**AMU INNOVATION FOUNDATION**

A Section-8 company incorporated under Companies Act 2013 and rule 18 of the Companies (Incorporation) Rules 2014, promoted by

**ALIGARH MUSLIM UNIVERSITY, ALIGARH**

(Estd. by Govt. of India vide AMU Act 1920)

**PROPOSAL FORM**

(For Startup Seeking Admission to AMUIF-iTBI Incubator)

Application Date\_\_12 June 2025\_\_\_\_\_\_

**(A). APPLICANT’S INFORMATION**

|  |  |  |
| --- | --- | --- |
| 1 | Name | Bhupesh Baghel |
| 2 | Valid Email ID | mrbhupeshbaghel@gmail.com |
| 3 | Mobile Number | 9761976695 |
| 4 | Landline Number (if any) | N/A |
| 5 | Website (if any) | N/A |
| 6 | Corresponding Address | Talaspur kalan ramghat road  District\_\_Aligarh\_\_\_\_\_\_\_\_\_\_\_  State\_ Uttar Pradesh, India\_\_\_\_\_\_\_\_\_, India  Pin code\_\_\_\_2022002\_\_\_\_\_\_\_\_ |
| 7 | Aadhar Number | 475859903474 |
| 8 | PAN Number (if any) |  |
| 9 | DIN (if any) |  |
| 10 | Status of Applicant | (tick appropriate option)   1. AMU Student 2. AMU Alumni 3. AMU Faculty 4. Non-AMU Applicant ☑️ |

**(B). STARTUP INFORMATION**

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| --- | --- | --- |
| 1 | Status of Company  (Private Limited or Public Limited company only) | (tick appropriate option)   1. Already Registered Company 2. To be Registered ☑️ |
|  | *In case of already registered company please provide the following information* | |
|  | 1. Full Name of the company |  |
|  | 1. CIN of the company |  |
|  | 1. PAN of the company |  |
|  | 1. TAN of the company |  |
|  | 1. Registered Address |  |
|  | 1. Name(s) of the Director(s) |  |
|  | 1. Date of incorporation |  |
| 2 | Industry Type | (tick appropriate option)   1. Bio-medical/ Healthcare 2. Energy/ Environment 3. Design & Simulations 4. Defense/ Security 5. Mobile based applications & services 6. Functional Materials 7. Information Technology 8. CAD/ CAM Manufacturing technology 9. Embedded Systems/ Process Control 10. Artificial Intelligence/ Software Development ☑ 11. Others (Please Specify)   \_\_\_\_Digital Wellness/HealthTech\_\_☑ |
| 3 | Details of proposed product to be produced by the startup | MindMirror is a lightweight, offline desktop app that tracks laptop screen time, monitors most-used apps, sends break reminders, and encourages healthy digital habits through visual usage reports. |
| 4 | Technology Readiness Level (TRL) of the product/ idea | (tick appropriate TRL option)   |  |  |  | | --- | --- | --- | | Deployment | TRL 9 | Actual System Proven in Operational Environment | | TRL 8 | System Completed and Qualified | | TRL 7 | System Prototype Development in Operational Environment | | Development | TRL 6 | Technology Demonstration in Relevant Environment | | TRL 5 | Technology Validation in Relevant Environment | | TRL 4 | Technology Validation in Lab | | Research | TRL 3 | Experimental Proof of Concept ☑ | | TRL 2 | Technology Concept Formulated | | TRL 1 | Basic Principle Observed | |
| 5 | Market analysis for proposed startup | The product targets 20+ crore digital users in India, especially students, freelancers, and professionals who spend 6–12 hours daily on laptops. With rising awareness of mental health and digital fatigue, the market for screen-time and productivity tools is expanding. Most solutions are mobile-centric; MindMirror serves an underserved laptop user base. |
| 6 | Present status of similar startups (if any) in the country and abroad | Tools like RescueTime and FocusMe exist but are either complex, subscription-based, or heavily cloud-dependent. India lacks a simple, offline, lightweight wellness tracker for laptops. |
| 7 | Details of team member | 1. Mr. ……Bhupesh Baghel…………….  |  |  |  | | --- | --- | --- | |  | Age | 19 years 2 months 1 days | |  | Qualification | BCA, 2nd Semester | |  | Skills | C, C++, HTML, CSS, DSA etc | |  | experience (if any) |  | |  | Responsibility | Solo founder, developer, and visionary |  1. Mr. ………………….  |  |  |  | | --- | --- | --- | |  | Age |  | |  | Qualification |  | |  | Skills |  | |  | experience (if any) |  | |  | Responsibility |  |   *(Add more space for all the team members)* |
| 8 | Proposed Revenue (INR) | (tick appropriate option)   1. Pre-revenue ☑ 2. Less than 5 lacs ☑ 3. 5 – 20 lacs 4. 20 – 50 lacs 5. More than 50 lacs |
| 9 | Amount of funding required | ₹2,00,000 (for development, licensing, and early marketing) |
| 10 | Expected source of funding | AARAMBH 1.0 Seed Grant / Incubation Grant |
| 11 | Fund to be invested by the applicant | Self-funded (in time, effort, and software tools) |

**(C). DETAILS OF BUSINESS IDEA**

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| --- | --- | --- |
| 1 | **Key strength of proposed Plan**  (Max. 100 words) | **MindMirror’s strength lies in its simplicity and offline-first approach, targeting a niche yet massive user base—laptop users struggling with screen fatigue. With an easy-to-use interface and clear health-oriented value, it offers a unique productivity-boosting and wellness-monitoring tool that doesn't rely on cloud storage or subscriptions.** |
| 2 | **Overview of plan**  (Max. 300 words) | **MindMirror is a laptop screen time tracker designed to promote digital wellness for students, freelancers, and remote workers. It runs silently in the background, tracks total screen usage, analyzes app usage, and alerts users to take mindful breaks. The app offers a clean, visual dashboard to reflect habits and weekly trends.**  **As awareness about mental health and screen-time risks grows, MindMirror provides a timely solution, especially in developing regions like India. Unlike cloud-heavy, paid tools, it is offline, privacy-respecting, and student-friendly. The app is currently under development in C++, and a working MVP is expected soon. The long-term vision includes cloud sync, mobile app pairing, and integration with smart break systems.**  **Revenue will be generated via a freemium model — free for basic features, and premium for advanced analytics, cloud sync, and multi-device use. Institutions can license it for labs or student productivity programs. MindMirror aims to fill the critical gap in the desktop-based wellness space, where most attention has gone to mobile apps so far.** |
|  | **Product/ Technology highlights**  (Max. 150 words)  (Highlight the uniqueness of the technology and application (not technical details of the solution). | **MindMirror is unique for being lightweight, offline-first, and built specifically for laptops. It focuses on digital health and minimalism — no ads, no distractions, just valuable feedback. Its key differentiators include customizable break timers, app usage tracking, and weekly usage reports. It requires no internet to function, making it ideal for Indian students and rural regions.** |
| 3 | **Potential customers and market size**  (Max. 150 words)  (Please describe the size, addressable market for your business, and outline key qualitative trends in the marketplace that either increase or decrease the relevance of your solution. (While describing market size please include overall market size as well as the part of the value chain addressed by you) | **India has 20+ crore digitally active users, including over 4 crore college students and freelancers. A significant portion uses laptops for study, freelancing, or remote work. MindMirror targets this specific base. The market for digital wellness tools is growing at 15% CAGR globally. In India, desktop-based tools are rare, creating a large gap MindMirror aims to fill.** |
| 4 | **Value proposition**  (Max. 150 words)  (Who is going to buy your product/service and how much they would pay for it. Why would consumers choose this over other? Remember to articulate the key differentiators in customer benefits, not an internal perspective on technology superiority). | **MindMirror provides a clean, effective way to control and understand screen time. While competitors focus on mobile, this app serves neglected laptop users. It’s affordable, offline-capable, and user-friendly. Students, freelancers, and employees will pay for control over their digital habits, better focus, and healthier screen use.** |
| 5 | **Startup business model / financial model**  (**Business Model**: This is about how you will make money from this business opportunity (example who will pay you, who will charge the customer, how, when etc.)  (**Financial Projections**: Provide next 2 year quarterly financial projections and provide an estimate of the 5-year financial projection. Cover revenue, cost, gross margin and net cash flow). | **Freemium model: Basic tracking is free. Premium version includes reports, cloud sync, focus sessions, and parental dashboard. Institutional licenses for schools and coaching centers. Projections (2-year):**   * **Year 1: MVP + 500 free users** * **Year 2: 200 premium users @ ₹500/yr = ₹1,00,000 5-Year Estimate: 10,000+ users, break-even by year 3, revenue ₹15–20 lakh/year** |
| 6 | **Sales and Marketing model**  (How are you going to market and sell your products/services (Go to Market Model). What capability does the team have and plans to build to take the offerings to the market. What partnerships are critical to your Startup business. What is the current status of customer and partner pipeline). | **Marketing through social media, freelancing groups, and student communities. Product-led growth with free tool. Referrals, online ads, and content marketing. Potential partners: colleges, wellness bloggers, co-working spaces.** |
| 7 | **Competitive landscape**  (Describe your current business and your future competitors. What is your plan to be ahead of your competitors? Remember that competition is not just those providing a similar solution to yours, but all those addressing the same customer needs through variety of directly or indirectly business approaches). | **Competition: RescueTime, FocusMe, StayFree (mobile). But they are complex, expensive, or cloud-heavy. MindMirror stands out as simple, offline, and built for Indian students on laptops.** |
| 8 | **Risk factors to execution**  (What are the market risks, financial risks, business model risks, execution risks, etc. that may hamper your plans?) | **Risks include low adoption without awareness, technical bugs in tracking system, and resistance from users in switching habits. These will be managed by strong user feedback, MVP testing, and regular improvements.** |
| 9 | **Funding objective and use of funds**  (Describe how much money you want to raise and what you intend doing with these funds). | **Requesting ₹2 lakhs for prototype development, marketing design, and testing phase. Funds will be used for tools (Qt License), hardware (test device), and mentor-supported product polishing.** |
| 10 | **Fundraising history and investors, if any**  (Mention previous investment history including year, amount and investors). | **None. Currently bootstrapped by the founder.** |
|  | **References**  (Please provide details of two persons with their contacts: mobile, email, landline and complete address) | **Currently unavailable. I will provide references upon request or at a later stage, if shortlisted.** |

I/ We \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Bhupesh Baghel** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hereby acknowledge and confirm that the above-mentioned information is correct and complete to the best of my/ our knowledge and understanding. I/ we have not exaggerated or hide any information.

Bhupesh Baghel

Name(s) and Signature(s) of applicant