

Personal Details

1. Name of person presenting :
2. Email Id :
3. Telephone Number :
4. Address :
5. City:
6. State:

Industry most relevant to your Idea:

1. IT/ITES
2. Internet
3. Telecom
4. BPO/KPO
5. Mobile/internet and new media
6. Biotech and Pharmacy
7. Healthcare
8. Education
9. Travel and tourism
10. Non profit Non governmental Organization
11. Social cause
12. Cleantech/Alternative energy
13. Agriculture
14. Others : please specify _____

Products and services:

- Define the product :
- How does it work?
- Who is the targeted customer?
- Differentiating factors of your product from competitors?

Market Analysis: Potential of your product to be successful?

- What is the size of the current market?
- What need will your product/service fulfill?
- What are the risks that you foresee? How will you mitigate these risks?
- Competitor analysis? (An analysis based on the basis of strength , weakness, opportunity and threat is required for each)

Sales strategy: how will the product reach the customers?

- Marketing Strategy (define price point, partnerships, distribution channels etc.)
- Product/ service strategy (process of manufacturing the product or providing the service, targeted production capacity as per three years projection)

Financials

- Financial Information (Projected sales, operating expenses, break even point, expected gross margin and net profit) Kindly include a three year projections.
- How much equity/share are you using in lieu of your investment you require?
- Plan for the use of the investment?
- Why should an investor invest in your business? What return can he expect?

The Team:

Why is your team suited for this venture?