key and links to the docs. You can get ready now.

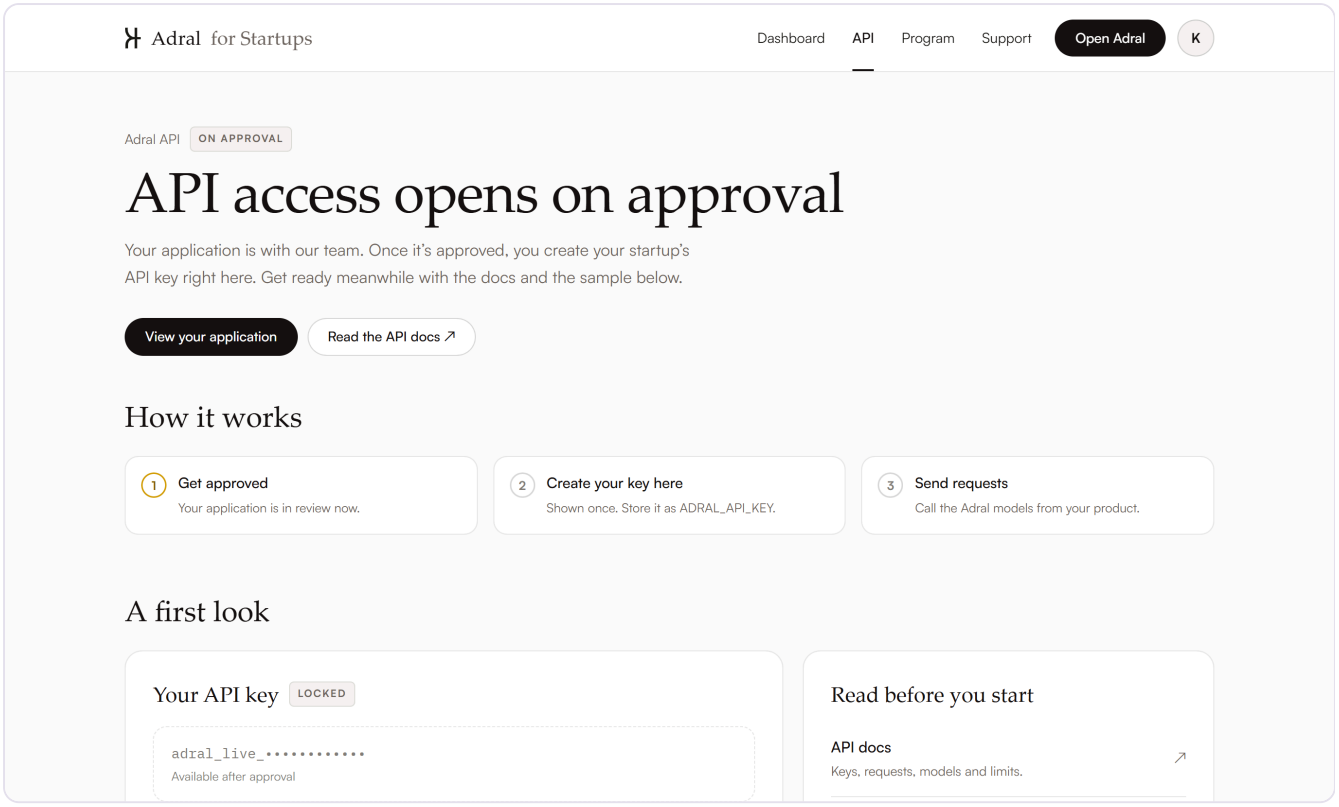


Figure 18. API access opens on approval.

How the review works

- Every application is reviewed by a person on the Adral team.
- You get an email when it is received, and another when there is a decision.
- Your dashboard always shows the current status.

For the Adral team: reviewing on the registrations desk

This part is for Adral staff. Founders do not see this page.

1. Open **adral.ai/desk/registration** and sign in with an admin account.
2. **Pending** lists applications waiting for a decision. Search by startup, founder or email.
3. Click the eye icon to read the full application.
4. Click the tick to accept, then **Yes, Accept**. Or click × to reject; a rejection needs a reason, which is shown to the founder.
5. The founder gets an email, and their dashboard updates.

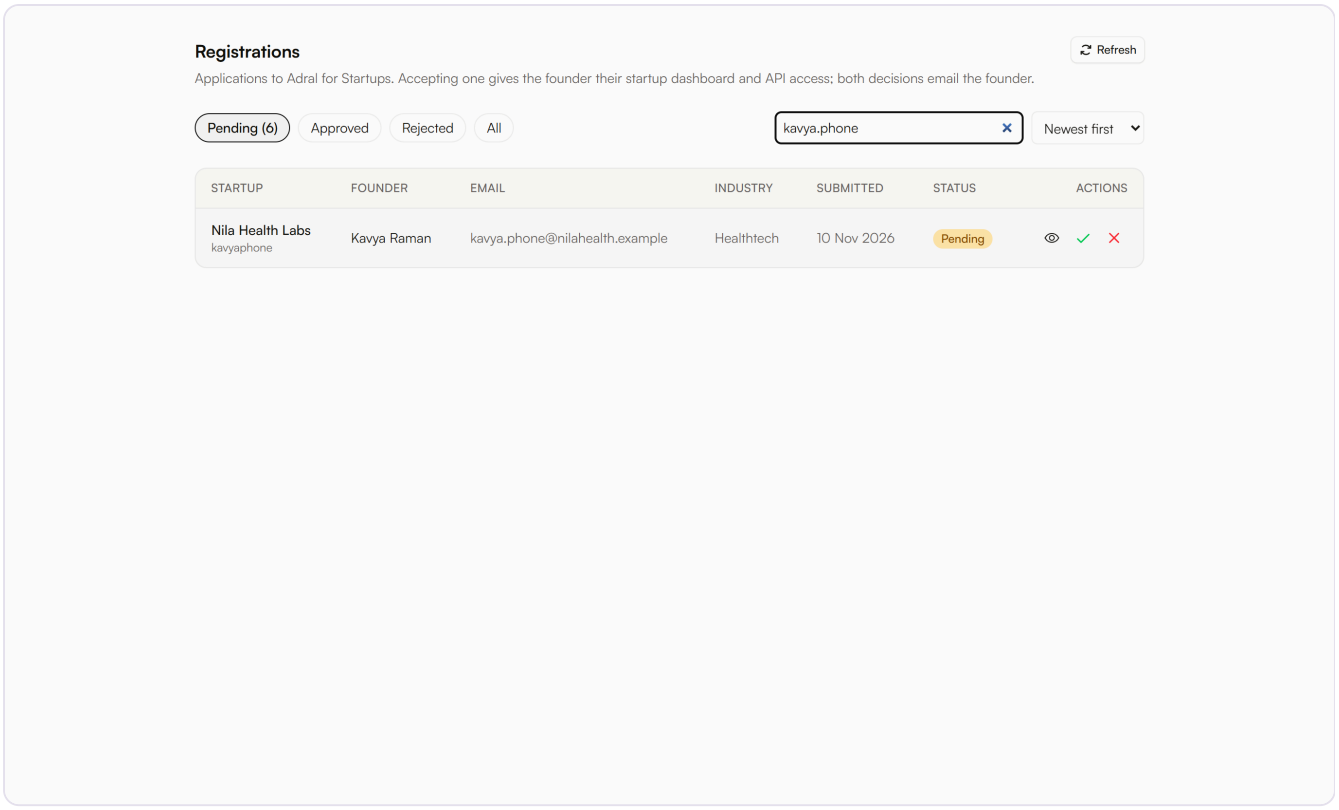


Figure 19. The registrations desk, searched down to one application.

