**teChkriti 2015**

**IIT kANPUR**

19th-22nd March

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| IDEAS’15 |
|  |
| EXECUTIVE SUMMARY |

## Company/ Project name

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

1. BASIC INFORMATION:
2. **The Grab (***short description of the investment opportunity you are presenting in the form of vision and/or mission statement***):**
3. **Category in which your idea falls (***business venture or social venture***):**

Business venture track



Social venture track

1. **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***):**
2. **Solution/ Product (***Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits***):**
3. **Team structure (***describe about the work division among the team members***):**

**Example:**

1. **Industry which your business idea caters to:**

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| SECTOR | PRIORITY |
| Electronics & Hardware |  |
| Telecom |  |
| Healthcare |  |
| Media & entertainment |  |
| Manufacturing |  |
| Clean technology/ alternative fuel |  |
| Agriculture |  |
| Retail |  |
| Food & Beverages |  |
| Financial Services |  |
| Applications & services |  |

**Others please specify :**

1. BUSINESS IDEA
2. **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)***

1. **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):***
2. **Sales & Distribution of the Product/Service (***Distribution plan* ***Word limit: Up to 150 words*):**

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1. CURRENT OPERATIONAL DETAILS
2. **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:
3. **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*):**

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1. **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*):**

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1. **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 13-14 revenues** (for an existing business):

**Projected FY 14-15 revenues**: