

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

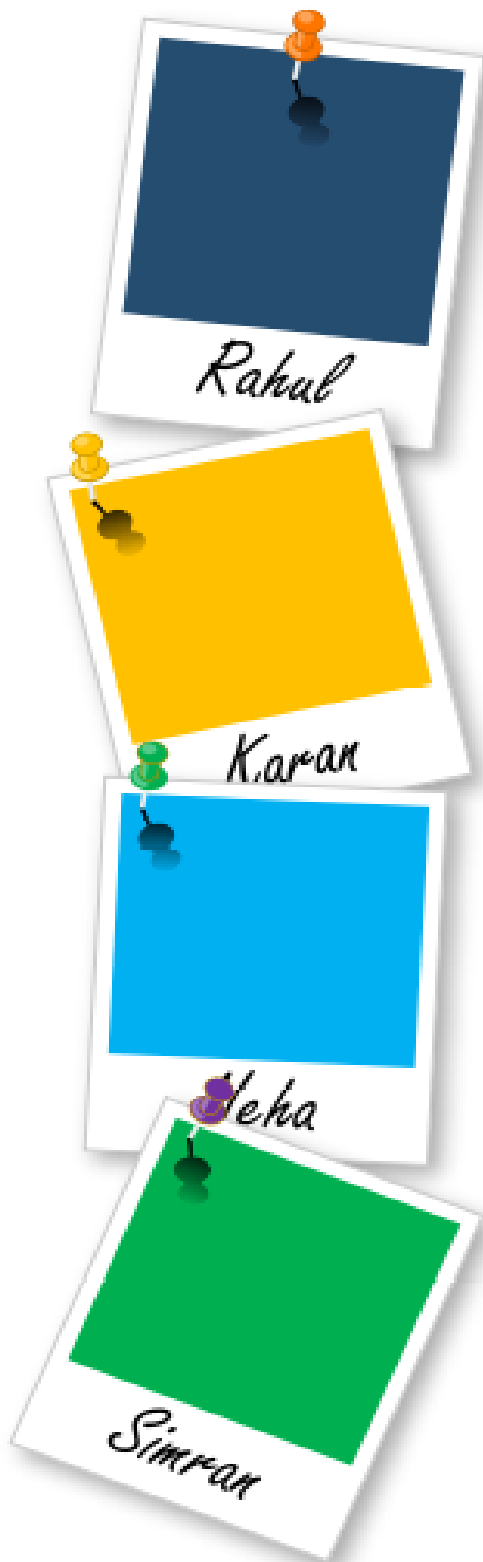
- 1
- 2
- 3
- 4

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



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"/>
Offline marketing expenses	<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"/>

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	<input type="text" value="Amount"/>
Total amount required for Marketing in testing mode	<input type="text" value="Amount"/>
Self contribution apart from development of prototype	<input type="text" value="Amount"/>
Amount required	<input type="text" value="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



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"/>
Offline marketing expenses		<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"/>
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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"/>

Cost of development of prototype	<input type="text" value="Amount"/>
Cost of testing the waters	<input type="text" value="Amount"/>
Total amount required for Marketing in testing mode	<input type="text" value="Amount"/>
Self contribution apart from development of prototype	<input type="text" value="Amount"/>
Amount required	<input type="text" value="Amount"/>

