



BUSINESS PLANNING AND DEVELOPMENT-BIRSA
AGRICULTURAL UNIVERSITY (BPD-BAU) SOCIETY

Application for membership in BPD-BAU Society

| | |
|---------------------------|-------------------------|
| Founder 1: | (first name, last name) |
| Founder 2: | (first name, last name) |
| Name of the Organization: | |
| Project name: | |

Please describe your start-up project generally understandable and as concisely as possible (maximum 10 pages, font-size 10). Answer each of the following categories according to your current knowledge. Leave out general statements to the economic situation.

Contact Details

| | |
|--------------------|--|
| Address | |
| Telephone / Mobile | |
| Fax | |
| Email | |
| Web | |

Membership Details

| | |
|--|--|
| Self Help Group / Federation / Co-operative / NGO | |
| Individual Farmer / Start up Firm | |
| Pvt. Ltd. Company / PSU (with less than ₹1Crore annual turnover) | |
| Pvt. Ltd. Company / PSU (with annual turnover between ₹1 Crore and ₹5 Crore) | |
| Pvt. Ltd. Company / PSU (with more than ₹5 Crore annual turnover) | |

(Select the relevant category)

All italics written questions should help you to find the right answers.

1. Pitch Definition

(Describe in max. 300 characters what your idea / project does or will do)

2. Concept of Product/Service

(What is new about your technology? Which problem solves your project / idea? How innovative is your idea compared to today's solutions? What is your main application? etc.)

3. Founder Profile

(Project specific skills, references, business skills etc. A detailed CV should be attached).

4. Potential Market / Market Segment ("your market")

(Who is your customer? How big is the market? Is the market growing or saturated? Is the market already profitable? Please indicate sources of information by using footnotes.)

5. Expected Benefits/ Additional Benefits for Potential Customer

(How will your future customers profit from your idea? What do they specifically get out of it?)

6. Competition in this Market

(How many providers are already in this market? What are the key factors for a success? Are there any entry barriers for new provider? How can you characterize your competition? How much lead / advantage do you have compared to your competitors? How fast can they offer a comparable solution? What price can be achieved? Please indicate sources of information by using footnotes.)

7. Unique Position / Positioning

(How does your planned company differ in a sustainable way from your competitors? How should you position yourself compared to your competitors? If you have to explain to somebody in one sentence what you are doing, how would you describe it?

8. Development Stage / Plan

(In which stage of development is your technology? Is there already a pilot project? Do patents exist? What kind of developing steps are still necessary to be ready for the market (technological, business plan)? What are the most important technological risks? Outline your planned project steps during tech2b) and also the time frame

9. Financial Details

Actual Investment

Source of Funds
(Debt / Equity / Grant etc. Investor details)

Share holding pattern
(Name & Percentage)

Future Investment Plan
(If any please give details)

10. Property Rights

(Who has the intellectual property rights of the idea? Who is the owner of the product / development?
Do you have the necessary utilization rights?)

11. Requirements of Incubation

A. Infrastructure & Facilities

Office

(Space in Sq. Mts & specifies A/c, Non A/c, Shed)

Laboratory & Infrastructure

(Biotech / Molecular / Bio control / Cold Store / Green House etc.)

Facilities

(Telephone / Internet etc.)

Others

B. Technology Consultancy

(Scientific Consultancy / Tech Transfer etc.)

C. Other services Required

(Business Development / Training / Funding etc.)

12. Enclose the following

- ID Proof (Household Card / Driving License / Pan Card / Passport)
- CV of the founder
- Company Registration details
- Last one year IT Returns
- Brochure/Testimonials

13. Declaration

I declare that all the information stated in this application and the attachments are true.

Date:

Signature:

Name:

Designation: