

DTU INNOVATION AND INCUBATION FOUNDATION

[Pursuant to sub-section (2) of section 7 of the Companies Act, 2013 and rule 8
the Companies (Incorporation) Rules, 2014] *promoted by*

DELHI TECHNOLOGICAL UNIVERSITY

(Estd. by Govt. of NCT of Delhi vide Act 6 of 2009)

(Formerly Delhi College of Engineering)

PROPOSAL (Format)

Information of key contact person:

Name:

E-mail:

Website (if any)

City and Country:

Mobile number:

Landline Number:

DTU Student/ Faculty/ Alumni/Non DTU (with complete address):
(Please provide full details)

Brief overview of the plan:

Plan/company name:

Industry (choose one) from the following:

- Customer internet and information services
- Mobile applications (products and services)
- Software products, including web applications
- Emerging Market Technology
- IT, ITES, BPO, KPO
- Others

Startup Proposal Summary: (A hundred word description of your Startup) :

Broad overview of the plan:

Company name (If existing or proposed in future):

Industry

Startup Summary: (A broad description of your startup nearly 300 words) :

Proposed revenue size:

USD/ Rs	
Pre-revenue	
< 500,000	
500,000 - 2000,000	
2,000,000 - 5,000,000	
> 5,000,000	

Amount of funding required (if applicable) : USD / Rs. _____

[Please provide details in not more than \(4-5\) pages.](#)

Brief Startup business description

No more than one paragraph to describe your business and the business opportunity. If it takes more than a paragraph to describe your business, perhaps you need to revisit the drawing board. The simpler the message, the quicker you will draw investor attention.

Type here

Team

This section should answer the question 'Why is this team/entrepreneur best suited to implement this Startup business opportunity'. Keep it simple. Include educational qualifications and work experience.

Type here

Who is your customer. What is the issue/pain point that your product/solution will address

This section will reflect the clarity of your thinking about your business opportunity. Be precise and succinct.

Type here

What is the size of the market opportunity

Please describe the size, addressable market for your business, and outline key qualitative trends in the marketplace that either increase or decrease the relevance of your solution. (While describing market size please include overall market size as well as the part of the value chain addressed by you)

Type here

Product/Technology Overview

Highlight the uniqueness of the technology and application (not technical details of the solution).

Type here

What is the value proposition

Who is going to buy your product/service and how much they would pay for it. Why would consumers choose this over others? Remember to articulate the key differentiators in customer benefits, not an internal perspective on technology superiority.

Type here

Startup Business model / financial model

Business Model: This is about how you will make money from this business opportunity (example who will pay you, who will charge the customer, how, when etc.)

Financial Projections: Provide next 2 year quarterly financial projections and provide an estimate of the 5 year financial projection. Cover revenue, cost, gross margin and net cash flow.

Type here

Sales and Marketing model

How are you going to market and sell your products/services (Go to Market Model). What capability does the team have and plans to build to take the offerings to the market. What partnerships are critical to your Startup business. What is the current status of customer and partner pipeline.

Type here

Competitive landscape

Describe your current business and your future competitors. What is your plan to be ahead of your competitors? Remember that competition is not just those providing a similar solution to yours, but all those addressing the same customer needs through variety of directly or indirectly business approaches.

Type here

Risk factors to execution

What are the market risks, financial risks, business model risks, execution risks, etc. that may hamper your plans?

Type here

Funding objective and use of funds

Describe how much money you want to raise and what you intend doing with these funds.

Type here

Fundraising history and investors, if any

Mention previous investment history including year, amount and investors.

Type here

References (Please provide details of two persons with their contacts: mobile, email, landline and complete address)

Type here