

**Proposal / Application**

**for**

**ICT-Related Grant**

**for**

**Innovative Product Development**

**<Online Pakistan bookstore>**

**<Vinesh Kumar>**

**Read carefully before filling the form.**

1. Please do not alter the layout of the application form. Information must be filled in the spaces provided, under set format.
2. Guidance notes in various fields should not be deleted.
3. Required information should be duly filled in the specified fields.
4. Required heads/fields which are not relevant to the project should be marked **N/A** (Not Applicable) or left blank and should not be deleted.
5. Specifications, justifications, purposes must be provided against each item in the Budget file.
6. Please do not change the formulas in the budget sheets.

**List of Abbreviations and Acronyms**

|  |  |
| --- | --- |
| EE | External Evaluators |
| ICT | Information and Communication Technologies |
| IPR | Intellectual Property Rights |
| PM | Project Manager |
| PD | Project Director |
| PDO | Project Director’s Organization  *"Project Director’s Organization" means the person, company, partnership, undertaking, concern, association of persons, body of individuals, consortium or joint venture which receives funding from the Company to execute a research and/or development project.”* |
| R&D | Research and Development |

**List of Abbreviations and Acronyms Used by PD in the Proposal**

(Please add abbreviations and acronyms in the table below, if any.)

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Application for ICT-Related Development Grant for Innovative Product Development – Guidelines and Forms**

**Introduction**

Ignite (formerly National ICT R&D Fund) was created in January 2007 by Ministry of IT with the vision to transform Pakistan's economy into a knowledge-based economy by promoting efficient, sustainable, and effective ICT (IT and Telecommunications) initiatives through synergic development of industrial and academic resources. Collaborative efforts between academia, research institutions, and industry are greatly encouraged to ensure that local economy can reap the monetary benefits of investment in development activities. This organization has significant funds available for proposals that are geared towards creating ICT related technologies.

Development grants will be awarded for high-level and promising ICT-related development projects by individuals or groups from academia or industry actively involved in development of such products individually or collaboratively. These projects should be based on either a universally known technology or a new technology developed by the applicant and should be aimed at achieving economically viable systems, products, or processes beneficial to the nation.

The grant will cover the honoraria of the Project Director and Project Managers, salaries of professional developers at market rate, stipends for student assistants, and supporting staff. It will also cover travel(s) within and outside the country for project-related activities. The grant may be used to purchase very specific unavoidable equipment kept to the bare minimum, consumable materials, and other items needed for the project.

**Submission Procedure**

Duly filled application forms complete in all respects along with any documents should be submitted online through Ignite’s website www.ignite.org.pk. A hard copy should also be submitted by registered post or by fax at our mailing address given below. On receipt of the applications the proposals will be evaluated internally as well as externally as laid down in our policy documents. The PD may need to revise the proposal in the light of the evaluator’s recommendations.

There is no deadline for submission of the application forms for Unsolicited Projects. The deadline for Solicited Projects will be given in the RFPs whenever floated.

**Joint Funding**

The project proposal may be jointly funded by Ignite and other funding agencies/industry. The efforts to obtain joint funding will be at the discretion of the Project Director’s Organization (PDO) to which Project Director belongs. However, any such information must be provided to Ignite.

**Funding Agreement**

A written agreement will be made between Ignite (formerly National ICT R&D Fund) and PDO. The PDO will undertake to administer the grant according to the agreement and to provide laboratory space, and other facilities necessary for the project. The equipment purchased from the grant of Ignite for the approved project will remain the property of Ignite and shall be returned to Ignite after completion of the project. The grantee is required to submit a final narrative and accounts within one month of the completion of the project. The IPR issues will be sorted according to the policy in vogue.

