

Ideas need to be submitted highlighting the following information where ever required in the application:

1. What is the problem you are solving, please describe?
2. Explain the solution proposed?
3. Describe the product/service
4. Identify the sector to which the product/services relates to?
5. What is the unique/innovative /competitive aspect of the product/service?
6. Please let us know, the market target customers positioning of the product.
7. Please explain the business plan from seeding, development to commercialization
8. Background of the person who all are part of the team working on the project
9. Please explain the detailed economics, funding requirement expenses income plan over the next 5 years after start Please attach the Product/ service documentation.

Sr No.	Ideas needs
1	Background for getting the idea? a. Who is it for? b. What will it do? c. Which are the potential markets? d. Any unique features? Explain? e. Is there enough demand? f. Can customers afford it? g. Why will they buy it? h. What is your motivation for doing it? (Statement of Purpose)
2	Is it a new concept? a. If no, what kind of competition is existing? What are they offering? How is your product/ service going to be different/ unique? b. If yes, how can you stop competitors from introducing similar offerings?
3	How are you going to sell your product or service to potential customers?
4	How frequently will customers make "repeat purchases" of your product or service?
5	How simple or complex will the idea's execution or implementation be? What are the risk factors involved in executing the idea?
6	How soon could the idea be put into operation?
7	What is the break-even point and estimated time-frame? Having deducted your costs what "margin" can you make on your product or service?
8	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)?

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