**Funding**

Our company will require a funding of $2M to develop the product and expand its base in the early stages that is the first 2 years of its operation. We require the funding primarily for two purposes:

Seed Funding: roughly 75% of total funding will be needed for setting up the company and will be essential for development purposes. This will provide funding for the salaries of the development team and other costs required in development. By the end of 6 months we plan to get a patient for the product and enter the market.

Remaining capital will be instrumental in developing a market base and the startup's expansion. These will be used for advertising and marketing i.e attracting the customers and hence getting a break into the market.

Initially we plan to get basic investments and mentorship under the SINE Incubator and the IDS program at IIT Bombay. In later phases we plan to attract funding from the Institute’s alumni network and attract investments from other investors primarily Angel Investors and Venture Capitalists. Other than that we plan to attract funding through selling out shares and through giving out stocks to our employees.