**For further information, please contact:**

Solicitation and Evaluation Department,

Ignite – National Technology Fund,

6th Floor, HBL Towers,

Jinnah Avenue, Blue Area, Islamabad

Tel.: (+92-51) 921 5360 - 65

Fax: (+92-51) 921 5366

Website: [www.ictrdf.org.pk](http://www.ictrdf.org.pk)

**Table of Contents**

**Description Page #**

[Section – 1 1](#_Toc474328395)

[1.1 Project Identification 1](#_Toc474328396)

[Section – 2 6](#_Toc474328397)

[2.1 The Innovative Idea 6](#_Toc474328398)

[2.2 Business Plan 6](#_Toc474328399)

[2.3 Objectives 8](#_Toc474328400)

[2.4 Project Approach 8](#_Toc474328401)

[2.5 Risk Analysis 10](#_Toc474328402)

[Section – 3 11](#_Toc474328403)

[3.1 Resources and Other Requirements 11](#_Toc474328404)

[3.2 Capability of the Project Director’s Organization 12](#_Toc474328405)

[3.3 Contractual Matters 12](#_Toc474328406)

[Annexure–A: Project Schedule / Milestone Chart 14](#_Toc474328407)

[Annexure–B: Proposed Budget 15](#_Toc474328408)

[Annexure–C: Curriculum Vitae 16](#_Toc474328409)

[Bibliography 17](#_Toc474328410)

**Application for ICT-Related Grant for Innovative Product Development**

# Section – 1

# 1.1 Project Identification

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Reference Number: | | | | | | | | | | | | | |
| (for office use only) | | | | | | | | | | | | | |
| Project Title: | | | | | | | | | | | | | |
| **<**Online Pakistan Book Store**>** | | | | | | | | | | | | | |
| Project Director (PD): | | | | | | | | | | | | | |
| Name: | | |  | | | | | | | | | | |
| Designation: | | |  | | | | | | | | | | |
| Organization: | | |  | | | | | | | | | | |
| Mobile # : | | |  | | | | | Tel. # : | | |  | | |
| Email: | | |  | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Project Manager (PM):** | | | | | | | | | | | | | |
| Name: | | |  | | | | | | | | | | |
| Designation: | | |  | | | | | | | | | | |
| Organization: | | |  | | | | | | | | | | |
| Mobile # : | | |  | | | | | Tel. # : | | |  | | |
| Email: | | |  | | | | | | | | | | |
| **Contact Person:** (If different from PD.) | | | | | | | | | | | | | |
| Name: | | |  | | | | | | | | | | |
| Designation: | | |  | | | | | | | | | | |
| Organization: | | |  | | | | | | | | | | |
| Mobile # : | | |  | | | | | Tel. # : | | |  | | |
| Email: | | |  | | | | | | | | | | |
| Project Director’s Organization (PDO):*(Please indicate the name, address, telephone and fax of the Project Director’s Organization. The Project Director should belong to this organization.)* | | | | | | | | | | | | | |
| Name: | |  | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | |
| Legal Status | |  Public Ltd. Co. | | |  Pvt. Ltd. Co. | | | |  Sole Proprietorship | | | |  NGO |
|  | |  Other (please specify): | | |  | | | | | | | | |
| Registration #: | |  | | | | | | | | | | *(Please attach certified copy)* | |
| National Tax #: | |  | | | | | | | | | | *(Please attach certified copy)* | |
| Tel. # : | |  | | | | | Fax # : | | |  | | | |
| Website: | |  | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| What technology is core to your product? *(Please mark* X *where applicable.)*  |  |  |  | | --- | --- | --- | | [ ] 3D/4D Printing | | [ ] Augmented Reality / Virtual Reality | | [ ] Big Data, Artificial Intelligence | | [ ] Blockchain | | [ ] Cloud | | [ ] Neurotech | | [ ] Robotics | | [ ] Shared economy | | [ x ] The Internet of Things | | [ ] Wearables, Implantables | | [ ] Others (specify): |  | | | | | | | | | | | | | | | |
| What is the target market(s) for the products? *(Please mark* X *where applicable.)*  |  |  |  | | --- | --- | --- | | [ ] Automotive, aviation, marine | | [ ] Business, marketing, finance | | [ ] Defence, security, safety | | [ x ] Education and training | | [ ] Environment, water management | | [ ] Entertainment, tourism, sport/recreation | | [ ] Food, livestock, agribusiness | | [ ] Healthcare | | [ ] Infrastructure, housing & transport | | [ ] Mining equipment technology & services | | [ ] Oil, gas, energy | | [ ] Telecommunication | | [ ] Textiles, clothing, footwear | |  | | [ ] Others (specify): |  | | |  | |  | | | | | | | | | | | | | | |
| Which Sustainable Development Goals (SDGs) are covered by the products? *(Please mark* X *where applicable.)*  |  |  | | --- | --- | | [ ] 1. No Poverty | [ ] 2. Zero Hunger | | [ ] 3. Good Health & Well-Being for people | [ x ] 4. Quality Education | | [ ] 5. Gender Equality | [ ] 6. Clean Water & Sanitation | | [ ] 7. Affordable & Clean Energy | [ x ] 8. Decent Work & Economic Growth | | [ ] 9. Industry, Innovation & Infrastructure | [ ] 10. Reduced Inequalities | | [ ] 11. Sustainable Cities & Communities | [ ] 12. Responsible Consumption & Production | | [ ] 13. Climate Action | [ ] 14. Life Below Water | | [ ] 15. Life on Land | [ ] 16. Peace, Justice & Strong Institutions | | [ ] 17. Partnerships for the Goals |  | | | | | | | | | | | | | | |
| Do you have any co-investment for the proposed project?  |  |  |  |  |  | | --- | --- | --- | --- | --- | | [ ] Yes | [ x ] No |  | |  | | If Yes, how much investment would be shared by partner(s)? | | | % | | | | | | | | | | | | | | | |
| Do you need business mentors?  |  |  |  |  |  | | --- | --- | --- | --- | --- | | [ ] Yes | [ x ] No |  | |  | | If Yes, how much time would you need for the mentorship? | | | hours/week | | | | | | | | | | | | | | | |
| How did you hear about us? *(Please mark* 🗹 *where applicable)*  |  |  |  |  | | --- | --- | --- | --- | | [ ] www.ictrdf.org.pk | [ ] ICTRDF Brochure | [ ] ICTRDF Rep | [ ] Event/Seminar | | [ ] Google | [🗹] Social Media | [ ] Print Media | [ ] Word of Mouth | | [ ] Other (specify): |  | | | | | | | | | | | | | | | | |
| Other Organizations Involved in the Project:*(Please identify all affiliated organizations collaborating in the project, and describe their role/contribution to the project. A letter of intent from the organization(s) involved in the proposed project must be provided.)* | | | | | | | | | | | | | |
