



## NAME OF THE VENTURE / COMPANY

Provide a description of the business proposition and its usefulness to mankind, in one sentence.



## THE CORE TEAM

Names with brief background and proposed roles of core team members, highlighting the key member who conceived this idea / identified the problem & its solution



## **OBJECTIVE OF THE PROPOSAL**

*Mention the objective being attempted to be accomplished through this project*

## **A brief OVERVIEW of the entire proposal**

*Description of the PROJECT; it might be a product/technology/service that is intended to be developed through this proposal in INDIA. The key issues required for the solution that is addressed by this proposal. Mention related risks and mitigation ideas*

## **SECTOR/THEMATIC AREA/DOMAIN**

*Describe the implementation, Application area of work and the interdisciplinary domains involved in the project proposal.*



## **INNOVATION contained in this project proposal**

*Specify and explain the details of Innovation, Technology Readiness Level (if it is a new technology), compare your project with the current technologies available in the market*

## **Proof Of Concept/MATURITY of the Concept proposed**

*Specify and explain if there is any background/existing patent available that compares with this project.*

*Provide Experimentation details and Data captured for this Project along with its Comparison to present/baseline scenarios.*



## PRODUCT/ TECHNOLOGY READINESS

Describe the readiness level of the product – migration from Project to Product, (functionality, features, architecture, with photographs of product/prototype)

In case of any installations carried out at site, reference documents or customer's (or user's) comments regarding usefulness of the solution shall be provided.



## **BUSINESS MODEL AND REVENUE MODEL**

Provide details on the proposed business model/ strategy, implementation, value proposition to customer and the plans to get market acceptance which shall ensure sustainability & growth.

Provide Insights on the revenue model, streams of revenue and plans to manage revenue



## FINANCIAL PROJECTIONS

*Expected revenue, budgeted expenses for a period of 3 years or atleast for year 1*



## STARTUP EXPENSES( *for the first two years*)

Cost of facility, cost of material, cost of infrastructure, rentals, cost of staff (payroll), statutory expenses etc





**Market Study and Analysis - Sales forecast**  
**(for the first 6 months in business)**  
**(for 12 months in business)**  
**(for 18 months in business)**

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

If it is a new concept then work out the estimated market

Should contain total market size and how much of market share one plans to capture in Year 1, etc.,  
It should also contain competition information as well, as to who are all the players in similar product segment and their market share.  
How does one propose to capture the market share and how does their product differentiates in the market.



**Cash flow statements**  
**(for the first 6 months in business)**  
**(for 12 months in business)**  
**(for 18 months in business)**



# BREAK-EVEN ANALYSIS



## Financial ratios



## 12-Month Profit and Loss Projection

examine revenue, cost of sales, gross and net profit, operating expenses, industry averages and taxes



# COST OF GOODS



## TOTAL PROJECT BUDGET

*Source of Fund* – Indicate the sources and its value and distribution

*Summarise key financial elements from all previous slide and present it as a capsule, for quick reference before conclusion of the presentation*



## **FUND REQUIREMENT from CEDI if so how much with time line.**

*Give breakup of investments expected from CEDI for incubating your business.*





## **REPAYMENT SCHEDULE**

(after 24 months of incubation period)

Indicate the amount of money as loan and  
amount of money towards equity

How you plan to settle