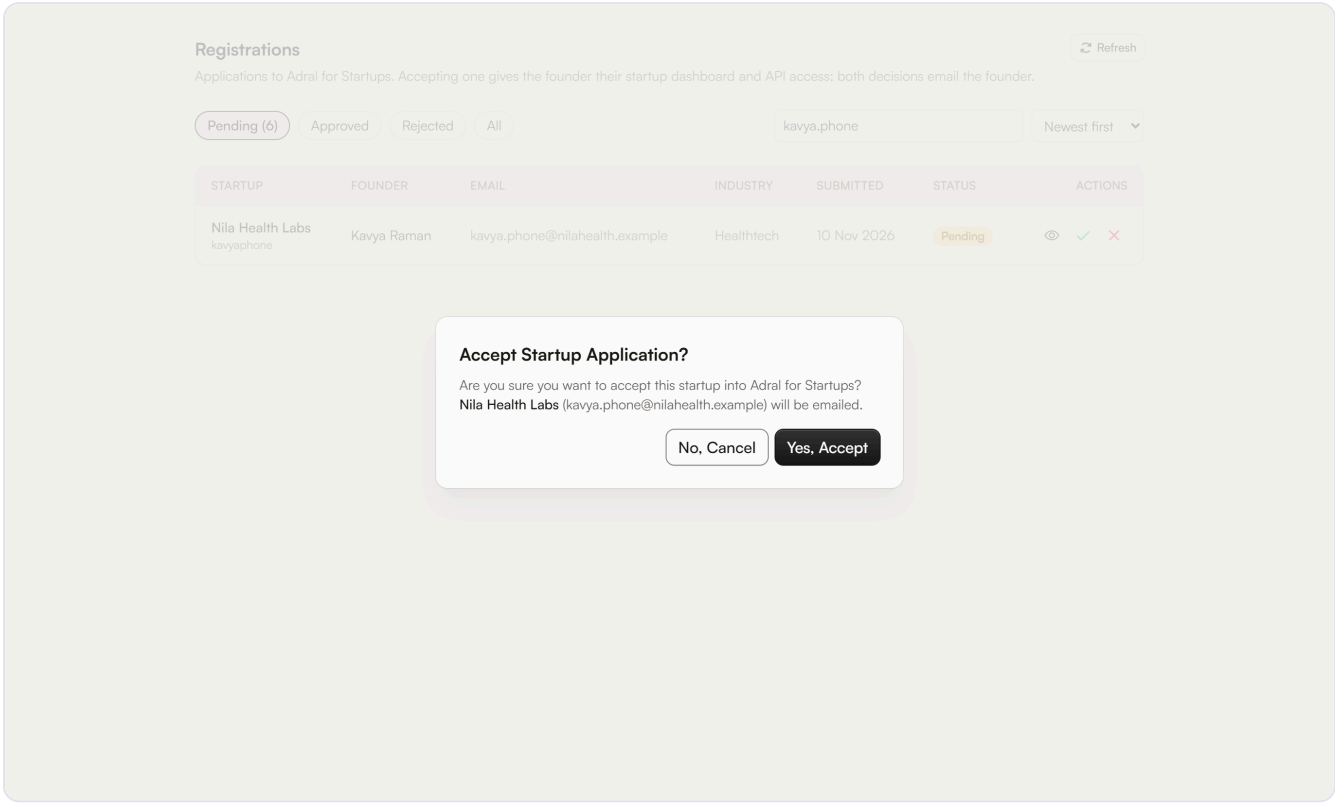


Figure 20. Accept Startup Application: confirm with Yes, Accept.

14 You are approved

When the Adral team approves your application you get an email, and the dashboard changes to **Approved**. Your monthly credits now show on the dashboard.

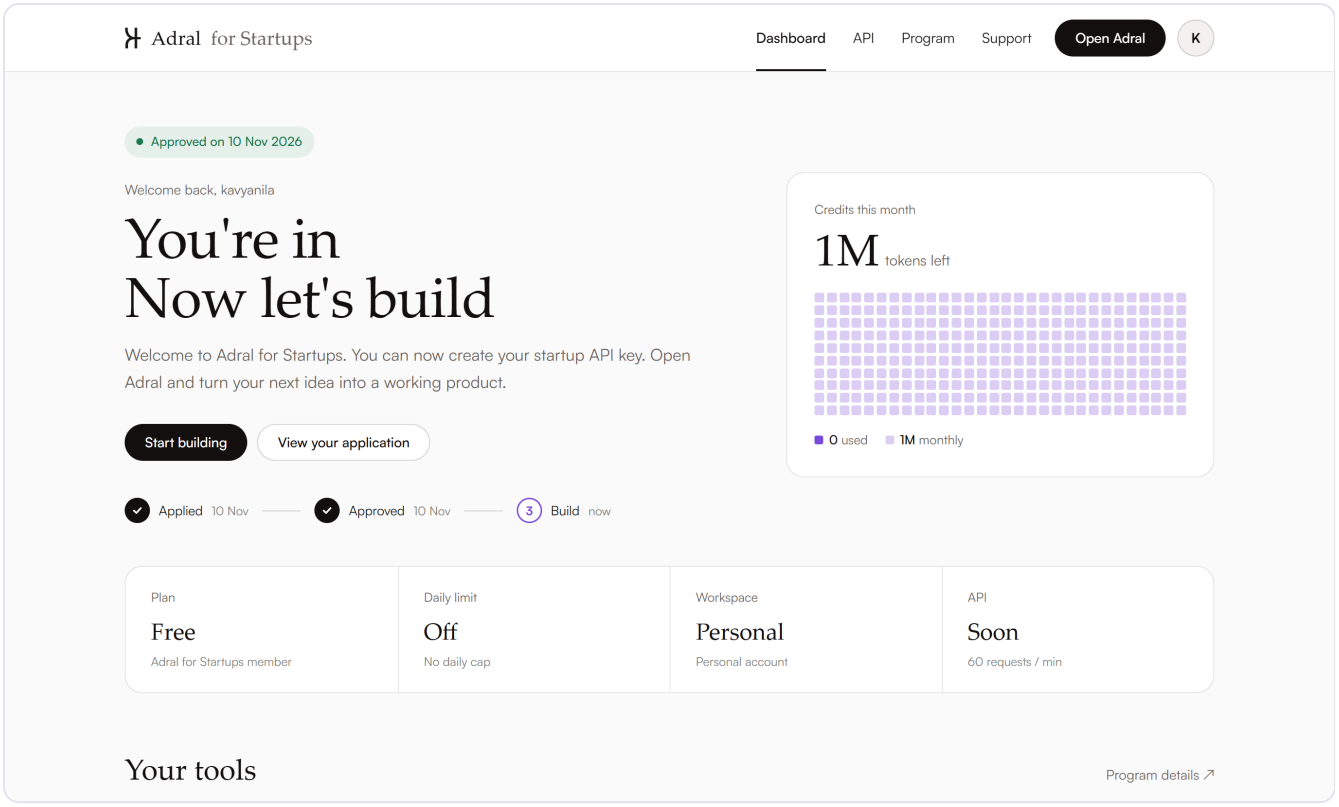


Figure 21. You are in. Now let's build: your credits this month and your plan.

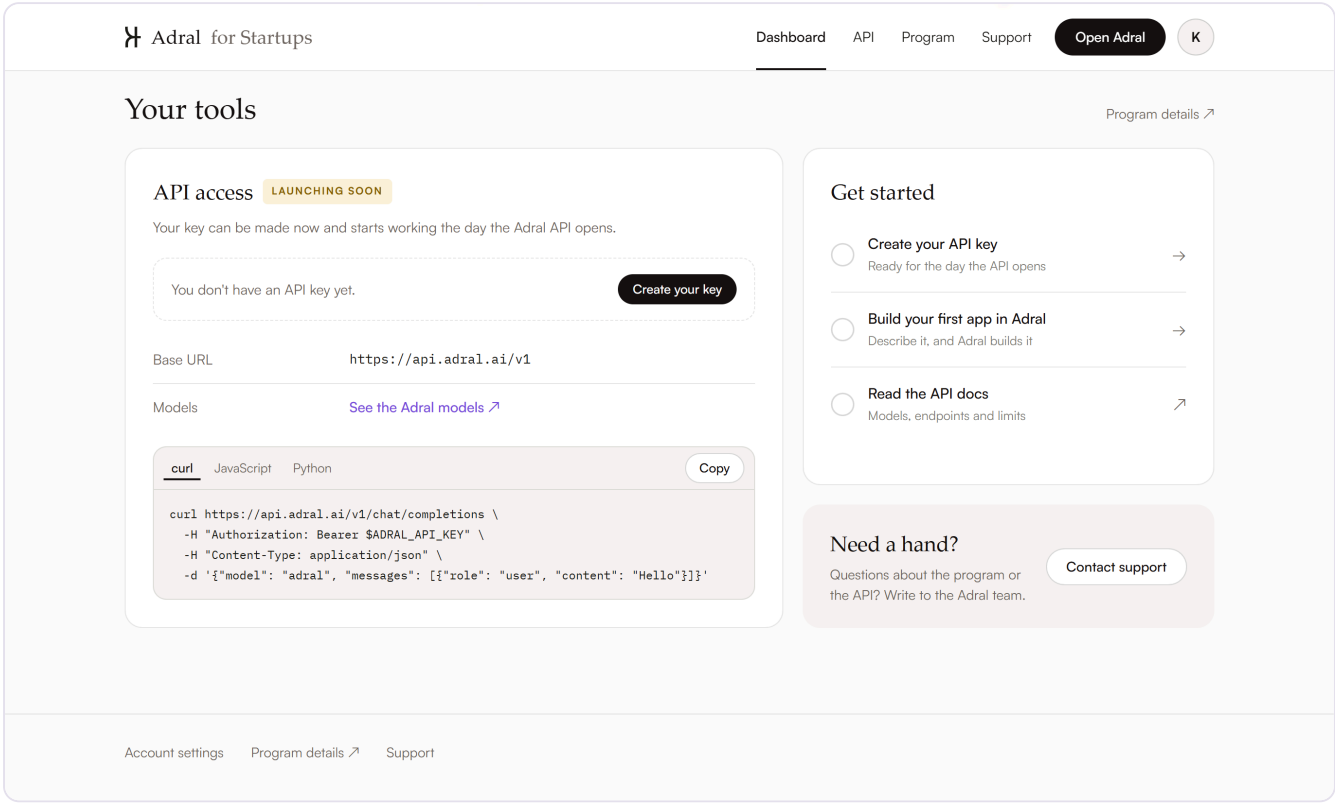


Figure 22. Your tools: API access and a Get started checklist.

The **Program** tab shows **Approved**, what you get (monthly tokens, plan, limits, API) and your application.

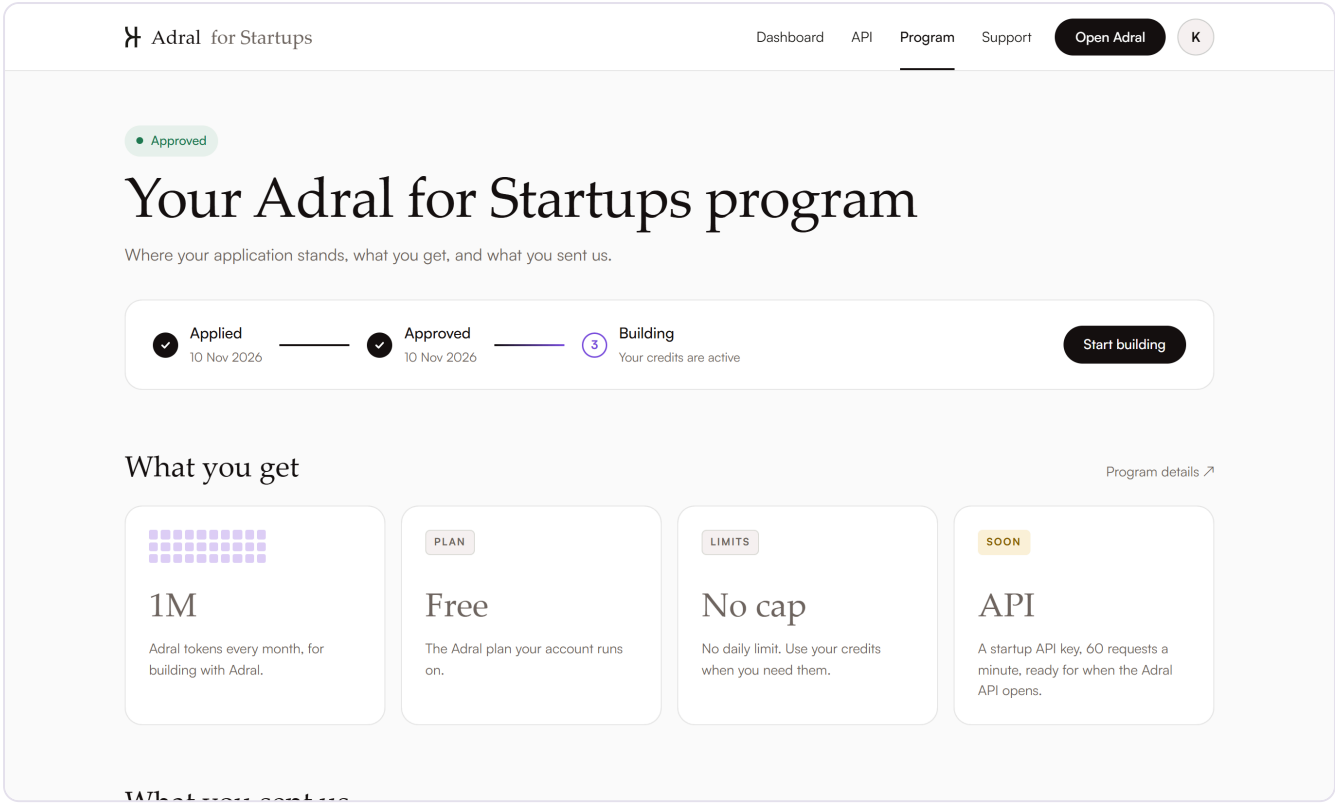


Figure 23. Program: Approved, and what you get.

> **Tip** Click **Start building** to open Adral and start using your credits.

15 Create your startup API key

The API key lets your own product call the Adral models. You create it yourself on the **API** tab.

1. Open the **API** tab.
2. Under **Your key**, click **Generate API key**.
3. Your key appears in a yellow box. Click **Copy** and save it somewhere safe, such as your password manager or your app's environment variable `ADRAL_API_KEY`.
4. Click **I've saved my key**.

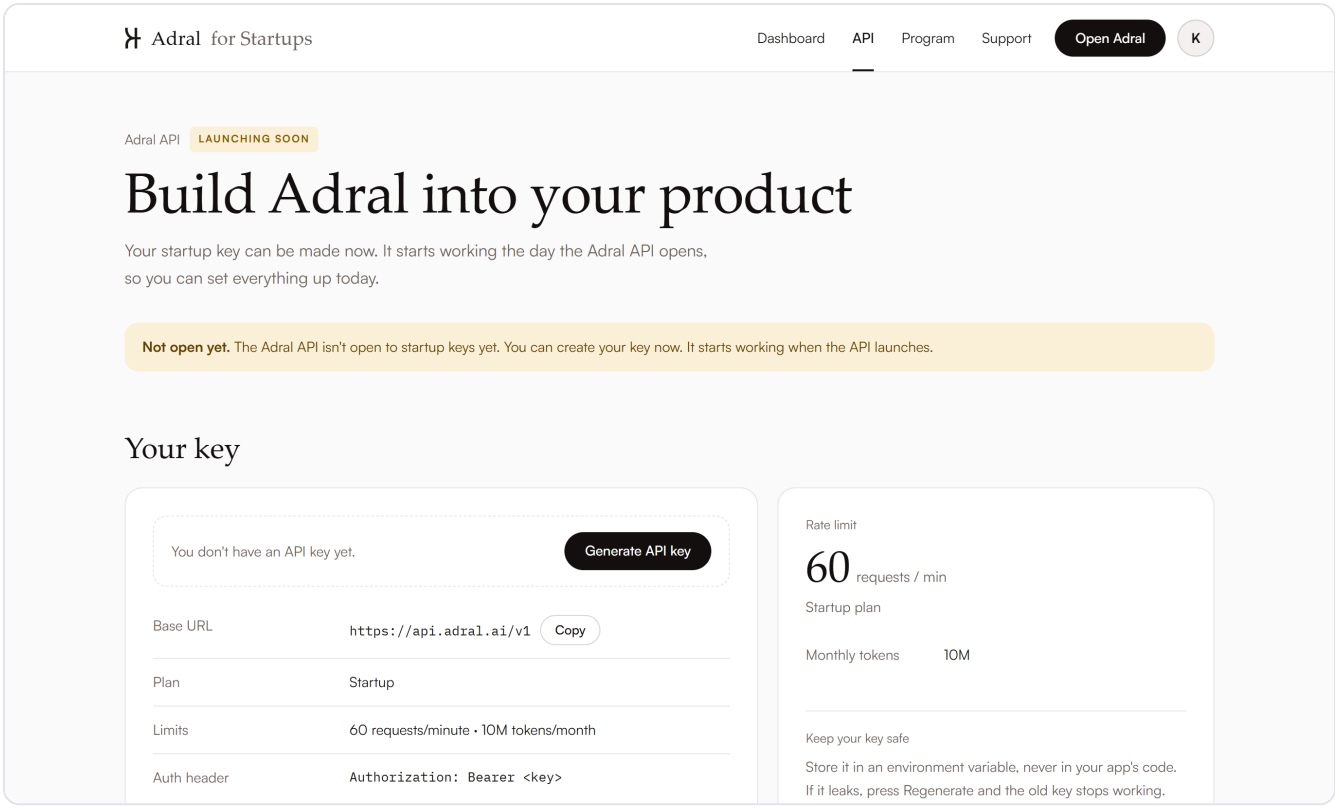


Figure 24. Your key: Generate API key.

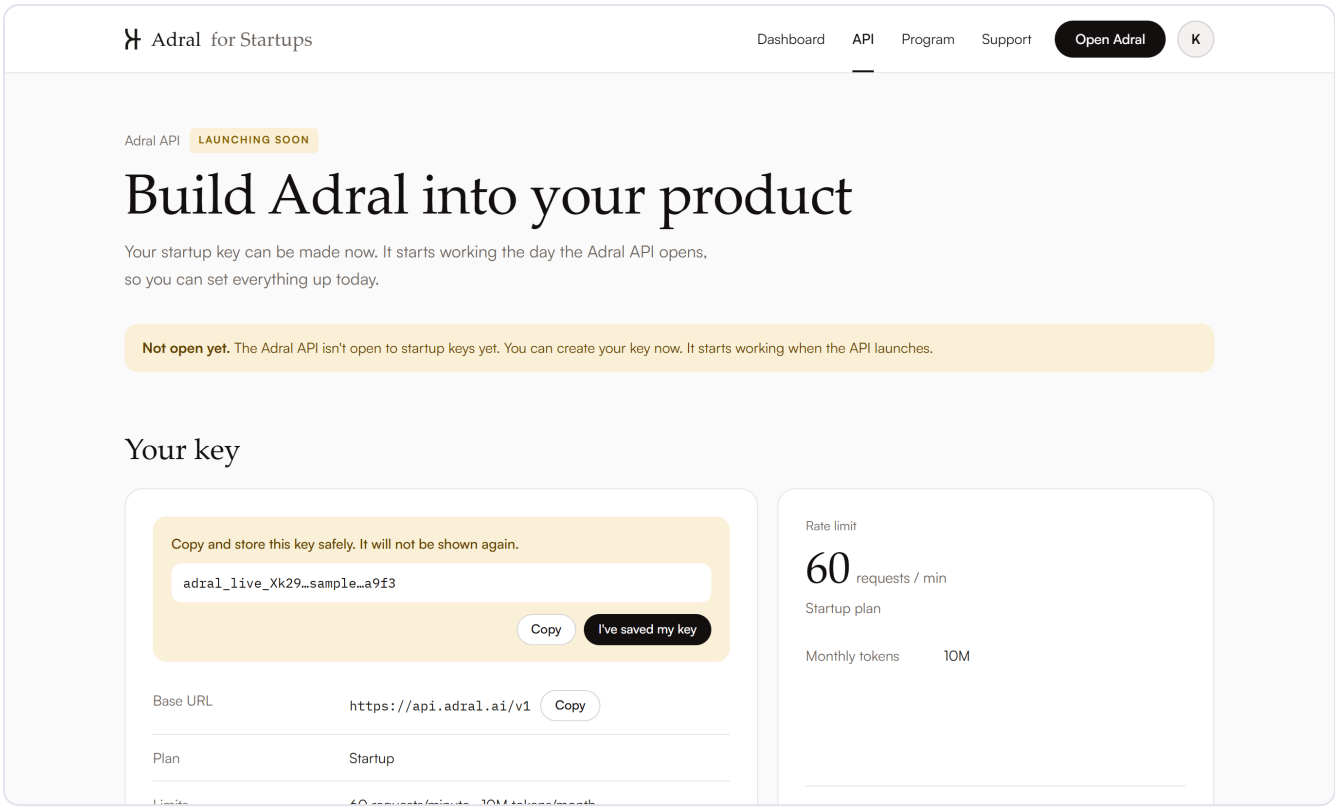


Figure 25. Copy and store this key safely. It will not be shown again.