| **Industrial/Commercial Organizations:** | | | | | | | | | | | | | |
| *#* | *Organization Name* | | | | | | *Role / Contribution* | | | | | | |
|  |  | | | | | |  | | | | | | |
|  |  | | | | | |  | | | | | | |
| **Academic Organizations:** | | | | | | | | | | | | | |
| *#* | *Organization Name* | | | | | *Role / Contribution* | | | | | | | |
|  |  | | | | |  | | | | | | | |
|  |  | | | | |  | | | | | | | |
| **Funding Organizations:** | | | | | | | | | | | | | |
| *#* | *Organization Name* | | | | | | *Role / Contribution* | | | | | | |
|  |  | | | | | |  | | | | | | |
|  |  | | | | | |  | | | | | | |
| Key Words: *(Please provide a maximum of 5 key words that describe the project. The key words will be incorporated in our database.)* | | | | | | | | | | | | | |
| <> | | | | | | | | | | | | | |
| Project Status: (Please mark 🗹) [ ✓ ] New [ ] Modification to previous project | | | | | | | | | | | | | |
| Planned Duration: | | | | 6 Months | | | | | | | | | |
| Proposed Budget: | | | | 836000 PKR | | | | | | | | | |
| The Problem:*(Please describe the problem / opportunity / gap / need that you want to address/solve. Maximum 300 words.)* | | | | | | | | | | | | | |
| < There seems to be many websites named as online book stores for Pakistan, but no website promotes our Pakistani authors neither any website is properly developed with all the feature and utilities that can build up a reader interest or a platform where authors can sell their books and readers can specifically buy from. However many websites exist that claims to be Pakistan largest online book stores but does not seems to fulfill the claim. Those website contains scattered data there don’t even exist proper profiles of authors and specifically the books published by those authors. A reader will always search for the best and ease of access to his desired data.> | | | | | | | | | | | | | |
| Following are some of the well-known (identify the best known if possible) existing solutions to this problem. Their known strengths and weaknesses are also provided.*(Maximum 200 words.)* | | | | | | | | | | | | | |
| <We are willing to develop a Pakistan Online Book Store which will only support and promote our Pakistani writers, help them to promote their books and provide them a platform to sell their books to targeted audience. Our website will provide all the features that can build up a reader interest also suggesting the books as per his/her interest.  Loving book readers can now browse multiple book sellers from one source and select required titles at comparative rates from their homes. Book sellers will also reach up to maximum users all around Pakistan through our Online Book Store. The core objective of the Online Book Store is to facilitate communities in Pakistan and provide accessibility of books in all parts of Pakistan so that reading habit can be improved.> | | | | | | | | | | | | | |
| Our solution will address the following weaknesses of above mentioned solutions. | | | | | | | | | | | | | |
| <Our system will address Comparison of text, dictionary for books, Comparison of text, Set the status to read, currently-reading, to read, Date of reading started to finish date , Audio books online, continue from where he/she left, online delivery of books with reasonable price all around Pakistan> | | | | | | | | | | | | | |
| We will use the following techniques to achieve improvements mentioned above. | | | | | | | | | | | | | |
| <We will use web development techniques to achieve these improvements by providing authors information, their published articles, books written by Pakistani authors, using styling of css, bootstrap and codeignitor framework to achieve improvements mentioned above> | | | | | | | | | | | | | |
| Synopsis:*(A brief description of the idea, in non-technical language, explaining product benefit, target market, basic technology, commercial partners, investors, and potential customers. Maximum 200 words.)* | | | | | | | | | | | | | |
| <There exist many websites of online book store but our website is divergent from other sites because no any site promotes our authors and we will promote our Pakistani author’s books where users can purchase their desired books and articles based on their curiosity all around Pakistan. We are likely to furnish a platform where we can promote and publish our books and Pakistani authors can exhibit themselves by providing their information including their published books. The main purpose of this website is to facilitate a platform which will improve reading skills among people of Pakistan and to provide comprehensibility of purchasing books.  > | | | | | | | | | | | | | |

