



COMPANY / VENTURE NAME

In one sentence tell us how your business proposition is useful to mankind



THE CORE TEAM

Names of the members of THE CORE TEAM

Name the brain child

Name the support members of the Core Team with
Their functionality



*A brief **OVERVIEW & OBJECTIVE** of the entire proposal that describes the product/technology/service that you intend to develop in INDIA, mentioning the key issues to be addressed and related risks and mitigation*

THEMATIC AREA/DOMAIN AREA: *Describe the implementation, Application area of work and the interdisciplinary domains involved in the project proposal.*



COMPANY'S VALUE PROPOSITION

Details the Company Value Proposition

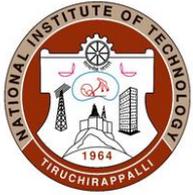
If you have some Customer Case Studies you may exhibit it



INNOVATION PROPOSED: *Specify and explain the details of Innovation and **Technology Readiness Level** of your proposed project concept in the context of the current Technologies available in the market*

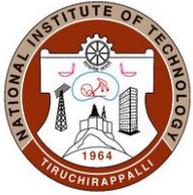
PROOF OF CONCEPT/MATURITY OF THE CONCEPT PROPOSED :*Experimentation and Data being captured as Background for the Project along with the **Comparison with present/baseline scenarios.***

Specify and explain if there is any background/ existing patent available (if any..)



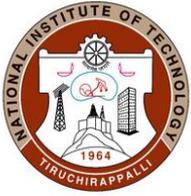
Brief **SCOPE OF WORK** (in Tabular Form) *Provide Detailed Scope of Work and related sub-activities under each broad heads of Scope of Work*

BACKGROUND/MOTIVATION & COMPETENCY *(manufacturing/testing facilities, experience in multi-partner projects, managerial capacity)*



CUSTOMER PERSPECTIVES

Define the current Customer Pain areas and how your business proposition will help them



MARKET SIZE

Define the market size both in units and value terms wherever applicable.

If it is new concept then work out the estimated market



PROJECT/TECHNOLOGY DESCRIPTION:

Detail of the entire project idea that describes the product/ technology/ service that you intend to develop, along with Flow Charts and related approach plan



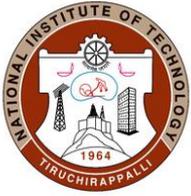
ALL ABOUT THE PRODUCT

Describe the Product (functionality, features, architecture, what core IP do you have).



ALL ABOUT THE PRODUCT

Show your Product development roadmap



MEASURABLE OUTCOMES AND RELATED BENEFITS

Your views on following types of benefits

Commercial benefits

Societal benefits

Technology benefits



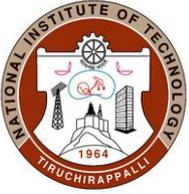
BUSINESS MODEL

Revenue model

Pricing

Provide some information and calculation in back-up slides to back-up these estimates on expected revenue

Highlight of any cost related or market assumptions being made for these calculation



BUSINESS MODEL

Sales & distribution model

Customer / pipeline list



COMPETITION

Details in brief on the Competition with the names of the Key Players and their Brands

Analysis of the Risk related to the Competition that you may likely encounter.



TOTAL PROJECT BUDGET

*Product- Project costing and Projection of the sales
and ROI (Return on Investment) – Financial plan*



COMMERCIALIZATION PLAN

*A brief report to be developed in this section consisting with the following sections:
Techno- financial USPs of the Product (s) planned out of this proposed project- typical product.*

Basic Modalities/ Approach for acquiring the estimated Market and its plan

*What products or services will compete with the product/ solution to be developed?
How will the product or service that the project aims for stand out from the competitors?*



FINANCIALS

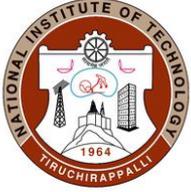
Financials during the incubation Period
Period of incubation months

Revenues during incubation

Costs during incubation

Net Burn

Sources of Funds Own Borrowed
(if borrowed give details)



WHY INCUBATE AT CEDI

*Give reasons for choosing CEDI for incubating
your business*