

Incubation Process**Application Form****Basic Information**

Applicant Name	
Applicant Address	
Mobile Number	
Email Address	
Is the Company formed already?	YES NO
If Yes, please provide Company Name	
Type of Company	LTD, LLC, Partnership
Company Registration No.	
Year of Establishment	
Team Member(s) Details	1.

Project Details:

Title of the Project/Service	
Brief Description of Idea	
Mission Statement	
Features of the Project/Service	
Product or Service Description	1.

Benefits of the Product/Service	2.
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	
What is your Pricing Model	•
How will your product/service reach the end customer	1.

Market Size of the product/service category	<ul style="list-style-type: none">
Who is your target customer	
Market Opportunities	
What is your Pricing Model	<ul style="list-style-type: none">
How will your product/service reach the end-customer? Please describe your channel distribution strategy	<ol style="list-style-type: none">
Marketing Sub-Plan	<ol style="list-style-type: none">
What is your Marketing Budget	<ul style="list-style-type: none">

<p>Have you already created a promotion plan</p>	
<p>Do you have an existing plan for manufacturing your product – for tangible products only!</p>	
<p>Have you identified any additional expertise required for your business?</p>	
<p>Do you have people on the team who can operationalize your business?</p> <p>If not, what is your plan to fill the gap</p>	
<p>Please detail the potential operational risks in your business</p>	
<p>Describe your key assumptions employed while defining your financial projections</p>	<p>1.</p>
<p>Have you created your Income and Expenditure statement? (Please attach)</p>	

Monthly Compliances Fees																			
Legal Fees																			
Travelling & Conveyance																			
Electricity, Gas, Water																			
Office Expenses																			
Internet/ Mobile																			
Repair Maintenance																			
Etc - other recurring monthly exp																			
TOTAL SG&A EXPENSE (Fixed Cost)																			
EBIT (Earning Before Interest & Tax)																			
INTEREST																			
INDIRECT TAXES (GST @ 5%)																			
DIRECT TAXES (Income Tax @ 30%)																			
NET PROFIT																			

Industry Analysis Worksheet

Competitor	Competitor 1	Competitor 2	Competitor 3
Unit Price			
Benefits/ Features			
Location			

Market strategy			
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Competitive Analysis Worksheet

For each factor listed in the first column, assess whether you think it's a strength or a weakness (S or W) for your business and for your competitors. Then rank how important each factor is to your target customer on a scale of 1 to 5 (1 = very important; 5 = not very important). Use this information to explain your competitive advantages and disadvantages.

FACTOR	Competitor 1	Competitor 2	Competitor 3	Importance to Customer
Products				
Price				
Quality				
Selection				
Service				
Reliability				
Stability				
Expertise				
Company Reputation				
Location				
Appearance				
Sales Method				
Credit Policies				

Advertising				
Image				

SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering				
Brand/ Marketing				
Staff/HR				
Finance				
Operations/ Management				
Market				

Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.

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Based on the information above, what are your immediate goals/next steps?

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Based on the information above, what are your long-term goals/next steps?

The Budget

Sr. No	Particulars	Q 1	Q 2	Q 3	Q 4	Total Fund Required
1	Cost/Expenses towards Technology Development/ Innovation Refinement <i>Sub Items:</i>					
	i) Innovation Refinement					
	ii) Computer and Printers					
	iii) Logo and Website design					
	iv) Furniture and other setup					
	v) Constructions of Plant (Shed)					
vi) Manufacturing & Machineries						
2	Cost and Expenses towards Market Research and Pilot Study for Product-Market Fit					
	i) Hiring marketing consultant					
	ii) Pilot Study					
	Cost towards IP Filing & Management					
	i) IP filling					
	ii)					
	iii)					
4	Cost towards Monthly Rental Fee and Services and Mentorship support at the Incubation Unit					
	i) Monthly rent					
5	Cost towards Start-up Registration & Consultation					

	Fee					
	i) Company registration					
	ii) Consultation fees					
	iii)					
	Grand Total					

Timeline/ Milestones (for one Year)

Sr. No.	Major Activities	Time Period (Weeks/Months)	Milestones
1.	Innovation refinement and finalizing the product		
2.	IP filling and Management		
3.	Company registration and Market research		
4.	Construction of company and Developing infrastructure and customization of machinery		
5.	Production		

Evaluation of Application

1. Presentation for 15mins to be evaluated by Jury
2. Evaluation Criteria-

- Idea
- Innovation
- Scalability

Selection

After the selection, the incubatee will be given 2 months to register a Pvt. Ltd. Company, in case not done already.