**SPPU Research Park Foundation**

Incubation Application

**Basic Information**

|  |  |
| --- | --- |
| Applicant Name |  |
| Applicant Address |  |
| Mobile Number |  |
| Email I.D. |  |
| Is the Company Formed already? |  |
| If Yes: Company Name |  |
| Type of Company |  |
| Company Registration No. |  |
| Year of Establishment |  |
| Team Member Details |  |

Project Details :

|  |  |
| --- | --- |
| Title of the Project/Service |  |
| Brief Description of Idea |  |
| Mission Statement |  |
| Features of the Project/Service |  |
| Benefits of the Product/Service |  |
| Unique Selling Proposition of the Product/Service |  |
| Market in which you intend to launch the product (Geography) |  |
| Market Size of the product/service category |  |
| Who is your target customer |  |
| Market Opportunities |  |
| Key Characteristics of the Market |  |
| What is your Pricing Model |  |
| How will your product/service reach the end customer |  |
| Marketing Sub-Plan |  |
| What is your Marketing Budget |  |
| Have you created your promotion plan |  |
| Have you made plan for production of your product |  |
| Have you identified expertise required for your business? |  |
| Do you have people the team who can operationalize your business?  If not, what is your plan to fill the gap |  |
| Have you identified operational risks in your business? |  |
| What are your key assumptions while making your financial projections? |  |
| Have you created your Income and Expenditure statement? (Please attach) |  |
| Have you created your Cash flows? (Please attach) |  |
| What is the working capital required for your startup in year 1 ? |  |
| When will you start getting returns in your business? Time of Breakeven? |  |
| What is the innovation in your product/service? |  |
| Product or Service Description |  |
| Business Plan |  |
| Industry Analysis |  |
| Competition Analysis |  |
| Swot Analysis |  |
| The Budget |  |
| Milestone Schedule |  |

The above are pointers. Please make detailed proposal on the pointers.