



# ALAGAPPA UNIVERSITY

(Accredited with 'A++' Grade by NAAC (CGPA: 3.59) in the Fourth Cycle  
Under Dual Mode Category – I University and Granted Autonomy by MHRD – UGC)

**KARAIKUDI – 630003**



## Startup - Incubation Centre

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### Application for Engaging Startup in AUIC

#### Applicant Category: Student/Faculty/Company

1. Startup / Idea Name \* :
2. State \* :
3. City \* :
4. Founder Name & Address : (The Single Point of Contact from your side) \*
5. Founder Email \* :
6. Founder Mobile \* :
7. Core Team Details :  
(Education Background, Work Ex Details if any, Current Role/Designation  
and what makes them suitable for this role) \*
8. App/Website Link :

#### 9. Problem Statement and solutions

- (a) The Problem You are Solving \*
- (b) What is the specific problem
- © how do you solve customer's problem
- (d) What is your innovation in your technology or business  
model innovation and how it helps to solve the problem



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### 10. Startup Category/Domain<sup>\*</sup>

- HealthTech
- software
- Biotech
- Educational
- Fintech
- Technology (Solve problems or create opportunities using technology or software with potential for rapid scalup)
- Social (combine business goals with a mission to create positive social or environmental impact)
- Big business (Capital investment)
- Small business (local shops or cafes)

Competitors :

(Direct & Indirect, and what makes you different from them)<sup>\*</sup>

### 11. Stage of Startup<sup>\*</sup>

- Idea
- Product refinement
- Research and development
- Market ready
- Piloting
- Proof of concept
- prototype



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### 12. Product/Service Description<sup>\*</sup>:

- (a) Describe the technology used in your product service, (include schematics, flow charts, screenshots, etc.)
- (b) Brief the essential need of the technology and its feasibility in solving the social problem?
- (c) What are the currently existing solutions solving the chosen problem
- (d) What is novelty and innovation associated with your product

### 13. Business details

- (a) When will you Launch Your Product?
- (b) Who is Your Customer segment? Who buy the product
- (c) Monthly Active Users/No. of Clients
- (d) Customer feed back to improve the market
- (e) Are You Funded?
- (f) Market opportunity
- (g) Competition survey
- (h) Development plan and milestones
  - (i). Marketing plan
    - Distribution channel
    - Key partners
    - Key activities
    - Key resources



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### **14. Status of work already carried out**

- (a) What stage is your Startup in?
- (b) Current status of the solution (status on product development, validation, etc)
- (c) Alagappa University / other external institutes and/or industry involvement
- (d) Consultation of experts / mentors
- (e) Patenting of innovation (IPR filled, granted, validity)

### **15. Road map and Funding requirements**

- (a) Timelines/Milestones for the next 1 year accompanied by resource and financial projections for the milestones
- (b) Proposed costs (indicate financial requirements for the same)
- (c) History of any funds/ investments raised
- (d) Last Year Revenue (INR) :

### **16. List assistance/Help requirement from AUIC**

**(nominal charge applicable as per AUIC regulations)**

### **17. What is Your Expectation from the Program?**

### **18. Detailed Bio-Data of all persons associated with the startup application**

(separate pages may be included wherever necessary)