1. **BUSINESS DETAIL:**
2. Which category your business belongs to?

|  |  |  |  |
| --- | --- | --- | --- |
| Manufacturing |  | Service |  |

1. Specify the industry to which your business belong to:

|  |
| --- |
|  |

1. What impact do you believe your idea will have on your defined market

(Since this is for public consumption, please do not disclose either your business idea or any of its *details. Please talk of only the end-benefit your business will have. Word Limit: Up to 100 words)*

(*Example – The product that I intend to make will help a housewife start a business in a short while, to utilize her spare time. Not only will this supplement the income of the household but will also cause her morale to be higher. They will also be more in tune with the environment around them and this could even have a positive impact on the upbringing of the children in the household.*)

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1. Do you have a team?

|  |  |  |  |
| --- | --- | --- | --- |
| Yes |  | No |  |

1. Describe how you and your existing (or future) team are equipped to grow your business?

*(Describe yourself and your current/planned team with reference to relevant qualifications, experience and capabilities, detailing how these would enable you to implement your plans. Investors must be able to assess, and get comfortable with, your ability to implement your plans. Word limit: Up to 250 words)*

*(Example – The initial phase of the business will require product development and testing skills. My partner (MBA – Marketing) can look after marketing strategy while I will take care of new product development. Once the product is ready, we will induct an engineer with more than 4 years of experience and look for 3-4 people for the sales & marketing team.*

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1. Describe the market your idea will operate (is operating in)? How large is the market? How do you see the market growing?\*

*(Please take the Evaluating Panel through 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. The Evaluating Panel must be able to appreciate your knowledge of the space and the proposition/business idea. Word limit: Up to 250 words)*

(*Example – In Delhi alone, more than 1 crore people travel every day home to office. All over India, this adds up to more than 40 crore. 75% of these people use public transport like buses, shared tempos and local trains. The remaining 25% use their own vehicles. While quite a few startups have earlier tried to make the process more efficient by organizing Car Pooling – none of them worked as they were not able to solve the fundamental issues of mistrust of strangers, time coordination and changing schedules. The few instances when carpooling has worked is when IT companies have encouraged it amongst their employees through parking benefits. The advent of new technology and by combining GPS, Mobile VAS and Social Networking, one can solve this problem.)*

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1. Describe your product/service. How does (or will) it help the customer?\*

*(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. The Evaluating Panel must be able to clearly understand your business proposition. Word limit: Up to 250 words)*

*(Example – The typical 1 ton window air conditioner would add to the household electricity bill by approximately INR 1000 during the summer months. My product is a small apparatus which will cost INR 1000 and will connect to a ceiling fan, helping in cooling and moisture control. This will be 80% as effective as a window air conditioner while the extra electricity bill will be of only INR 150 during summer months. It uses the principles of Reverse Chongo Circulation where neutrons are collided with ambient air to separate water and cool the air. I have also received a patent for this the details for which are….)*

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1. How do you plan to sell/distribute your product/service?\*

*(Present your distribution plan. Feel free to split it into stages, if so required. Mention how you would achieve scale, the kind of marketing partners you will look for (if any) etc. Word limit: Up to 250 words)*

*(Example – Initially we will conduct research in Mumbai to get market feedback on the service. Once a stable product has been developed and we have sold 1000 units, we will appoint distributors for each state. The plan will be to use established distributors currently involved in distribution of electronic SIM cards and other mobile accessories. With increasing influence of e-Commerce websites, we will also make our product available on e-Bay, flipkart etc.)*

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**3. OPERATIONAL DETAILS**

*(The questions in this section will help the Evaluating Panel understand your degree of preparedness. Please fill as much as possible based on relevance to your current stage of business)\*.*

1. Current state of development:

|  |  |
| --- | --- |
| a) Is a prototype ready or has a pilot been done? |  |
| b) In case of a product/process, has a patent been applied for? |  |
| c) If patent has been granted, give patent detail: |  |
| d) Has the company already been registered? |  |
| e) If Yes, provide company name: |  |
| f) If Yes, provide date of registration: |  |
| g) If you have a company/project website, please give URL: |  |

1. What are the next steps you have in mind to take this business/ idea forward?

*(Talk of what stage your product/service is currently in and what steps you need to take to grow the business further. This will also be a good place to talk of the challenges you are facing. Word limit: Up to 250 words)*

*(Example – We have been running a diagnostic lab based on liquid hydrogen technology in my parents’ basement. Our service involves taking blood tests from patients’ homes, on request, and then emailing the test reports to them. To take the business to next level, we need to import Particle Separator machines from the US which will ensure that we are able to achieve 10 tests per second. We will also need to set up a bigger lab and better maintained environment.*

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1. Give details of the investment already made in your idea.

*(For those who are running a business, please share details of total investment till date. Those who have just started should give broad details of any investment made – either by themselves, by their families or by venture capitalists. If no investment has been made, please mention ‘none’. Word limit: Up to 150 words)*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

1. Give details of revenue.

|  |  |
| --- | --- |
| Actual FY 18-19 Revenues (for existing business): |  |
| Projected FY 19-20 Revenues: |  |

*(Those with an existing business should summaries their past years’ revenues and profits and project the same for the next three years (if applicable) in a tabular format. If you are in the planning stage, please share projected revenues. Word limit: Up to 250 words)*

*(Example – I have invested my own funds of a value of INR 10 lakh in the business till date. We started selling the product only two months ago and the revenue since then has been a total of INR 1 lakh. Now that the model is proven, we intend to scale up and will require an investment of INR 20 lakhs. Of this, we can manage INR 10 lakh from friends and family and are looking for external support of INR 10 lakh. Since half that value will go into inventory development, we will be able to avail a bank loan for the same. The remaining will be used for buying equipment and hiring a lathe mechanic. With this investment, we should be able to easily achieve revenue of INR 20 lakhs in the next financial year and hope to grow the revenue by 70% year on year. This is a highly profitable business and margins will be higher than 30%. )*

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1. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HAVE UNDERSTOOD THE TERMS AND CONDITIONS OF EMERGING ENTREPRENEUR COMPETITION AND I RESOLVE TO ABIDE BY THEM.

|  |  |
| --- | --- |
| Place: |  |
|  |  |
| Date: |  |