Title of the Project:

**Personal Details**

Full Name:

Email ID:

Mobile No:

Date of Birth:

Qualification:

PAN Number:

No. of years of Work Experience:

Current status:

1. Student
2. Start Up
3. Existing Entrepreneur
4. Employed
5. Others

Name of Institute / Enterprise / Company/ Others:

Personal Address:

**Synopsis of the Idea Part I**

1. Background for getting the idea
2. Who is it for
3. What will it do?
4. Which are the potential markets?
5. Any unique features? Explain?
6. Is there enough demand?
7. Can customers afford it?
8. Why will they buy it?
9. What is your motivation for doing it? (Statement of Purpose)
10. Is it a new concept?
11. Yes
12. No
13. How are you going to sell your product or service to potential customers?
14. How frequently will customers make "repeat purchases" of your product or service?
15. How simple or complex will the idea's execution or implementation be? What are the risk factors involved in executing the idea?
16. How soon could the idea be put into operation?

**Business plan**

1. What is the break-even point and estimated time-frame? Having deducted your costs what "margin" can you make on your product or service?
2. a. How much investment would you need to commercialise the idea?

b. What seed funding support would you want from the Incubator?

c. How will you raise the balance funding required?

d. What is the other support apart from financial you will need from the incubator?

9. a. Why are you the best suited person to execute this idea?

b. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?

10. How do you intend to protect your idea (i.e. your intellectual property or IP)?

Attach a video of the idea (YouTube link - Video should not be of more than 2 minutes)\*

Attach any design or drawing (jpg,png,pdf within 2MB)

Attach a business plan if you would like to add(jpg,png,pdf within 2MB)

Attach any additional information you would like to add (jpg,png,pdf within 2MB)

Attach profiles of team if required (jpg,png,pdf within 2MB)