



GANESAN INCUBATION AND ENTREPRENEURSHIP CENTER

(Section-8 not for profit company and registered under Indian Companies Act 2013.)

Address - Aarupadai Veedu Institute of Technology (AVIT) Campus

Vinayaka Mission's Research Foundation – Deemed to be University

Vinayaka Nagar, Rajiv Gandhi Salai(OMR), Paiyanaoor – 603014, Chennai, Tamil Nadu, India

Application form

Part-I

1.	Name/Proposed name of Start-Up/ Company	
2.	Focus Area (* If business entity has not been formed yet, please indicate the name of the Co-Founder of the startup)	
3.	Name of Lead Entrepreneur (A separate resume may also be attached)	
3.a	Full Name:	
3.b	Age:	
3.c	Mobile:	
3.d	Email:	
3.e	Postal address / Residential Address:	
3.f	City:	
3.g	State:	
3.h	Postal code:	
<u>4.</u>	Are you a stakeholder of AVIT/VMRF?	
<u>5.</u>	If Yes. Please Tick the following	
	Student a) Reg.No b) Department c) UG/PG d) Batch e) Current studying Year f) Specialization	
	Alumni a) Reg.No b) Department c) UG/PG d) Batch e) Current studying Year f) Specialization	
	Faculty a) Employee ID b) Department c) Name of the Institute d) PG/Ph.D Qualification e) Specialization	

	<p>Staff</p> <ul style="list-style-type: none"> a) Employee ID b) Department c) Name of the Institute d) UG/PG Qualification e) Specialization 	
	<p>If No. Describe yourself with Education details and working experience (with in 100 words)</p>	
	<p><u>About Your Business</u></p> <ul style="list-style-type: none"> a) Product b) Service c) Technology Used 	
	<p><u>Stage of Your Business</u></p> <ul style="list-style-type: none"> a) Idea b) Pilot Stage c) SEED Stage d) Pre-Revenue e) Growth Stage 	
	<p><u>About your Team</u> (Also include CV of all the Promotors) <u>Details of Your 2nd Co-Founder</u></p> <ul style="list-style-type: none"> a) Full Name: b) Date of Birth: c) Mobile: d) Email: e) Expertise: f) Years of Experience: <p><u>Details of Your 3rd Co-Founder</u></p> <ul style="list-style-type: none"> a) Full Name: b) Date of Birth: c) Mobile: d) Email: e) Expertise: f) Years of Experience: 	

Part-II

Problem Statement & Solutions

1) Problem addressed:

- 2) What is the problem/ pain point you are trying to solve?
- 3) What is your proposed solution to address the problem?
- 4) How, in layman terms, does your solution work and help in solving the problem?

Customer Segment

- 5) Who is your customer? Who will write the cheque to buy your solution?
- 6) Is your end customer the same as the person whose problem you are looking to solve? If not, describe the association between your customer and final beneficiaries of your solution.
- 7) How many customers did you talk to in order to validate the problem and your solution?
- 8) - Customer metrics
 - From inception – till date
 - last 1 year
 - In 6 months
 - In last 3 months
- 9) Summarize the feedback received (mention name and affiliation of the people you've reached out to along with their feedback).

Product/Services & USP

- 10) Describe your product/ service, with focus on the technology component (include schematics, flow charts, screenshots, etc.)
- 11) Why is the technology needed? Why do you think your solution is technically feasible?

12) What are the current solutions available to the customer to solve the problem?

13) How is your solution better than the existing solutions? How is it unique?

- Technology/Service/Product

14) - Business Model

Market

15) Market Size:

- What is the potential market size?

- Give any data to validate your target market size.

16) Competitors: Who else is addressing the same opportunity ? How big are they?

Give a comparative table (between your company and other similar players) on the value propositions

17) What is the differentiating factor? How will you ensure that competition does not catch up quickly? (business sustainability plan)

18) What are the entry barriers?

Go to Market Strategy

19) Describe in detail how you plan to reach your target customers, capture market and maintain competitive advantage

Distribution channel

Key partners

Key activities

Key resources

Cost structure

20) What's your cost structure?

21) Where do you spend the most / anticipate to spend the most?

Revenue model/Pricing

22) Where will the revenue come from?

23) What is your pricing model?

Status of work already carried out

24) **Development work done so far**, including:

25) What stage is your Startup in?

26) -Current status of the solution (status on product development, validation etc.)

-Involvement of AVIT/VMRF, external institutes and/or industry

-Consultation of experts / mentors

-Patenting of innovation

Road map and Funding requirements

27) Timelines/Milestones for the next 1 year accompanied by resource and financial projections for the milestones. Provide cashflow for 1 year

28) Proposed costs (indicate financial requirements for the same)

29) History of any funds/ investments raised.

Support/Requirement from VMRF and GIEC

30) Business Consulting service

31) Marketing Consultancy

32) Prototype Development

33) Administrative Advisory services (Financial/Legal)

Details of the startup with MSME and DPIIT registration