

## TECHNOLOGY BUSINESS INCUBATOR

**Application form**

1. Name of startup: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Contact details:
3. PRIMARY CONTACT PERSON (should be one of the full time founders)
   1. Designation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Mobile Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Registered Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Mailing Address (if different from above):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Office Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. At what stage is your startup Idea Stage Prototype / POC in process Finished POC / Prototype Product / Service already in Market

#### Legal Status: Proprietorship Partnership firm Pvt Ltd. / LLP No status

#### Date of formation of the company? \_\_\_\_/ \_\_\_\_\_/ \_\_\_\_\_ (DD/MM/YYYY) / yet to be formed

#### Information about Promoters

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| --- | --- | --- | --- | --- | --- |
| **Name** | **Qualification** | | **Work Experience** | | |
| **Degree/**  **Diploma** | **Institute/ University** | **Domain Area(s)** | **Companies Worked for** | **Total Exp. (in yrs)** |
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1. Details of Product / Service being offered::

1. Please provide a brief of the proposed solution/product?
2. Who is/are the END CUSTOMERS?

1. What “problems” of society / end customers / workflow are being solved through the core offering by the startup (provide a list)
2. Technology behind the core offering by the startup (tick applicable):
3. To be developed
4. SELF DEVELOPED
5. ACQUIRED
6. LICENSED
7. OFF THE SHELF

* If self-developed – technology development time & linkages used / is the technology patentable / status of patent and-or application / countries where applicable / if not yet patented what are the strategies for protection?
* If acquired / licensed – from whom & terms – conditions
* If off the shelf – comments on the ‘innovation’ from the startup

1. Explain the innovative/ novelty features of your “core offering”:

* In which category of innovation is your solution (tick applicable):
  + Unprecedented solution (unique)
  + Disruptive solution
  + Improvement of an existing solution
  + Exactly identical to an existing solution
* What are the new features / significant improvements that your core offering brings forth (provide a list)
* Who are your competitors and what is your competitive advantage? (Comparison with existing products / companies)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Features of Product | Your startup | Existing prod. / company 1 | Existing prod. / company 2 | Existing prod. / company 3 |
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**Note:** In case of claims that there are “NO COMPETITORS” – should be adequately justified (in not more than 100 words).

* Value proposition (s) to the customer segment

1. Indicate measurable outcomes – comparisons with existing scenario
2. Comments on intangible benefits (not more than 50 words)
3. Market linked information

* Which markets are you addressing (tick appropriate):

1. DOMESTIC
2. GLOBAL
3. BOTH

* What is the estimate of the addressable market size? Describe how you arrived at this and indicate assumptions used.
* List your “Go To Market Strategies”
* Do you have paying customers? If yes then how many are repeat customers (indicate %tage) and what is the current order book size.
* List your major customers / first adopters (if any)

1. Please explain your revenue model?

* How do your currently generate revenue for the company?
* If you are still in idea/prototype development stage, please explain how you anticipate generating revenues?

#### Investments in the venture so far…

|  |  |  |
| --- | --- | --- |
| **Name/ Source of Fund** | **Amount** | **Date** |
|  |  |  |
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1. How did you come to know about our Incubator?
2. Advertisement
3. Reference
4. Website
5. Our Executives
6. Any other. Specify…………………………………………………………………….

I certify that the information contained in this application is accurate and complete to the best of my knowledge. I understand that furnishing inaccurate or misleading information can result in denial of consideration for admission or dismissal from the Technology Business Incubator.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

**For any assistance or queries, please contact:**

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_