

UPSTART CONQUEST

EXECUTIVE SUMMARY

E SUMMIT NOIDA 2018

JSSATE
20TH-21ST APRIL

Name of Member	E-mail	Contact Number	Organization	Institute

Company/ Project name

Tagline(A short and attractive tagline to describe your proposition)

I. BASIC INFORMATION*:

***-IN CASE YOU FIND THE SPACE LESS, YOU CAN BRIEF UP YOUR ANSWERS IN THE FORM OF BULLETS.(THIS CAN BE FOLLOWED FOR THE WHOLE SUMMARY FILL UP)**

- a. **The Grab** (*short description of the investment opportunity you are presenting in the form of vision and/or mission statement*):
- b. **Do you have a working prototype? (Y/N)**
- c. **Problem/ Opportunity** (*Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Also include the profile of target customers*):
- d. **Solution/ Product** (*Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits*):
- e. **Team structure** (*describe about the work division among the team members*):

Example:



f. Industry which your business idea caters to:

SECTOR	PRIORITY
Electronics & Hardware	
Telecom	
Healthcare	
Media & entertainment	
Manufacturing	
Clean technology/ alternative fuel	
Agriculture	
Retail	
Food & Beverages	
Financial Services	
Applications & services	
Internet of Things	
Bio-business	

Others please specify :

II. BUSINESS IDEA

- a. **Market analysis:** *(a description of the market you are operating/ planning to operate in, highlighting the gaps and opportunities, the customer need you are satisfying, the market leaders, the size & scalability, trends, competition etc. **Word limit: Up to 150 words**)*

- b. **Product analysis***(Present your product/service and its Unique Selling Proposition (USP) - including any Intellectual Property and other entry barriers you may be creating, the kind of customers & geography segments you will be addressing, et al, highlighting any validation that you may have done that supports your proposition. **Word limit: Up to 150 words**):*

- c. **Sales & Distribution of the Product/Service** *(Distribution plan **Word limit: Up to 150 words**):*

III. CURRENT OPERATIONAL DETAILS

a. Current state of development:

1. Is a prototype ready or has a pilot been done? Ans->
2. In case of a product/process, has a patent been applied for Ans->
3. If patent has been granted, give patent details Ans->
4. Has the company been already registered? Ans->
5. If yes, provide company name :
6. If yes, please provide date of registration(MM/YYYY):
7. If you have company/project website, please provide the URL:

b. Next steps that you have in mind to take this business/idea forward (*talk of what stage your product/service is currently in and what stage you need to take to grow the business further word limit: up to 150 words*):

c. Details of investment already made in your idea (*for those who are running a business please share the total investments till date. Those who have just started should give broad details of any investment made- either by themselves, by their families or any venture capitalists. If no investment has been made, please mention 'none'. Word limit: up to 100 words*):

- d. Details of the revenue** *(for an existing business, summarize the past years revenues and profits and project the same for next three years (if applicable) in a tabular format. If it is in planning stage, mention the projected revenues. **Word limit: up to 150 words**):*

Actual FY 17-18 revenues (for an existing business):

Projected FY 18-19 revenues: