

## Business Proposal Application to CEID

Please submit following information. There is space for 50 - 100 words in the boxes provided. In case you find more space is required, please mention it on page 7. Please attach your detailed CV.

DA-IICT Roll No:

**Name:**

Please write about the application

Please write about the market you are targeting

What is unique about the product?

Describe the technology in brief

Your vision

## 2. Key people

Please give name and educational qualifications of the team. Attach detailed CV containing experience, achievement and write up on domain expertise.

SNo	Name	Roll No(If applicable)	Education(Graduation/ Last Degree)	CPI

### 3. The market

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Please write about the market you are addressing (value, number of people served, expected geographical areas to be covered)

Particulars	Own Business	Competiton	Clear advantage
Offerings			
Prices			
Location			
Expertise			
Service			
Turnover			
Capacity			
Client Base			

A note on the growth of the market you are addressing

Market share you are expecting to capture

### 4. Competitive landscape

Who are the current or future players in this market?

What is your USP (IP, customer segment)?

What are the barriers to entry?

## 5. Business model

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What is your business model? Launch of product, taking it to bigger market etc.

Who all will be affected by your solution and what benefits do they derive? Time saving, convenience, quality of life, etc

Can you quantify the benefits? How much can you charge for the product?

## 6. Current stage and Roadmap

What is the current stage of the product/service and what is the roadmap?

## 7. Go-To-Market Strategy

What channels do you plan to use?

What partnerships will you need to establish?

What if you are not able to get these partnerships?

## 8. Financial projections

How much money are you looking for?

Year/ Quarter	Q1	Q2	Q3	Q4	Total
1					
2					
3					
Grand Total					

How long will it last?

What will it be used for?

## Revenue : Projections for 2-3 years

Year/ Quarter	Q1	Q2	Q3	Q4	Total
1					
2					
3					
Grand Total					

## Repayment Plan : If any \*

Year/ Quarter	Q1	Q2	Q3	Q4	Total
1					
2					
3					
Grand Total					

\* 50% of the money lent to the company has to be returned at the end of 2 years

## Future plans?

## Exit Strategy

## 9. Utilization of fund

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### Year One

Particulars	Q1	Q2	Q3	Q4	Total
Equipment					
Software Licenses					
Salary					
Legal/ Professional Fees					
Travel					
Electricity					
Telecom (Internet, Fax, Telephone)					
Consultancy Fees					
Miscellaneous					
Grand Total					

### Year Two

Particulars	Q1	Q2	Q3	Q4	Total
Equipment					
Software Licenses					
Salary					
Legal/ Professional Fees					
Travel					
Electricity					
Telecom (Internet, Fax, Telephone)					
Consultancy Fees					
Miscellaneous					
Grand Total					

**10. Existing companies**

Please submit following, for last year:

- A. Sources and Uses of funds**
- B. Cash Flow Projection**
- C. Proforma Income Statement**
- D. Pro forma Balance Sheet**

**11. Additional information**

Additional information - continued

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