

Executive Summary



We are a team of Educators and students
Based at Lucknow, Total members in team
are 09.



It has been observed that there is a need of a system which can help people or
set of a people in -----



This is a subscription based service, and is used as -----The
user/customers will save a lot of efforts with this innovation.



Ans :- How will your customers/users save Money/Time/Efforts? what they used to
do before your system/product/service?

Currently the service is in ideation stage



Ans :- We are providing a mobile app which (describe in detail how will it work and
how will it help solve a particular problem)



Main customers/users for this service are who live in rural areas and any one who has education level of class 1st to 10th and is male with in the age group of 18 to 60 years.

An extensive research has been conducted to find out competitors with similar kind of service and there is no such competitor as of now.

Our main cometitors are



- 1
- 2
- 3

Our service is different and unique because



- 1
- 2
- 3





The Entity

Name of the Entity/Idea-----

Legal Status-----

Founding Date-----

Co-founder-----

Address-----

Team Size-----





Marketing and Potential



Target market location/s

Age group of the target market

Gender of the target market

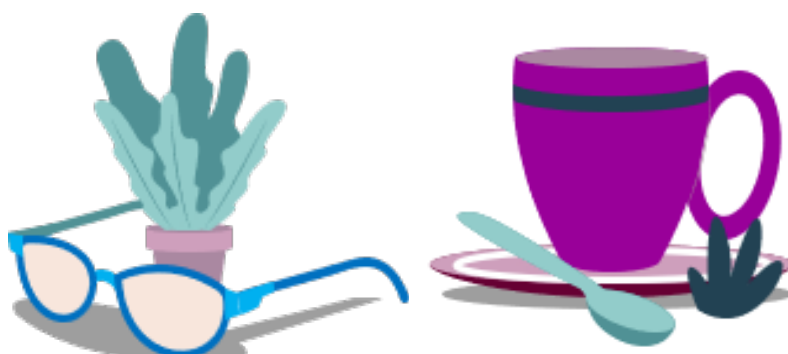
Education level of target market

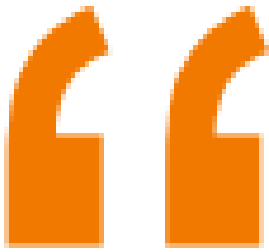
Geographies

Average Income of the target market in Rupees per month

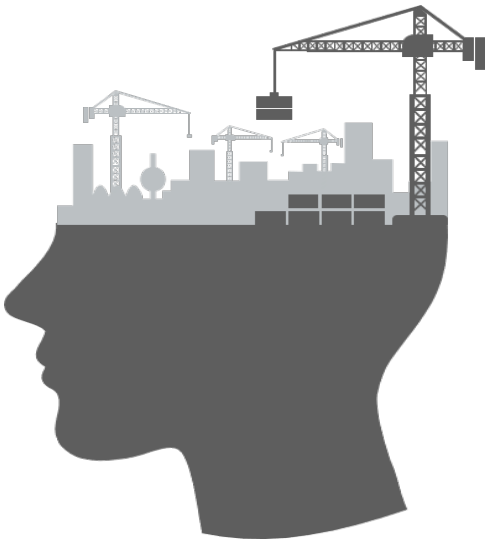
Common profession of the target market Teaching, Politics, farmer etc.

Hobbies/interests of the target market (travelling, movie, reading etc.





Production and Development



Stage

This is a ----- and 1-----
2-----
3-----

Development

The process will require/took 30 days to develop a final, functional and ready to launch -----

A team/resources of 7 will be required/are deployed to develop the functional -----..

Details of the resources/team

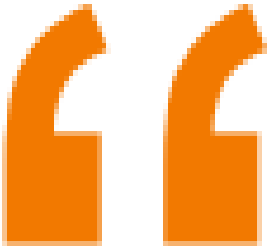
Designation-----
Skill/Education-----
Role-----

2

Designation-----
Skill/Education-----
Role-----

3

Supply/Logistics



Marketing and sales Strategy



Pre launch strategy

- 1
- 2
- 3
- 4

Plan to attract new business

- 1
- 2
- 3
- 4

Retention strategy

- 1
- 2
- 3
- 4

Advertising and Promotion strategy

- 1
- 2
- 3
- 4

Growth Strategy

- 1
- 2
- 3
- 4

Aftersales support strategy

- 1
- 2
- 3
- 4

Launch Targets/Targets

Time Frame

Months

Sales (Units)

Nos.

Customer Reach

Nos.

Revenue (Per Unit)

Rupees

Monitoring

Daily



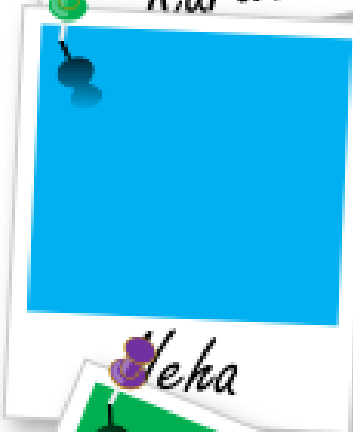
Team Composition



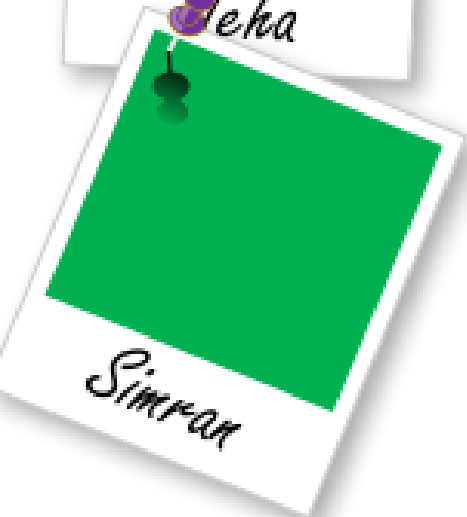
Name
Designation
Skill Set/Education
Role



Name
Designation
Skill Set/Education
Role



Name
Designation
Skill Set/Education
Role



Name
Designation
Skill Set/Education
Role



Fund Requirements

Stage :A prototype the Product/Service is to be developed

Duration of developing the Prototype



Computer rent	<input type="text" value="Nos."/>	<input type="text" value="Amount"/>	<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Specialized Machinery	<input type="text" value="Nos."/>	<input type="text" value="Amount"/>	<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Office Rent		<input type="text" value="Amount"/>	<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
salary of team (Avg)	<input type="text" value="Nos."/>	<input type="text" value="Amount"/>	<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Electricity			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Internet			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Travel			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Refreshment			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Others			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Total per month			<input type="text" value="Months 1"/>	<input type="text" value="Months 2"/>	<input type="text" value="Months 3"/>	<input type="text" value="Months 4"/>
Raw material (one time cost if any)		<input type="text" value="Amount"/>				
Total amount required to develop the prototype					<input type="text" value="Amount"/>	
Self contribution					<input type="text" value="Amount"/>	
Amount required					<input type="text" value="Amount"/>	

Fund Requirements

Stage :Prototype is in place, have to test the waters

Duration of Marketing in testing mode

Months



Computer rent	Nos.	Amount	Months 1	Months 2	Months 3	Months 4
Offline marketing expenses	Nos.	Amount	Months 1	Months 2	Months 3	Months 4
Office Rent		Amount	Months 1	Months 2	Months 3	Months 4
salary of team (Avg)	Nos.	Amount	Months 1	Months 2	Months 3	Months 4
Electricity			Months 1	Months 2	Months 3	Months 4
Internet			Months 1	Months 2	Months 3	Months 4
Travel			Months 1	Months 2	Months 3	Months 4
Refreshment			Months 1	Months 2	Months 3	Months 4
Others			Months 1	Months 2	Months 3	Months 4
Total per month			Months 1	Months 2	Months 3	Months 4

Cost of Incorporation of legal entity Rs. 25,000/-

Cost of GST registration Rs. 4,000/-

Cost of GeM Registration Rs. 6,000/-

Cost of Bank account opening Rs. 10,000/-

Cost of development of prototype Amount

Total amount required for Marketing in testing mode Amount

Self contribution apart from development of prototype Amount

Amount required Amount

Fund Requirements

Stage :product/service is accepted in the market now have to grow my customer base

Estimated time frame to become a self sustained profit centre

Months



Computer rent	Nos.	Amount	Months 1	Months 2	Months 3	Months 4
Offline marketing expenses		Amount	Months 1	Months 2	Months 3	Months 4
Office Rent		Amount	Months 1	Months 2	Months 3	Months 4
salary of team (Avg)	Nos.	Amount	Months 1	Months 2	Months 3	Months 4
Electricity			Months 1	Months 2	Months 3	Months 4
Internet			Months 1	Months 2	Months 3	Months 4
Travel			Months 1	Months 2	Months 3	Months 4
Refreshment			Months 1	Months 2	Months 3	Months 4
Others			Months 1	Months 2	Months 3	Months 4
Total per month			Months 1	Months 2	Months 3	Months 4
Cost of development of prototype					Amount	
Cost of testing the waters					Amount	
Total amount required for Marketing in testing mode					Amount	
Self contribution apart from development of prototype					Amount	
Amount required					Amount	

