

BUSINESS PLAN- TEMPLATE

Business Plan must be submitted in English with the following information:

1. PROJECT OVERVIEW

- ✓ *what is the innovation*
- ✓ *product or service – USP/Entry barriers*
- ✓ *market or utility of the product/service*
- ✓ *present status(cost incurred/physical status)*
- ✓ *expected project cost/means of finance with breakup*
- ✓ *revenue model & pricing*
- ✓ *scalability/opportunities*

2. PROMOTER(S) & TEAM

• Chief Promoter(s)

- ✓ *detailed profile of promoters:
Age, Academic/professional qualifications, previous employments, business /professional experience, Contact details etc.*

• Key team members profile

- ✓ *Name, Age and contact details*
- ✓ *Academic Background*
- ✓ *Role in the Project, value addition to the project*
- ✓ *Professional Experience (Knowledge / expertise in business management, Knowledge / expertise in technology and the technological aspects of proposed solution, Knowledge / expertise of the market or business segment)*

3. PROJECT DESCRIPTION (PRODUCT/SERVICE)

In this section applicant should present complete information on the solution (product or service) to be developed in order to facilitate proper, professional assessment.

- ✓ *degree of innovation*
- ✓ *technical feasibility*
- ✓ *unique selling point*

- ✓ *entry barriers for similar projects/early bird advantage*
- ✓ *anticipated competition/substitute products or services*
- ✓ *social relevance / benefit to end user*

4. STAGES OF DEVELOPMENT / IMPLEMENTATION

- ✓ *concept*
- ✓ *developing functional prototype*
- ✓ *finished functional prototype*
- ✓ *finished product*
- ✓ *finished product with revenue*

Applicant must present a brief description of the solution / project stage of development, including information on testing, pilot project, number of users, clients and other information applicant deems relevant.

5. BUSINESS MODEL

In this section applicant must present the project's business model necessarily encompassing the following items.

- ✓ *Customer segment/ Target Audience*
- ✓ *Relevance of the product/service identified w.r.t the size of the target market*
- ✓ *Value proposition, or the product's contribution to end users*
- ✓ *Delivery channels, the way the product or service will be used or consumed*
- ✓ *Customer Relationship, the way the solution manages relationship with customer segment*
- ✓ *Key Activities*
- ✓ *Key Resources, financial, human and material, etc*
- ✓ *Scale: possibility to replicate the solution and produce/manufacture it in commercial scale*
- ✓ *Clarity of the value proposition designed for the product/service and of the target- customer segments*
- ✓ *Clarity of the commercialization and distribution channels for product or service*
- ✓ *Target-market's size, relevance, business attractiveness and entry barrier (including regulatory constraints, business competitors, etc.)*
- ✓ *Competitive advantages vis-à-vis similar solutions*

6. REVENUE MODEL

- ✓ *pricing*
- ✓ *identified revenue streams*
- ✓ *inputs cost - materials, consumables, other direct cost*
- ✓ *manpower cost*
- ✓ *marketing expenses*
- ✓ *indirect expenses/administrative cost*

7. FINANCIAL ASPECTS

- ✓ *project cost & means of finance with breakup details*
- ✓ *amount sought*
- ✓ *proposed utilization of funds*
- ✓ *other funding sources*
- ✓ *financial projections, IRR, payback*
- ✓ *cash flow*
- ✓ *Exit options*
