**Startic Field**

**Landing Page**

Startic Field is the first of its kind structured platform for college-based startups. Just put in your idea and we will help you unleash the full potential of the business which your idea can become!

*<Flippable cards can be used to convey the below messages>*

* **Develop your idea**

We will have a discussion with you and help you see the hidden aspects of your business – partners, customers, influencers, business models etc – which you will never be able to see or realize

* **Build your Strategy**  
    
  Based on our interaction, you canuse the platform to build strategies and goals related to those strategies.
* **Achieve your goals**  
    
  We will work with you to track and close the goals and help out if you are stuck somewhere. We will guide you with the best practices for marketing, sales, team building legal and admin at every step of the way.
* **Access our network**  
    
  We have a built a good network of prospective leads from big brands who are also a part of our community. They can be useful partners and even customers for your startup. We also have a 2000+ strong community which you can leverage.
* **Rate your startup**  
    
  Based on your performance against the set goals, you will receive points which you can showcase to potential investors
* **Find your way to accelerators and investors**  
    
  We will work with you to position your startup with the top accelerators of the country. Your performance and rating will act as a catalyst.

**Platform registration:**

Any college-based startup or individual can register in this platform. Even if it is just one person with an idea.

The user can use his phone number with OTP to start the registration process. As soon as he does that he gets the below message and a form:

***“***Congratulations! You have taken the first step to transform your idea into a successful business.Kindly provide the below details to take your registration further”

Founder name, phone number, email id, college name, Course/Majors, Year, age, gender, startup name, add team members (name, phone number, email id, college name, Course/Majors, Year, DoB, gender, role (tech, sales, marketing, legal & admin, operations))

1. Describe your idea briefly
2. Problem Area of the customer you are addressing:
3. Who are the current players who are partly or wholly solving the current problem?
4. How are you different from them? What is your competitive advantage?
5. Who are the primary end customers whom you are targeting?
6. Are they the ones who would be revenue generators for your product or service?
7. If the answer to the above question is NO, then who are the people who would enable you to generate revenue?
8. What stage is your product/service (idea stage, idea with some research, fully formed concept, prototype stage, product complete with no/few customers, product with many but free customers, product with paying customers but no profit, profit making venture)
9. Post the startup founder fills the above questions and submits, we will send him an automated email stating that “*Dear XXXX, Thank you for registering with Startic Field. Your journey to become a successful business has just begun. We will reach out to you in the next 24 hours to schedule a meeting with our team to discuss your startup idea*”
10. Someone from our team will call the person and schedule the first meeting. In the first meeting (or next 1-2 meetings) we will discuss the startup idea and how it can be scaled up. We will discuss on the complete strategy, customers to be targeted, marketing strategy etc.
11. Once this meeting(s) is over, we will enter the strategy we discussed and finalized in this module and the startup can see the same.
12. The founder will get an email “Dear XXXX, Startic Field Team has entered the strategy on the platform. Click here to view”

The strategy page will look like below:

**Strategy Module**

Original Idea: <prepopulated by the text which is filled in as a part of Q1 above>

Changes proposed: <will display whatever has been entered by the SF team>

List of USPs identified:

USP 1:

USP 2:

<add USPs>

**Customer**

Core Customer of the product/service:

Problem area of the customer being solved:

Ways in which the customer can use the product/service: <Add option>

Additional customer segments identified: <Add option>, Ways in which additional customer segments can use the product/service: <add option> - **Available with us (3)**

Partners who can help grow your business: <add option>, How the solution will help the partners <add option> -**Available with us (3)**

Any Influencers which affect the usage of your product:

Influencer - Public/Private – How they influence the customer – **Available with us (3)**

*Customer Intelligence Conclusions: <from research module>*

**Product/Service Details**

Is this a product or a service:

Medium of product/service delivery:

Features list

Feature Name – Category (Critical/Additional)- Stakeholder is affects-How it affects

<Add Option>

**Company Strategy List (Points (Major - 2000, 1500, 1000. Minor – 400, 300, 200)**

(SF team will validate the achievement and only then the points will be credited)

Strategy 1:

|  |  |
| --- | --- |
| **Name of Strategy:** |  |
| **Category: Major/Minor** |  |
| **Approx Start Date:** |  |
| **Strategy Leader:** | <check Box with Team member names> filled in by the founder |
| **Customer it impacts:** |  |
| **Product Feature it involves:** |  |
| **Strategy Description:** |  |
| **Success Metrics:** | |
| - High |  |
| - Medium |  |
| - Low |  |
| Sub Strategies | <populated from the other modules> |

Strategy 2:

|  |  |
| --- | --- |
| **Name of Strategy:** |  |
| **Category: Major/Minor** |  |
| **Approx Start Date:** |  |
| **Strategy Leader:** |  |
| **Customer it impacts:** |  |
| **Product Feature it involves:** |  |
| **Strategy Description:** |  |
| **Success Metrics:** | |
| - High |  |
| - Medium |  |
| - Low |  |
| Sub Strategies | <populated from the other modules> |

Strategy 3:

|  |  |
| --- | --- |
| **Name of Strategy:** |  |
| **Category: Major/Minor** |  |
| **Approx Start Date:** |  |
| **Strategy Leader:** |  |
| **Customer it impacts:** |  |
| **Product Feature it involves:** |  |
| **Strategy Description:** |  |
| **Success Metrics:** | |
| - High |  |
| - Medium |  |
| - Low |  |
| Sub Strategies | <populated from the other modules> |

**Research Module (Flat 20 points for each research):**

Research 1

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|  |  |  |
| --- | --- | --- |
| **Research Title** |  |  |
| **Category: Primary/Secondary** |  |
| **Tagged to** | Check box for each team member (filled in by the founder) |
| **Strategy connected to the task** | check box with all strategy names |
| **Research Tasks** | <add option for adding tasks> |
| **Research Conclusion** | (filled in by founder) |
| **Research Artefacts (If Any) (Upload)** | (uploaded by founder) | Comments on each artefact |

Research 2

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|  |  |  |
| --- | --- | --- |
| **Research Title** |  |  |
| **Category: Primary/Secondary** |  |
| **Tagged to** | Check box for each team member |
| **Strategy connected to the task** | check box with all strategy names |
| **Research Tasks** | <add option for adding tasks> |
| **Research Conclusion** |  |
| **Research Artefacts (If Any) (Upload)** |  | Comments on each artefact |

Additional Research Artefacts **(1 point each)**

Artefact 1 – Comments – Strategy it will affect

Artefact 2 – Comments – Strategy it will affect

Artefact 3 – Comments – Strategy it will affect

**Marketing Module:**

Social Media Presence **(1 points each)**

Linkedin: <linkedin id> followers number:

Facebook: <facebook id> followers number:

Instagram:<instagram id> followers number:

Youtube: <Youtube channel link> subscribers number:

Twitter: <Twitter id> followers number:

Marketing Strategy 1 (MS1) **(Points: Major - 100, 75, 50. Minor – 20, 15, 10)**

|  |  |
| --- | --- |
| Title |  |
| Type | Major/Minor |
| Status | Active/Inactive |
| Connected Strategy | Checkbox with all strategy names |
| Description |  |
| Expected Starting Date |  |
| Expected Date of completion |  |
| Member(s) involved | Check box with team member names (filled by founder) |
| Tasks |  |
| <Add Tasks with numbers> Task Title, Task Person, Task Description, Task Status (not started, in progress, complete) Outcome |  |
| Success Metrics (High/Medium/Low) |  |

Marketing Strategy 2 (MS2)

|  |  |
| --- | --- |
| Title |  |
| Type | Major/Minor |
| Status | Active/Inactive |
| Connected Strategy | Checkbox with all strategy names |
| Description |  |
| Expected Starting Date |  |
| Expected Date of completion |  |
| Member(s) involved | Check box with team member names |
| Tasks |  |
| <Add Tasks with numbers> Task Title, Task Person, Task Description, Task Status (not started, in progress, complete) Outcome |  |
| Success Metrics (High/Medium/Low) |  |

Marketing Strategy 3 (MS3)

|  |  |
| --- | --- |
| Title |  |
| Type | Major/Minor |
| Status | Active/Inactive |
| Connected Strategy | Checkbox with all strategy names |
| Description |  |
| Expected Starting Date |  |
| Expected Date of completion |  |
| Member(s) involved | Check box with team member names |
| Tasks |  |
| <Add Tasks with numbers> Task Title, Task Person, Task Description, Task Status (not started, in progress, complete) Outcome |  |
| Success Metrics (High/Medium/Low) |  |

**Sales**

Sales Strategy (SS1) **(Points: Major - 100, 75, 50. Minor – 20, 15, 10)**

|  |  |
| --- | --- |
| Title |  |
| Type | Major/Minor |
| Status | Active/Inactive |
| Connected Strategy | Checkbox with all strategy names |
| Description |  |
| Expected Starting Date |  |
| Expected Date of completion |  |
| Member(s) involved | Check box with team member names |
| Tasks |  |
| <Add Tasks with numbers> Task Title, Task Person, Task Description, Task Status (not started, in progress, complete) Outcome |  |
| Success Metrics (High/Medium/Low) |  |

Team Module:

Current Team: <captured from the form which the startup filled>

Team Strategy 1 (TS1) **(Points: Major - 100, 75, 50. Minor – 20, 15, 10)**

Title:

|  |  |
| --- | --- |
| Title |  |
| Type | Major/Minor |
| Status | Active/Inactive |
| Connected Strategy | Checkbox with all strategy names |
| Description |  |
| Expected Starting Date |  |
| Expected Date of completion |  |
| Member(s) involved | Check box with team member names |
| Tasks |  |
| <Add Tasks with numbers> Task Title, Task Person, Task Description, Task Status (not started, in progress, complete) Outcome |  |
| Success Metrics (High/Medium/Low) |  |

Task (Points – 5)

**Add Stakeholders (Founder can do):**

There should be a provision to add stakeholders by the startup. These can be team members, potential customers, partners etc. There would be an add button at the top which will generate the below form to add

Name:

Category: Person/Organization

Type: Team Member/Partner/Customer/Influencer/Regulator (Govt person/org)

Contact Number:

Email id

Any other contact parameter:

How this person/organization will be useful:

Any other remarks: