

### 3. Institute Startup Grant (ISG)

(Please read the SoP before filling in the format)

1. Name of the startup:
2. Name of the student(s):
3. **Business Plan:** A detailed document outlining your business idea, target market, competitive analysis, revenue model, marketing strategy, and financial projections. This serves as a roadmap for investors to understand your vision and how you plan to execute it.
4. **Financial Projections:** Investors want to see projected revenue, expenses, and cash flow for at least the next three to five years. This demonstrates your understanding of the market, potential growth trajectory, and how you plan to utilize funds.
5. **Market Analysis:** A thorough analysis of the target market, including size, growth potential, trends, and customer demographics. This helps investors assess the viability of your business idea and potential for success.
6. **Competitive Analysis:** Identify your competitors, their strengths, weaknesses, and market positioning. Highlight what sets your startup apart and your unique value proposition.
7. **Team Background:** Provide information about the founding team's background, experience, and expertise relevant to the business. Investors want to know they're backing a capable team.
8. **Milestones and Timelines:** Outline key milestones you plan to achieve and the timeline for reaching them. This shows investors that you have a clear plan for growth and development.
9. **Investment Amount and Use of Funds:** Specify how much funding you are seeking and how you plan to allocate it. Breakdowns might include product development, marketing, hiring, and operational expenses.
10. **Legal Structure and Intellectual Property:** Describe your company's legal structure (e.g., LLC, corporation) and any patents, trademarks, or other intellectual property you own.
11. **Risk Factors:** Acknowledge potential risks and challenges your startup may face and how you plan to mitigate them. Transparency about risks shows investors that you've thought critically about your business.
12. **Exit Strategy:** Investors want to know how they will eventually realize a return on their investment. Provide potential exit strategies, such as acquisition or IPO, and explain the likelihood and timing of these events.
13. **Current Traction (if any):** If your startup has already gained traction, provide data on revenue, user growth, partnerships, or any other relevant metrics to demonstrate market validation.
14. **Regulatory and Compliance Issues:** Address any regulatory or compliance requirements relevant to your industry or business model.
15. **Pitch Deck:** Alongside the detailed documents, a concise and visually appealing pitch deck is often used to present the key points to potential investors in meetings or presentations.

**Name and signature of the student and Head of the Department, Date:, Place:**