> **Important** The full key is shown **only once**. Afterwards the dashboard shows only its last four characters. Never share it or put it in a public place such as a website or a GitHub repository.

After saving, the tab shows your key hidden, when it was made, the base URL `https://api.adral.ai/v1`, your plan, your rate limit and a quickstart with sample code.

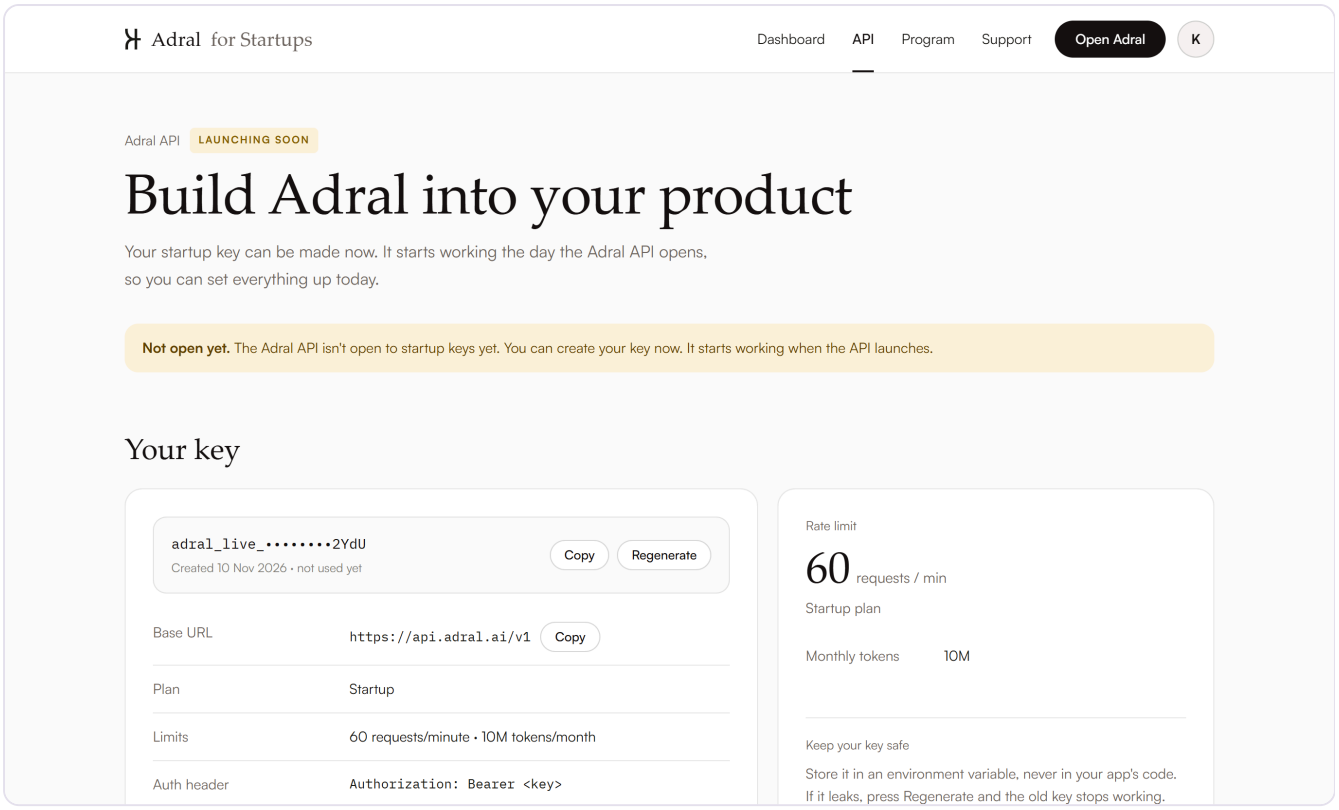


Figure 26. Your key is saved. Copy the base URL from here.

Lost your key? Regenerate it

1. Click **Regenerate** next to your key.
2. Read the warning and click **Yes, regenerate**.
3. Copy the new key. The old key stops working straight away, so update your app.

> **Good to know** Until the Adral API opens to startup keys, the API tab says **Not open yet**. You can create your key now; it starts working the day the API launches.

16 Read the API docs

Click **Read the API docs** on the API or Dashboard tab. The docs walk you through: before you start, getting your key, storing it, your first request and choosing a model, plus limits and keeping your key safe.

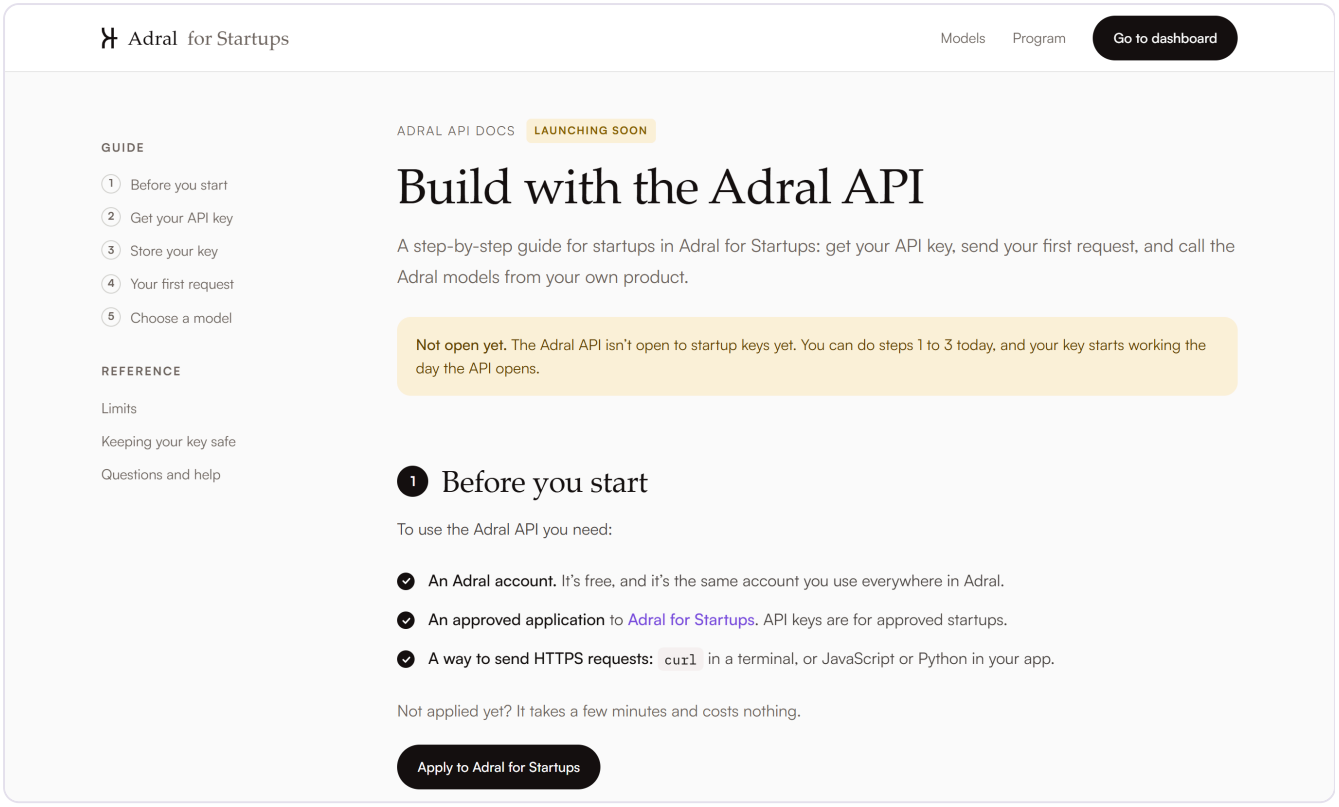


Figure 27. Build with the Adral API: a step-by-step guide.

A first request looks like this (replace the key with yours, stored in `ADRAL_API_KEY`):

```
curl https://api.adral.ai/v1/chat/completions -H "Authorization: Bearer $ADRAL_API_KEY" -H "Content-Type: application/json" -d '{"model":"adral","messages":[{"role":"user","content":"Hello"}]}'
```

17 Change your application after approval

Once approved, your application is locked. If something changes (a new website, a new role, a new city), ask the Adral team to update it.

1. Open the **Program** tab and scroll to **What you sent us**.
2. Click **Request a change**.
3. The **Support** tab opens with the subject and a message already filled in. Write what to change and the new details.
4. Click **Send by email**. Your email app opens, ready to send to **hi@adral.ai**. Send it from there.

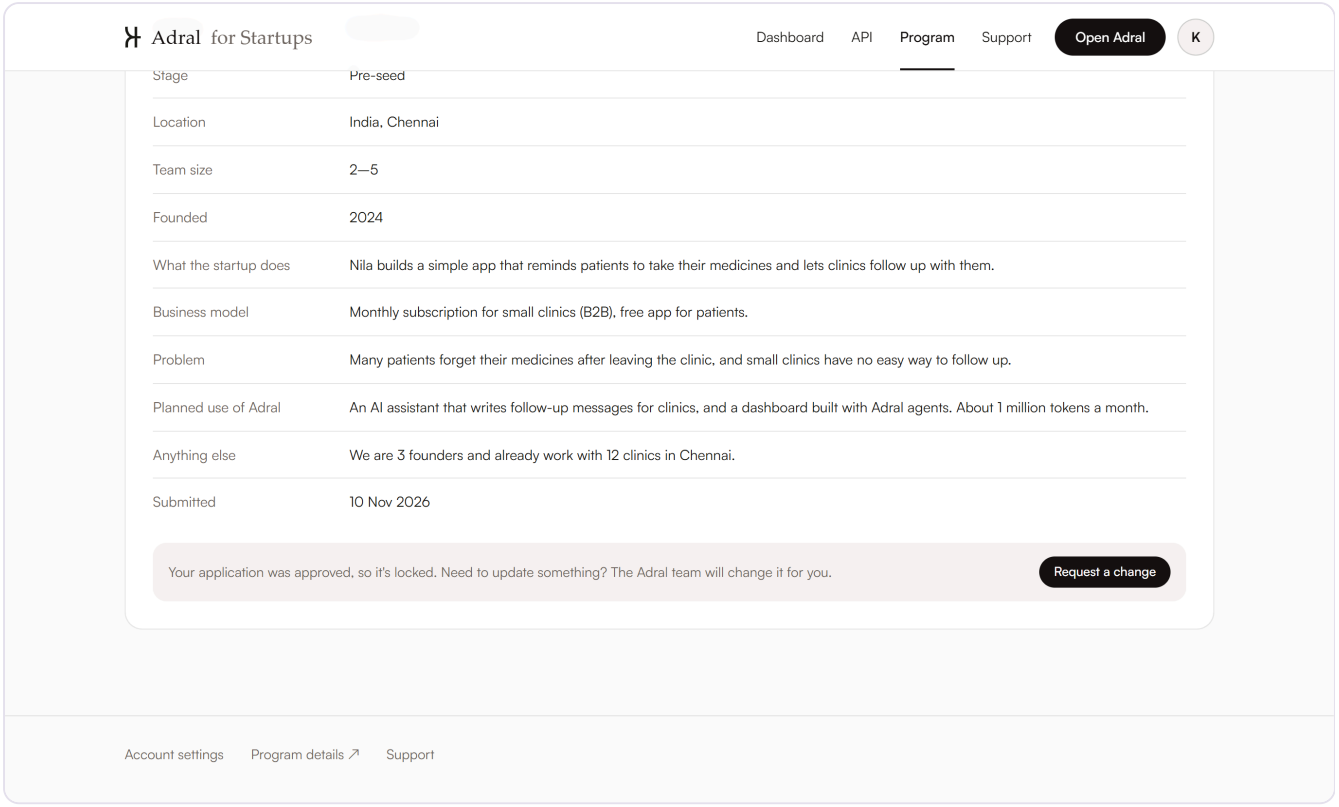


Figure 28. Your application was approved, so it's locked. Request a change.

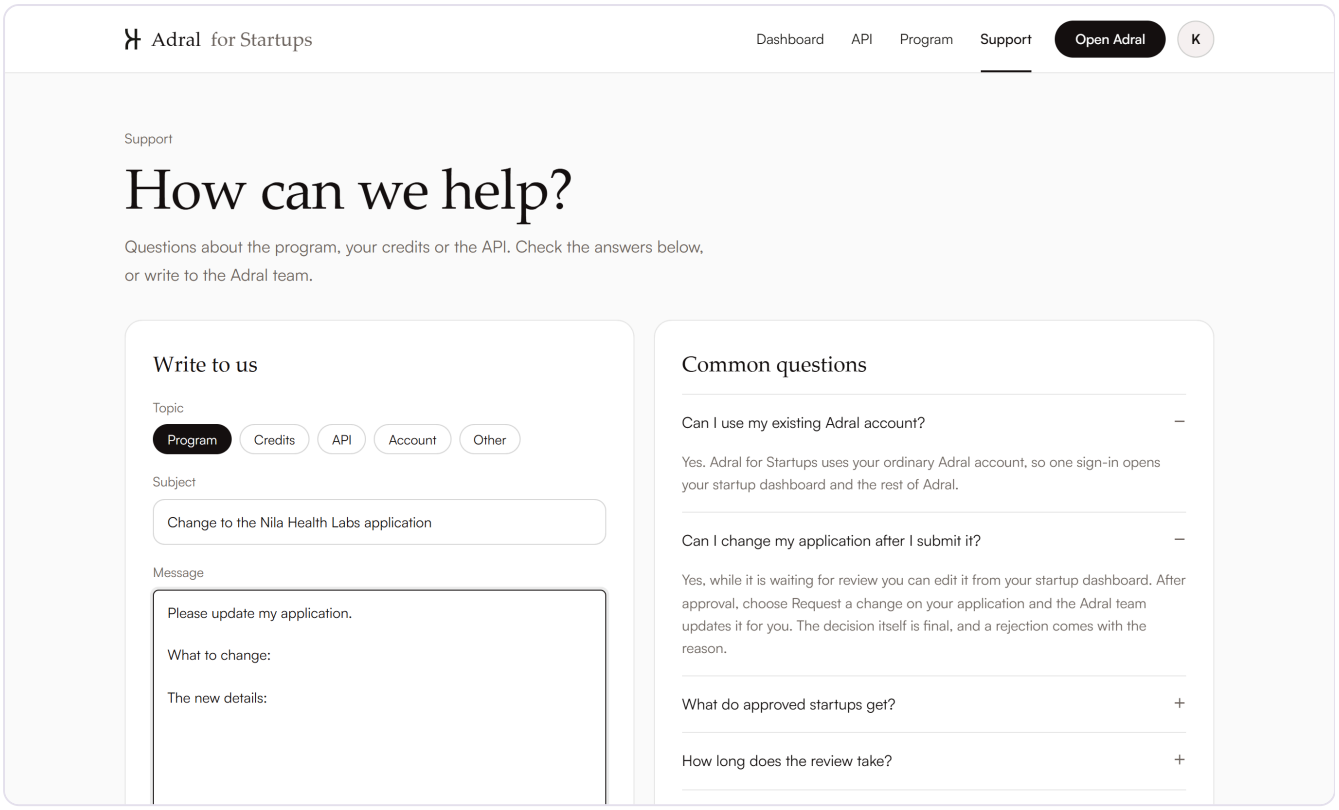


Figure 29. Support, with your change request ready to send.

18 Get help from the Adral team

1. Open the **Support** tab.
2. Check **Common questions** first. Many answers are already there.
3. To write to the team, choose a **Topic** (Program, Credits, API, Account or Other), type a **Subject** and your **Message**.
4. Click **Send by email** and send the email that opens.

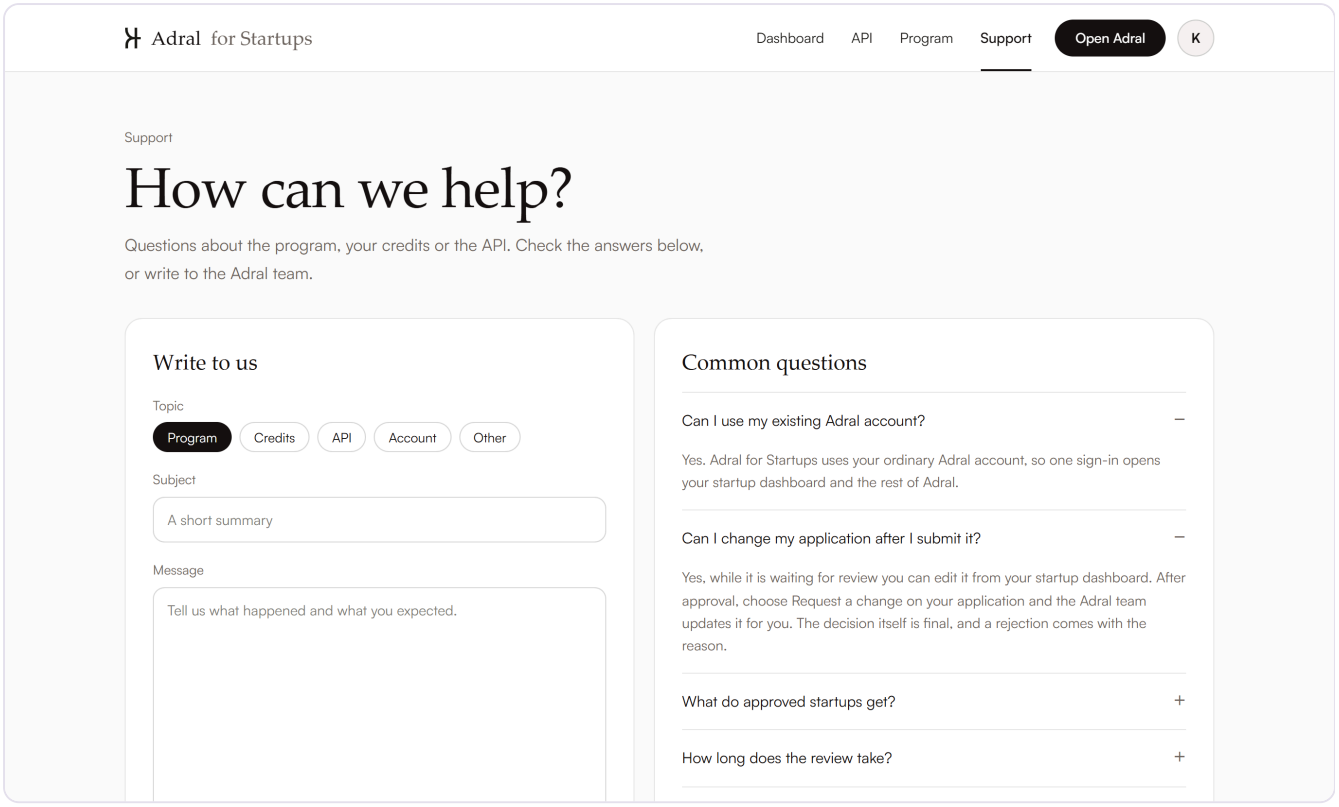


Figure 30. Support: write to us, or read the common questions.

19 Account settings and logging out

Click your initial (**K**) at the top right and choose **Account settings**.

Section	What you can do
Profile	Change your **Display name** and press **Save**. You also see your username and sign-in email.
Your startup	Your startup name, application status and dates, and **View your application**.
Password	Type your current password and a new one (at least 8 characters) twice, then **Change password**.
More settings	**Open Adral settings** for your photo, team, usage, plan and deleting your account.
Log out	Signs you out of Adral for Startups and Adral on this device.

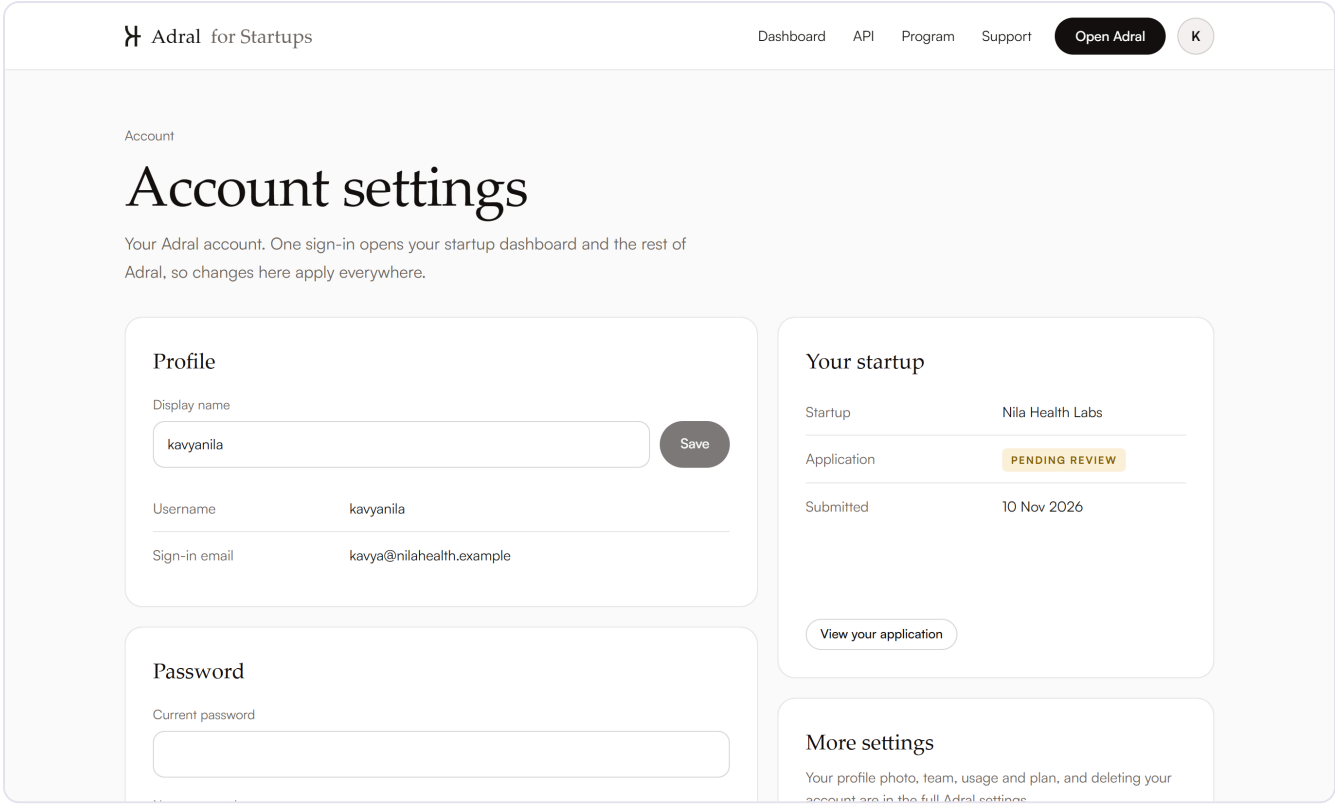


Figure 31. Account settings: Profile, Your startup and Password.

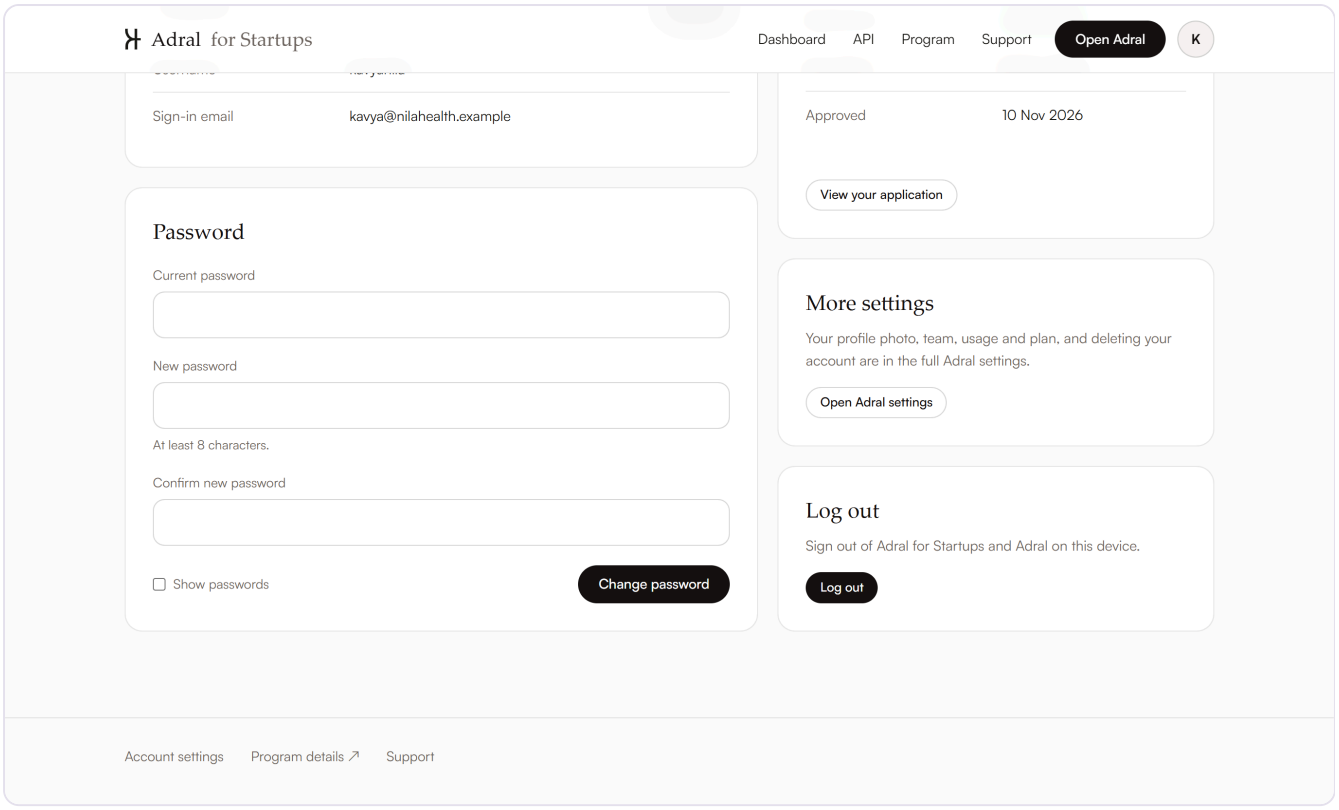


Figure 32. More settings and Log out.

Tip On a shared or office computer, always press **Log out** when you finish.

20 Troubleshooting and common questions

Problem	What to do
Create account stays grey	Fill every field. The passwords must match and be at least 8 characters.
"Invalid username, email, or password"	Check for typing mistakes and Caps Lock. Still stuck? Use **Forgot password?**.
No reset code in your email	Wait a minute and check Spam or Promotions. Make sure you typed the email of your Adral account.
Submit application does nothing	Look for **Required** in red and fill those fields. Tick the declaration box.
"The connection to Adral dropped"	Your answers are safe. Wait for it to reconnect, or check your internet and press **Submit application** again.
The page says "Gateway Timeout" or will not load	Adral may be briefly unavailable. Wait a few minutes and reload. Your account and application are safe.
I need to change my application after approval	Use **Request a change** on the Program tab (section 17).
I lost my API key	Press **Regenerate** on the API tab and update your app with the new key (section 15).
My application was not accepted	The reason is in the email and on your dashboard. The decision is final, but you can write to the team from **Support**.

Common questions

Question	Answer
Is it free to apply?	Yes. Creating an Adral account is free and needs no credit card, and there is no fee to apply.
Who can apply?	Founders at any stage, from idea to Series B and beyond, bootstrapped or funded, from one founder to more than fifty people.
Can I use my existing Adral account?	Yes. One sign-in opens your startup dashboard and the rest of Adral.
How long does the review take?	The Adral team reviews every application and emails you the decision. Your dashboard shows the status at any time.
Can I change my application after I submit it?	Yes, until the review is done: **Edit application**. After approval: **Request a change**.

21 Words used in this guide

Word	Meaning
Adral	The AI platform you build with. **Open Adral** opens it.
Tokens / credits	How AI use is measured. Approved startups get a monthly amount (for example 1M = one million tokens).
Daily limit	The most tokens you can use in one day. **No cap** means no daily limit.
API	The way your own software talks to Adral.
API key	A secret password for your software. Keep it private.
Base URL	The address your software sends requests to: `https://api.adral.ai/v1`.
Rate limit	How many requests a minute your key can send (for example 60).
Workspace	Where your Adral work lives: your personal account or a team.

Questions this guide does not answer? Write to **hi@adral.ai** or use the **Support** tab.