# Section – 2

# 2.1 The Innovative Idea

|  |  |  |  |
| --- | --- | --- | --- |
| Innovation:*(What's new about your idea/solution? How the proposed project is unique or different? How much of a priority is it to solve? . Maximum 1000 words.)* | | | |
| <Online Pakistan book store website is an innovative idea, there doesn’t exists a single website where Pakistani’s authors get representation for their published books, articles. This is only specified for Pakistan authors, all authors will can publish their books and users can view, comment and download those books, users can use dictionary provided by our system, online shipping of books will also be provided, rating to authors will be given, users can also search books by their isbn number and title> | | | |
| **Which of the following best describes your progress?** | | | |
| [ ] Nothing Built | [ ] Mocks | [ ✓ ] Prototype |  |
| [ ] Others (specify): |  | | |
|  | | | |

# 2.2 Business Plan

|  |
| --- |
| Introduction/Scope:*(How the problem is handled currently? Why the proposed project is required? Maximum 500 words.)**Please include summaries of customer interviews, online surveys, email feedback, Facebook page, mock website etc.* |
| <there exist number of website of online bookstore like Amazon website, booksIn, Pakistan bookstore Market place but they online deliver books in Pakistan, in those website users cant view , comment, rate authors or their published books, our website will handle all these problems where they can read books online, they can download and review books, users can search books with their title and isbn number.> |
| **Competitors Analysis:**  *(Who are your competitors, and who might become competitors? Identify your competitors based on market share or traction within the market, as well as companies that are using a similar solution.* ***Maximum 500 words****.)* |
| <type here> |
| **Key Stakeholders:** *(Who are the Key Partners and their roles?)* |
| <type here> |
| **Target Customers/Beneficiaries:**  *(Who are the Potential customers/beneficiaries? Niche Market? What is the lifetime value of the customers? Please provide market research analysis including customer interviews, online surveys, mock website, facebook page etc. in support of your claim to address the problem.)* |
| <**Market Forecast**  **Geography**  Based on location, we are targeting all 5 provinces of Pakistan which includes the total population of 204.73million.  **Demography**  We include every income class and age group who are fond of reading books.  **Behavioral**  The estimated number of users for which we are sure that we will attract them to visit our website through successful marketing and advertising will be 50m. This number will increase through more advertising. For our customers we will promote our website through social media, blog, SMS marketing, email marketing, and search engine optimization.> |
| **Value Propositions:**  *(What value do we plan to deliver to the beneficiaries or problems are we helping to solve and at what cost?* ***Maximum 500 words****.)* |
| <our customers are first priority and they will be served best with books at reasonable cost possible> |
| **Cost Structures:**  *(What are the most important costs inherent in the proposed business model?)* |
| <   |  |  | | --- | --- | | **Description** | **Amount per year** | | Marketing and promotion | 100000 | | Design of websites | 100000 | | Development of website | 300000 | | Hardware | 30000 | | Tools and software | 5000 | | Domain purchase | 7000 | | Support and maintenance | 40000 | | Quality assurance | 5000 | | Indirect costs | 9000 | | Enhanced websites | 30000 | | Salaries and wages | 200000 | | **Others** | 10000 | | **Total (Retail Cost):** | 836,000 |   > |
| **Revenue Streams:**  *(What are the three years’ revenue projections? Please also provide a detailed MS-Excel sheet.)* |
| <> |
| **Sales/Marketing Plan:**  *(Please describe your strategy for penetrating the target markets including proposed marketing, sales and customer acquisition cost/cycles. How will it be delivered to the customers?)* |
| <Users who want to read novels, religious books, biographies, autobiographies, fantasies, life stories, science fiction, self-help guides, and more today as per their interest, so we solely offer a platform where users can purchase, review, and read books that have been published by Pakistani authors.  There will be categorization of books for users (adults, children, and academic) to give easy accessibility.  For our customers we will promote our website through social media, blog, SMS marketing, email marketing, and search engine optimization.  > |

# 2.3 Objectives

|  |
| --- |
| Specific Objectives Being Addressed by the Project:*(Please describe the measurable objectives of the project and define the expected results. Use results-oriented wording with verbs such as ‘to develop..’, ‘to implement..’, ‘to determine..‘, ‘to identify..’ The objectives should not be statements and should actually specify in simple words what the project team intends to achieve (something concrete and measurable/ deliverable). Fill only those objectives that are applicable to the proposed project.)* |
| **Commercial Objectives:** *(if any)* |
| 1. <type here> |

# 2.4 Project Approach

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Development Methodology:*(Please describe the technical details and justification of your development plan. Block diagrams, system flow charts, high level algorithm details etc. have to be provided in this section. Maximum 3000 words.)* | | | | | | |
| <type here> | | | | | | |
| Choice of Technology:*(Please provide details of the specific technologies (H/W, S/W platforms) that will be used in the proposed project. Please also provide reasons for choosing a particular technology while providing the pros and cons of various available choices. Maximum 500 words.)* | | | | | | |
| <we choose web development to be used in the proposed project because it provide best designing styles that can be attractive and easy to use by users, users can review , rate, easily search and translate data. Some of the pros are: it provide responsive designs, it help users to create a unified brans for their business, and some of cons may be every user should have knowledge about coding standard and technologies, they need to be tied to computer every day and it is quite challenging to sell ongoing website maintenance> | | | | | | |
| Quality Assurance & Testing Plan:*(This includes, but is not limited to unit testing, integration testing, system testing, acceptance testing etc. Maximum 1000 words.)* | | | | | | |
| <type here> | | | | | | |
| Key Milestones and Deliverables:*(Please list and describe the principal milestones and associated deliverables of the project. Quarterly deliverables are preferred, however, you may proposal as per your schedule. The timing of milestones is also to be shown in the Gantt chart in Annexure-A.)* | | | | | | |
| The information given in this table will be the basis of monitoring and release of funds by the Ignite. | | | | | | |
| *No.* | | *Elapsed time from start (in months) of the project* | | *Milestone* | | *Deliverables* |
|  | 3 months | |  | |  | |
|  | 6 months | |  | |  | |
|  | 9 months | |  | |  | |
|  | 12 months | |  | |  | |
|  |  | |  | |  | |
|  |  | |  | |  | |
| (Please add more rows if required.) | | | | | | |

# 2.5 Risk Analysis

|  |
| --- |
| *(Please list the risks that may cause delays in, or prevent implementation of, the project. For each risk estimate the likelihood, likely impact/consequences on the project and steps to minimize/avoid the risk.)* |
| |  |  |  |  | | --- | --- | --- | --- | | **Risk** | **Likelihood**  **(Low, Med, High)** | **Impact** | **Mitigation** | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |

# Section – 3

# 3.1 Resources and Other Requirements

|  |  |
| --- | --- |
| Project Team:*(Please attach the CVs of PD, PM(s) and key personnel which should clearly show their expertise in relation to the needs of the project. Please follow the format included in Annexure-C. The numbers in the table below must tally with the HR Cost sheet in the Budget file.)* | |
| ***Title / Position (please change titles as required)*** | ***Number*** |
| PD |  |
| PM |  |
| Team Leads |  |
| Developers |  |
| Designer |  |
|  |  |
|  |  |
|  |  |
| Add more rows if required |  |
|  |  |
| **Team Structure:**  *(Please define the team structure (organogram) and role/key responsibilities of each member. If in collaboration with another partner, the division of manpower at various locations of partners be provided.)* | |
| <paste organogram here>   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Title/Position**  **(of each member)** | **Role/Key Responsibilities** | **Minimum Qualification Required** | **Expertise / Background Required** | **Minimum Experience Required (years)** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | | |

# 3.2 Capability of the Project Director’s Organization

|  |
| --- |
| *(Please describe applicant organization’s profile including its brief history, financials, its competencies, geographical spread, the various lines of business that it is involved in, etc. The profile must provide information on how the current line(s) of business link up with the proposed project.* ***Maximum 1000 words****.)* |
| <type here> |

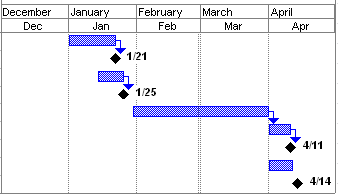
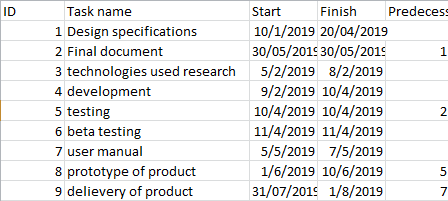
# 3.3 Contractual Matters

|  |
| --- |
| Contractual Obligations under this Project:*(Please indicate any contractual obligations with third parties that will be entered into for this project.)* |
| <type here> |
| Ownership of Intellectual Property Rights (IPR): |
| * The Company will assign IP rights arising out of the successful Project to respective PDO or PD. |
| Competent Authority of the Project Director’s Organization:*(Documentary proof of the Competent Authority (Head of Organization/CEO.) as being the authorized signatory for the PDO is mandatory for approval of the Project Proposal. Please attach copy of the proof.)*  |  |  |  |  | | --- | --- | --- | --- | | Name: |  | | | | Designation: |  | | | | Email: |  | | | |  |  | | | | Date: |  |  | Signature  & stamp: | |

# Annexure–A: Project Schedule / Milestone Chart

***(Project schedule using MS-Project (or similar tools) with all tasks, deliverables, milestones, cost estimates, payment schedules clearly indicated are preferred.)***

***Example:***



# Annexure–B: Proposed Budget

Please use the embedded Excel Worksheet for providing budget details.

Double click the icon to open the worksheet.



# Annexure–C: Curriculum Vitae

|  |  |
| --- | --- |
| Please provide relevant information and also attach detailed CVs of key research / development personnel and PM, PM. | |
| 1. **Professional Information** | |
| 1. Name : |  |
| 1. Title or Position Held : |  |
| 1. Experience : (yrs) |  |
| 1. Email Address : |  |
|  |  |
| 1. **Qualifications** | |
| <type here> | |
| 1. **Work Done in Relevant Area** | |
| <type here> | |
|  | |

Please paste detailed CV here.

# Bibliography

<type here>