A1 - Application for Level 1 Program (Fall 2021)

Level 1 Cohort 6 (early stage teams, 3-months program, INR 50k, Sept 2021 – Nov 2021)

Application deadline: 1st August, 2021

Email *

applicant@email.com

If you are ready to fill the form, you can go ahead or if you would like to get a instruction-filled copy to preview and prepare and then come back later, you may do so. We will remind you to fill it, in a few days. *

⦿ Continue to fill the form. I am ready.

◯ Get a sample copy, and fill later

Here is the link to preview the form.
Preview the form: https://elgoog.im/pacman/

Click "Submit" if you'd like us to remind you later to fill-up the form. We will also send you a copy of the instruction-filled form to help you prepare.

Or,

Click "Back" and choose "continue" to continue filling-up the form.

What is the name of your team/project? *

NewCo

Important Note: Please do not provide any link to your drives, presentations, videos etc. in any of the responses to the following questions. In such cases, the answer may be marked incomplete and the reviewers may mark it negatively. Articulate well. Frame your responses to the questions, focusing on what is being asked. You are the best person to do that, and we do not expect reviewers to frame your answers for you from a bunch of links. We expect you to be able to communicate your idea within the responses to the questions without any external additional material. In order to evaluate your application, only the data submitted within this form will be considered. You may provide any links to reports/references to substantiate your claims in the last question. Collate all the references you want to provide in the response to the last question only. All the best! We eagerly wait to hear from you.

If you have any doubts, please write to ideas@iitb.ac.in

What is your idea? & How did it originate? *

Give us a bit of background story here. We want to understand how the dots connected. Whether it was a problem you faced or a vision you had or a workshop you attended or a speaker you heard or a brainstorming that you did with your teammates or friends. We would love to hear and understand the genesis and how it shaped up.

What work have you done on this idea and what progress have you made so far? What stage you are at (I - Ideation, II - Customer Discovery, III - Building POC/MVP, IV – Market Validation, V – Repeatable Revenue)? *

Pick the stage that you feel is most appropriate fit. We understand that the startup journey is very iterative and by the time we interview you, you may have moved one stage up or one stage down. But pick a stage that fits you currently and provide a justification for that. It is important for us to understand whether you have the awareness and what is your thought process of assigning a stage to your current situation. We may even disagree with your self assessment but we want to know how you have thought about it.

What evidence do you have to conclude that this is a real problem/need for someone (other than you)? Share any data you have collected using secondary research (e.g. reports, journal papers, articles), # of people you have talked for primary research, profile of people you have talked with, your findings and insights. *

This is your opportunity to tell us all about the problem that you have understood. Make this convincing. Bring in numbers. State all that is important and really important. But give this a structure and be clear. While Level 1 program will help you refine this aspect as well, provide us the best you can, as you are also competing against several teams and you need to put your best foot forward.

Do you understand your users and customers well? Who would your customers or users be? Share a detailed persona about the early customers. Include all the relevant information. *

Help us understand how well you understand your customer and also a bit about how you got to that understanding. More detail is better here.

What benefit would your idea provide to the user and/or customer? *

You should try to be very clear and specific here. Provide quantification wherever applicable.

Looking at the context of the world today, how is this problem going to fare? Would it reduce over time or grow further impacting more people? Do you have any supporting data to draw such insights? *

This is your chance to show whether you have only thought about your idea in the project mode or do you know where it is in the big scheme of things. We would like to know your thought process behind this, to the extent possible.

Can you estimate the size of the market? What would be the TAM, SAM, and SOM? Provide these numbers with the explanation and basis of how you have arrived at these. *

These numbers will become very important. You may keep refining them, but make an attempt to do some estimation on this. Here is some basic definition on how you may think about these (feel free to refer to other resources):

TAM: Total Addressable Market, is the number you get if everyone who could be your customer would buy the product/service. Multiply the number of customers with the price they would pay to give us a sense of the revenue potential. It could be based in a geography (e.g. India) or worldwide, as appropriate to your idea and strategy.

SAM: Serviceable Available Market refers to the segment of customers whom you can reach as per your strategy. Perhaps, you plan to only sell through FaceBook or only in Tier 1 cities or you want to focus on a niche persona, who is more likely to buy and not everyone. Depending on your strategy, you may define the size of the segment that you plan to service and target.

SOM: Serviceable Obtainable Market or Target Market refers to the actual target that we can project to achieve based on what kind of capabilities and resources we may have in the initial few years. Again, you may want to focus on only Mumbai-Pune or Metros only or Only high end schools or only Govt hospitals. Depending on your capabilities of how many people/money/resources you would have and where you would focus your energy, you need to define the market that can be the target for next three years.

Explain your approach and assumptions as you provide the calculation for these numbers. Try to report the numbers in dollars or rupees to give a sense of revenue potential.

One reference to give you more idea:

How eight successful startups explained their addressable market to investors: https://drive.google.com/file/d/1qex8Cphdksu9P1nYkGDSMKW3rnKWu0-1/view?usp=sharing

What are the current alternatives or are there any competitors in the market and if so, what is your innovation to do this better than anyone else? What would differentiate you and make you a stronger player in this space? *

This is very important to know whether you have something unique to offer or not, and how well you understand your customer's choices and market landscape.

Do you have the capability to execute the idea within your team? Or do you have the plan to add that capability? Specifically describe which skills you have and which skills you need, and your plan to fulfil that need. (e.g. learning some skills yourself, hiring someone with subject matter expertise) *

We just want to know whether the team is balanced and what is the plan to balance it. Put some thought in there and share with us, to the extent possible.

When will the team members be able to join the startup on full time basis? If you are a student, when would you graduate? Provide the plan for all team members. *

We want to know this to get a sense of what kind of support you may need and when.

Please also tell us (in detail) about the availability of the team members during the scheduled Program Months. Specifically, state if you have any other commitments and how much time would you be able to commit to this activity during the program. *

This is important for us know and we hope that you can commit to the program you are applying for or else we would direct you to another appropriate program.

Is there anything else that you would like to share with us? Write here. *

Feel free to write to us if we missed asking you anything that you would like us to know.

Important Note: Do not be in a haste to complete the application. The competition is tough. Provide as much data as possible that reflects the stage you are at and gives us the material to evaluate you. Good applications provide crisp and clear answers by focusing on what is being asked. Too much information, especially if it is not relevant or it shows lack of focus can backfire. The application form is also an opportunity for you to show how well you understand your idea and whether you can articulate it or not. All the best!

Provide references/links to the reports and articles that you have cited in your answers. *

Backup your claims using references in this section

Details of Co-founder 1.

Co-Founder 1 should be one of the persons associated with IITB (student, scholar, faculty, staff or alumni)

Name of the Co-founder 1. *

Name

Email. *

email@email.com

Mobile No. *

9999999999

Degree at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times) *

For Alumni/Faculty/Staff options below, select only if you are one of these at IIT Bombay.

- ◉ B.Sc
- ○ B.Com
- ○ B.Tech
- ○ B.S.
- ○ B.Des
- ○ Dual Degree (B.Tech & M.Tech)
- ○ M.Tech
- ○ M.Sc
- ○ M.Tech + PhD (Dual Degree)
- ○ M.Des
- ○ M.Com
- ○ M.Phil
- ○ MBA
- ○ MBA (Executive)
- ○ M.Sc + Ph.D (Dual Degree) in Energy
- ○ MPP
- ○ M.S. by Research in CSE Department
- ○ MA + Ph.D (Dual Degree) in Philosophy
- ○ Ph.D
- ○ 2 Year M.Sc Programme (though JAM)
- ○ M.Sc & Ph.D Dual Degree Programme (through JAM)
- ○ Alumni
- ○ Faculty

○ Staff

○ Other: ....

Department. *

◉ Aerospace Engineering

○ Biosciences and Bioengineering

○ Chemical Engineering

○ Centre for Technology Alternatives for Rural Areas (CTARA)

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering (ESED)

○ Humanities & Social Sciences

○ IDC School of Design

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Physics

○ Shailesh J. Mehta School of Management

○ Other: ....

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

2021

LinkedIn profile link. *

linkedin.com

Role and responsibilities in brief. *

Explain your role and responsibilities in the team, briefly

Details of Co-founder 2.

Name of the Co-founder 2. *

Name

Email. *

email@email.com

Mobile No. *

9999999999

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

B.Tech ▼

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

◉ IIT Bombay

○ Other: ....

Highest academic qualification? *

○ Bachelors

○ Masters

○ Doctorate

◉ Post Doc

○ Other: ....

