



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

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^{*}

- 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)^{*}

11. Stage of Startup^{*}

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



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12. Product/Service Description^{*}:

- (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)