Department (for the above mentioned degree program) *

◉ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: ....

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

2021

LinkedIn profile link. *

linkedin.com

Role and responsibilities in brief. *

Explain your role and responsibilities in the team, briefly

Do you wish to add another co-founder? *

◯ Yes

⦿ No

Details of Co-founder 3.

Name of the Co-founder 3. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

Choose ▾

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

○ IIT Bombay

○ Other: _____

Highest academic qualification? *

○ Bachelors

○ Masters

○ Doctorate

○ Post Doc

○ Other: _____

Department (for the above mentioned degree program) *

○ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: ....

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

○ Yes

○ No

Details of Co-founder 4.

Name of the Co-founder 4. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

Choose   ▼

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

◯ IIT Bombay

◯ Other: _____

Highest academic qualification? *

◯ Bachelors

◯ Masters

◯ Doctorate

◯ Post Doc

◯ Other: _____

Department (for the above mentioned degree program) *

○ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: _____

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

○ Yes

○ No

Details of Co-founder 5.

Name of the Co-founder 5. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

Choose ▼

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

○ IIT Bombay

○ Other: _____

Highest academic qualification? *

○ Bachelors

○ Masters

○ Doctorate

○ Post Doc

○ Other: _____

Department (for the above mentioned degree program) *

○ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: _____

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

◯ Yes

◯ No

Details of Co-founder 6.

Name of the Co-founder 6. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

Choose ▾

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

○ IIT Bombay

○ Other: _____

Highest academic qualification? *

○ Bachelors

○ Masters

○ Doctorate

○ Post Doc

○ Other: _____

Department (for the above mentioned degree program) *

○ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: _____

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

◯ Yes

◯ No

Details of Co-founder 7.

Name of the Co-founder 7. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

| Choose ▼ |

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

○ IIT Bombay

○ Other: _____

Highest academic qualification? *

○ Bachelors

○ Masters

○ Doctorate

○ Post Doc

○ Other: _____

Department (for the above mentioned degree program) *

○ Aerospace/Aeronautical Engineering

○ Biosciences and Bioengineering / Biotech

○ Ceramic Engineering

○ Chemical Engineering

○ Chemistry

○ Civil Engineering

○ Computer Science & Engineering

○ Earth Sciences

○ Electrical/Electronics Engineering

○ Energy Science and Engineering

○ Environmental Science and Engineering

○ Humanities & Social Sciences

○ Information Technology Engineering

○ Marine Engineering

○ Mathematics

○ Mechanical Engineering

○ Metallurgical Engineering & Materials Science

○ Petroleum Engineering

○ Physics

○ School of Design

○ Textile Engineering

○ Other: _____

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

○ Yes

○ No

Details of Co-founder 8.

Name of the Co-founder 8. *

Email. *

Mobile No. *

_____

Degree or Association at IIT Bombay (mention your first degree that you got from IITB if you were enrolled here multiple times, or your current association). *

For Alumni/Faculty/Staff options below, select one if these only if you are one of these at IIT Bombay.

Choose ▾

Where did you get your undergrad degree? *

Choose 'others' and type-in your college name if it is/was not IIT Bombay.

◯ IIT Bombay

◯ Other: _____

Highest academic qualification? *

◯ Bachelors

◯ Masters

◯ Doctorate

◯ Post Doc

◯ Other: _____

Department (for the above mentioned degree program) *

- ○ Aerospace/Aeronautical Engineering
- ○ Biosciences and Bioengineering / Biotech
- ○ Ceramic Engineering
- ○ Chemical Engineering
- ○ Chemistry
- ○ Civil Engineering
- ○ Computer Science & Engineering
- ○ Earth Sciences
- ○ Electrical/Electronics Engineering
- ○ Energy Science and Engineering
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- ○ Humanities & Social Sciences
- ○ Information Technology Engineering
- ○ Marine Engineering
- ○ Mathematics
- ○ Mechanical Engineering
- ○ Metallurgical Engineering & Materials Science
- ○ Petroleum Engineering
- ○ Physics
- ○ School of Design
- ○ Textile Engineering
- ○ Other: _____

Year of graduation. *

In case you are a current student or scholar, mention the estimated year of completion of the degree.

LinkedIn profile link. *

Role and responsibilities in brief. *

Do you wish to add another co-founder? *

◯ Yes

◯ No

Google Forms