



**KPR Institute of  
Engineering and  
Technology**

Learn Beyond

(Autonomous, NAAC "A")

# KIC

**KPR Incubation Centre  
Detailed Business Plan**

<b>PREAMBLE</b>	<b>1</b>
<b>VISION AND MISSION</b>	<b>2</b>
<b>CORE STRENGTHS OF THE HOST INSTITUTION (KPRIET)</b>	<b>3</b>
<b>REGIONAL INNOVATION ECOSYSTEM AND NEED FOR KIC</b>	<b>4</b>
<b>FOCUS AREAS OF INCUBATION CENTRE</b>	<b>5</b>
<b>INCUBATOR SERVICES AND PROGRAMS</b>	<b>7</b>
<b>INFRASTRUCTURE SUPPORT</b>	<b>9</b>
<b>KIC's MARKETING STRATEGY</b>	<b>10</b>
<b>FINANCIAL SUSTAINABILITY AND REVENUE GENERATION MODEL</b>	<b>12</b>
<b>LEGAL STATUS OF THE KIC AND GOVERNANCE POLICY</b>	<b>14</b>
<b>COMPOSITION OF THE HEAD</b>	<b>15</b>
<b>POLICIES AND PROCEDURES</b>	<b>16</b>
<b>BUSINESS PLAN TEMPLATE</b>	<b>23</b>
<b>Annexure-1 APPLICATION FORM FOR STARTUPS</b>	<b>24</b>

# PREAMBLE

KPR Institute of Engineering and Technology has launched an incubation centre (KIC) to handhold aspiring entrepreneurs and provide facilities and assistance to start, incubate and successfully run businesses that involve innovation, societally important and environmentally relevant technologies. Incubatees will be provided facilities and services such as office and workspace, communication and computation facilities and uninterrupted power supply and water etc. in addition to offering mentoring, counselling and training. To start with, the KIC will focus on Small businesses (existing and startups) that have a potential for growth.

## VISION

To create an ambience to help young entrepreneurs with potential to initiate and grow in business that involves innovation, sustainable and socially relevant technologies.

## MISSION

- Provide Business Development Assistance, Networking and relationship support
- Inculcate sound entrepreneurial and start up culture among students
- Create appropriate Infrastructure for startups
- Mentoring, counseling and training in the domains of research, product development, technology, finance and marketing

# CORE STRENGTHS OF THE HOST INSTITUTION (KPRIET)

- State of the art laboratories and testing arena
- Pool of intellectual resources such as students, faculty, researchers and alumni  
Association with successful entrepreneurs
- Very good working relationships with CDAC, NASSCOM, ICTACT, CODISSIA, NSDC, MSME and CII to assist in technological advancements.
- Academic Association with several institutes of repute in India and abroad
- A registered presence in the Industrial Community in the region, state and beyond due to its Brand Name.
- KPR group has successfully established and is running Integrated Textile Mills, Sugar Mill, Wind Turbines, and Automobile Retailing etc.
- The strong and successful KPR group is also well placed in the public space due to their philanthropic contributions to the society.
- Easy access to the general community in the region. This can be leveraged for developing community centric technology enhancement programmes.

# REGIONAL INNOVATION ECOSYSTEM AND NEED FOR KIC

It is a matter of concern that despite a favorable industrial climate in this region, less than 5 % of the educated youth only are willing to become full time entrepreneurs. This stems from lack of confidence and fear of failure. The youth are technically knowledgeable and if given the right encouragement, can be great innovators and business persons. This centre seeks to provide an ambience which will help them overcome these hurdles and eventually serve the nation as good job providers rather than job seekers.

By studying the successful business models developed abroad, and through assessments of what regional entrepreneurs need to be successful, we have identified the following constituents of a startup and innovation ecosystem, which are largely missing or underdeveloped in Coimbatore ecosystem.

- Lack of Business Environment / Culture among technically qualified youth
- Lack of awareness on Entrepreneurship and Innovation
- Confidence building among youth
- Availability of space (Real Estate) and Equipment
- Access to experienced knowledge partners and Networking
- Availability of Finance
- Support for Entrepreneurship
- ICT infrastructure (Wireless and Wired-line)
- Institute Support
- Training Programs

Hence it is necessary to widen the entrepreneurial culture in this region, especially among the qualified youth and also among all the societal stakeholders including the existing entrepreneurs. A strong and diverse network of other entrepreneurs, mentors and investors help all to share ideas, access resources, receive encouragement and advice, triumph over barriers, and learn about new opportunities which can be made possible through the centre.

# FOCUS AREAS OF INCUBATION CENTRE

## Information & Communication Technology (ICT)

The Coimbatore city is the second largest software producer in Tamil Nadu, next only to Chennai. The IT industry in Coimbatore is nascent compared to its textile and manufacturing industries. Coimbatore is also emerging as an IT and BPO city. It is ranked in the 17th place among the global outsourcing cities. With the ICT industry in the upswing coupled with the large technology-oriented manpower availability, the proposed centre will attract a large number of new generation entrepreneurs willing to initiate their startups.

## Manufacturing and Engineering

Coimbatore city is rightly called the Industry Hub of Tamil Nadu. Coimbatore houses a large number of small, medium & large textile mills. The term "Coimbatore Wet Grinder" was given a Geographical indication for wet grinders manufactured in Coimbatore and Erode. Coimbatore is also the home to a common facility for the manufacturers of wet grinders and Pump manufacturers. It is also called the Pump City of India. The motor and pump industry supply two thirds of India's requirements, while its wet-grinder industry has a near monopoly.

The city also houses numerous jewellers engaged in jewelry exports. Major Wind Energy Companies are located in and around Coimbatore. The City houses large number of small-scale engineering companies. Despite such a manufacturing base, the facilities available for creating new ideas, incubating them and converting them into successful business is not adequate. The proposed centre will bridge the gap.

## **Water, Sanitation and Solid-Liquid Waste Management**

The ever expanding industries, educational institutions, population, health care and other facilities in the city and its surroundings have resulted in the generation of large volume of solid, liquid and gaseous wastes. This has become a huge challenge for the city and district administration. The quality of groundwater and surface water are under severe stress. Novel methods of pollution abatement, water conservation and treatment are the need of the hour. Pollutants from mining, foundry, textiles and other engineering industries need to be contained by innovative methods of process modifications and treatment methods.

Sewage treatment and bio medical waste disposal facilities need augmentation. Technologies for recycle of water, energy recovery from municipal garbage and "Waste to wealth" schemes require added vigour to make the city Smart. The proposed centre will help launch newer possibilities and encourage private participation in the city building and development.

## **Technology Assistance for Rural Development and Differently abled Persons**

- To develop and provide community services for Rural development like e-Health services, e-Learning, Participatory decision making, Technology enabled farm specific Agriculture solutions, food quality and safety
- Develop technology and equipment to enhance the quality of life of differently abled persons.



# INCUBATOR SERVICES AND PROGRAMS

Incubator services and programs are meant to improve the probability of the successful development and growth of the client's business venture. Services offered by the centre can be broadly listed as below

- Business Development Assistance
- Networking and relationship support
- Curricular and co-curricular engagements and educational programs
- Infrastructural support

Business Development Assistance is the direct support provided to the incubatees from the time of enrollment till they separate after successfully establishing the business. The centre will provide or facilitate access to resources needed for starting the venture, evaluating the client's ideas, plans, resources and expertise required and developing a work plan will be an integral part of the centre's responsibility. This will be done periodically and the centre will advise the client on any change of plan.

Networking and relationship support is the active involvement of the centre in developing connections to resources that the clients might not have access. Mentoring through the developed pool of experts who have the requisite experience and expertise in the client's area will also be done by the centre. The centre will ensure feedback mechanisms to ensure that the mentors are adding value to the client.

The incubator should develop a team of quality professionals having technical and business expertise to support client businesses. The centre shall ensure that the experts are properly screened and selected. Such team of professionals comprising technologists, financial and marketing experts shall be integrated into an Advisory board. The centre will also develop capital and financing network of banks, venture capitalists, and corporate equity investors.

Curricular and co-curricular engagements and educational programs will be facilitated by the centre. The strength of KPRIET will be leveraged and access to academic experts will be provided. The clients will have full access to all the knowledge sharing platforms of the institution such as conferences, seminars and webinars and industry internships. Educational programs will also include the institute hosted, on site seminars of interest to the client, start-ups and entrepreneurship camps.

The incubator will host an annual seminar for experts and clients to update them about the challenges and rewards of the incubator. This seminar will be a networking platform for the clients, potential incubates and domain experts. A data centre and Library will be developed and clients will have full access.

Infrastructural support provided by the incubator will include Meeting / Discussion Room (s), Conference Room for use of clients, Co-Working Space with furniture, Individual working space with furniture, Cafeteria & other amenities, Space for makers' lab and analytical equipment, Fabrication of Lab Equipment, Internet, Networking and other communication facilities, Computers and Printers, IP support and uninterrupted power and water supply. These facilities can be augmented to meet specific client's needs. The lease package will be flexible to include or exclude certain facilities depending upon the requirement of the client.

# INFRASTRUCTURE SUPPORT

The proposed centre is envisioned to be multi thematic and hence will require different types of work space to house IT equipment, fabrication space, analytical equipment etc. In the ear marked space of 9815 square feet the following infrastructure is planned to be created in a phased manner

- Office for the Centre Head
- Meeting / Discussion Room (s)
- Conference Room for use of clients
- Co-Working Space with furniture
- Individual Working space with furniture
- Cafeteria & other amenities
- Space for makers lab and analytical equipment
- Fabrication Lab Equipment
- Internet, Networking and other communication facilities
- Computers and Printers
- IP support
- Uninterrupted supply of power and water

# KIC's MARKETING STRATEGY

The marketing strategy and support system will be specific to the target community. The overall marketing strategy will involve the following steps.

- Identify the target clients in the community
- Make a SWOT analysis
- Set methods for reaching out to the client
- Adapt different processes for Regional, State level and National level clients.
- Client feedback and recalibrate strategies.
- Good budgetary control.

Strengths	Weakness
<ul style="list-style-type: none"> <li>• KPRIET has state-of-the-Art infrastructure. (Labs, IT)</li> <li>• Offers 8 UG and 4 PG Programmes with several research centres and CoEs.</li> <li>• A vast pool of experienced faculty and vibrant students.</li> <li>• Research, Innovation and Entrepreneurial eco system</li> <li>• Industry driven Institute.</li> <li>• Interaction with National and International Institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• National &amp; International Visibility</li> <li>• Lack of large Industry collaborations.</li> <li>• Lack of awareness among local community about entrepreneurial and Innovation culture.</li> <li>• Lack of realisation on the need for taking risk.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Excellent Industrial Climate.</li> <li>• Expected Upswing in the economy post Covid</li> <li>• Make in India Programme</li> <li>• Coimbatore Smart City Programme.</li> <li>• Urgent need for green and sustainable production technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Perceived short-term uncertainties</li> <li>• International competition from low quality products.</li> </ul>

The focus of the proposed centre is to essentially serve the community and accordingly the target communities are well identified under clause 3 of the business plan. We propose to adopt community specific approach to reach out.

The outreach plan envisaged is as under

Location	Marketing Strategies
<p style="text-align: center;"><b>Local / Regional</b></p>	<ul style="list-style-type: none"> <li>• Press releases in local dailies highlighting the incubator and its services and benefits</li> <li>• Informational webinars, sessions, Ideathons and workshops</li> <li>• Meetings with relevant local organizations and associations</li> <li>• Personal communication with potential clients and small entrepreneurs</li> <li>• Advertising about the incubator space in appropriate forums</li> <li>• Newsletter on the progress of the incubator</li> <li>• Attractive, informative Web page</li> <li>• Participating in Trade shows, Exhibitions and meets</li> </ul>
<p style="text-align: center;"><b>State and National Level</b></p>	<ul style="list-style-type: none"> <li>• Press releases in State / National publications</li> <li>• Meetings at state/national level technology and business organizations and universities and colleges</li> <li>• Endorsements from statutory officials</li> <li>• Testimonials from state small business associations</li> <li>• Newsletter on the progress of the incubator</li> <li>• Attractive, informative Web page.</li> <li>• Participating in Trade shows, Exhibitions and meets</li> </ul>

# FINANCIAL SUSTAINABILITY AND REVENUE GENERATION MODEL

Our incubation centre will be lean and focus on delivering value to clients and stakeholders and the community. The intent of the sustainability model of the proposed centre is to create long-term sustainable operation that creates wealth and value for the local economy.

The sustainability model has three key stakeholders i) innovators ii) the facility and iii) the investors. An incubation agreement would be drawn up between the stakeholders which include the following:

- Income from client enterprises towards payment for facilities and services –The centre will charge the incubatee companies for infrastructure and service, seed loan and KPRIET IP in form of service charges and equity share.
- Returns through equity – sharing client's success by rising value of equity or royalty agreements on gross sales. An agreed portion of company shares will be in favour of KPRIET. Likewise an agreed portion of equity will be in favour of the mentor. It is made mandatory for the start-ups to select one faculty member from the institute who shall act as a mentor and guide the company on product development. However, they can also opt for an industry mentor from the centre's database.
- Seed loan – Charges for seed loan and KPRIET's Intellectual Property and probable donors
- Consultancy services through in-house accelerator
- Revenue from educational programmes such as Seminars, Workshops, Conferences etc.

As per the guidelines provided, the KIC's Initial equity will be fully utilized for creating the requisite infrastructure such as laboratories, analytical equipment, sector specific requirements and for conducting ideathons, workshops and seminars.

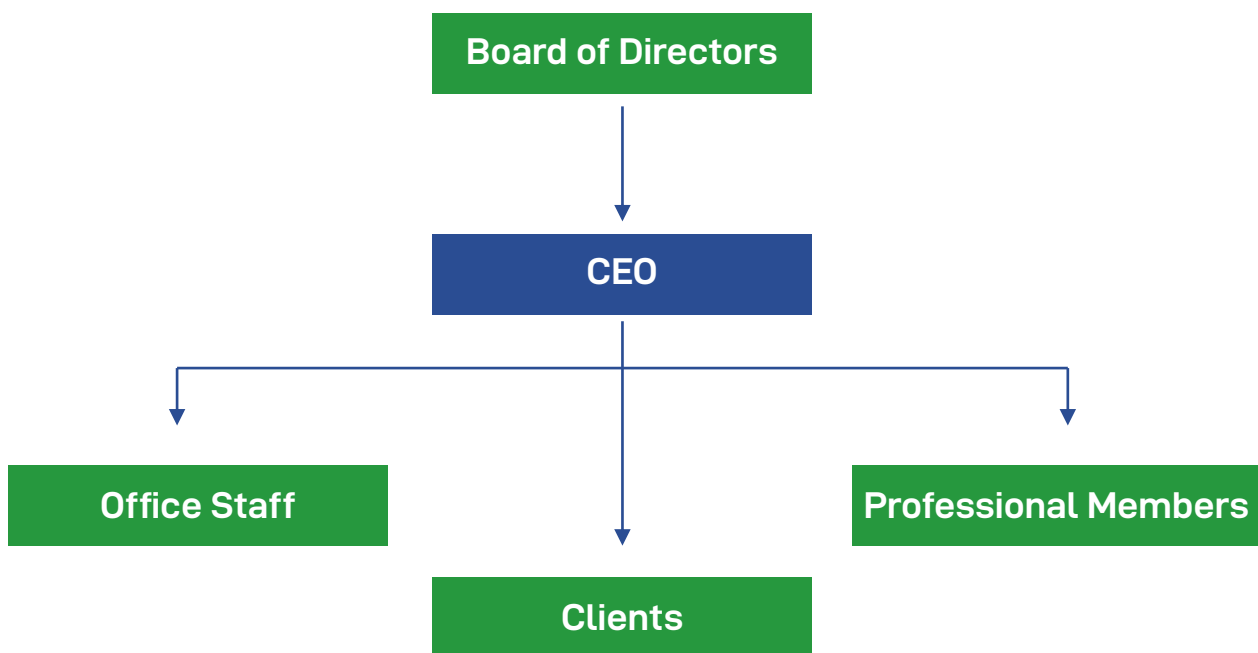
The following table provides the proposed expenditure plan. It can be seen that the asset creating expenses are dominant in the first two years. The expenditure on value added programs are more or less equally distributed.

Sl.No	Items	Amount (Rs. lakh)					
		Year 1	Year 2	Year 3	Year 4	Year 5	Total
1	Makerspace / Fab lab	10	10	3	3	3	29
2	Sector specific equipment	40	5	3	3	3	54
3	Ideathons	2	2	3	4	4	15
4	Workshops & Seminars	3	4	5	6	6	24
5	Capacity Building Programs	3	4	5	8	10	30
6	Outreach Events	2	3	5	8	10	28
7	Seed Fund	20	20	20	10		70
	<b>Total</b>	<b>80</b>	<b>48</b>	<b>44</b>	<b>42</b>	<b>36</b>	<b>250</b>

# LEGAL STATUS OF THE KIC AND GOVERNANCE POLICY

The centre will be registered as a company and will have an autonomous board. A full time CEO with the requisite office staff and key technical professionals will be in charge of running the centre on a day today basis. It will be a non-profit organisation with a motive of enhancing the economy of the community.

## Proposed team, board members and governance structure



The centre's board will have a fiscal oversight and govern the activities of the centre. The Board will consist of experts from Industry, Research organization, Local business community and Academic institutions. The clients will report to the CEO.



# COMPOSITION OF THE BOARD

The proposed composition of the board is enumerated below.

Sl.No	Domains	Numbers
1	Industry & Policy Makers	3
2	Academicians	3
3	Government Bodies	2
4	Investors	2
5	Consultants	1
6	Entrepreneurs	2
7	CEO (Member Secretary)	1

# POLICIES AND PROCEDURES

## 1. ELIGIBILITY

Any person desirous of availing incubation facilities has to incorporate a private/public limited company under the Indian Companies Act and apply in the prescribed format (Annexure-1) along with the required documents. No application for incubation can be entertained if the applicant has not incorporated a private/public limited company under the Companies Act. The companies promoted by the Faculty of KPRIET shall be governed by Faculty Entrepreneurship Policy as approved by the Institute. Companies that are promoted by students enrolled for full-time Degree at an educational institute shall not be eligible. However companies promoted by students are eligible to apply for incubation provided the student is not actively engaged with the company beyond any engagement which may be permitted by the Institute. A company if it is promoted by regular Government staff or employee shall be granted incubation only upon submission of "No Objection Certificate" from the competent authority or employer. However, companies having employees as shareholders are eligible to apply for incubation. Any company that is engaged or proposed to be engaged in imparting educational courses and/or training programs including vocational programs or is planning to undertake such activities during or after its incubation at KIC is not eligible for incubation and their application will not be entertained.

## 2. ADMISSION PROCEDURE

### **2.1: Submit Executive Summary or Business Plan**

As a first step in the admission process, the prospective company should submit an Incubation Application containing the business plan, Certificate of incorporation and Memorandum & Articles of Association. KIC shall present the executive summary to an internal review committee for comments on technical and business feasibility of the idea.

**Evaluation Criteria:** The following evaluation criteria will apply

- Strength of the product idea in terms of its technology content, innovation, timeline and market potential
- Profile of the core team/ promoters
- Intellectual Property generated and the potential of the idea for IP creation
- Financial/ Commercial Viability and 5 year projections of Profit & Loss Account, Balance Sheet and Cash Flows
- Fund requirement and viability of raising finance
- Marketing strategies
- Break-even period
- Commercial potential, demand and requirement in India
- Scalability

## **2.2: Presentation to Evaluation Committee of KIC**

If the initial evaluation of the business plan / executive summary is accepted, the applicant will be required to make a presentation on the Business plan to the evaluation committee constituted by KIC. The committee will communicate its decision to the applicant.

## **2.3: Research & Due Diligence**

KIC as deemed necessary will perform due diligence of the company, the management team, the industry, and current and future competitive elements facing the business. Any subsequent requirement/ information from the applicant will have to be furnished to KIC. KIC may at its discretion seek advice from various government bodies like CSIR, DST, MSME, etc.

## **2.4. Non-Disclosure**

KIC, KPRIET will adhere to strict confidentiality throughout the application process.

### 3. Infrastructure and Services of KIC

Upon admission to KIC, the infrastructure facilities detailed above in Business Plan will be offered to the incubatee on a chargeable basis with specific request from the incubatee. The applicable charges will be decided by KIC.

### 4. Mandatory Mentorship

One of the objectives of Incubation is to utilize the technical expertise and lab infrastructure of KPRIET. Thus every company that is offered incubation at KIC has to select one faculty from KPRIET who shall act as mentor of the Incubatee and guide the company on product development. The incubatee has to offer a minimum of 1% share equity to the mentor as a consideration of mentorship.

Industry Mentor: KIC has created a database of Industry mentors. Every incubatee company may select one Industry mentor within six months from the date of joining incubation centre. In case the incubatee opts for an industry mentor the incubatee company has to offer a minimum 1% of equity to the mentor as a consideration of mentorship.

### 5. Tenure of Incubation

Companies will be permitted to stay in the incubator for a period of two years. Two extensions may be granted for 6 months each at a time at the sole discretion of the Institute.

Exit: An Incubatee company will leave the incubator under the following circumstances:

- Completion of two years" stay (if no extension granted)
- Underperformance or non-viability of business proposition as decided by KIC on case to case basis
- Irresolvable promoter's disputes as decided by KIC on a case to case basis
- Violation of any KPRIET's policy

- When the company enters in an acquisition, merger or amalgamation deal or reorganization deal resulting in a substantial change in the profile of the company, its promoters, directors, shareholders, products or business plan.
- Change in promoters'/ founders' team without concurrence of KIC.
- Any change of more than 50% of equity ownership without prior approval of KIC.
- Any other reason for which KIC may find it necessary for an incubatee company to leave. Notwithstanding anything written elsewhere, KIC's decision in connection with the exit of an incubatee company shall be final and shall not be disputed by any incubatee company.

## 6. Periodic Assessment

The incubatee company has to submit an yearly audited statement of profit and loss account and unaudited quarterly statements about the activities. However, incubatees may be asked to provide more frequent updates to KIC.

## 7. Intellectual Property

Promoters should fill an IP declaration worksheet at the time of admission and declare the Intellectual Property developed and owned by the incubatee company.

1. In case the incubatee company is desirous of using the Intellectual Property of KPRIET like patents, software codes, copyrights, design registrations, developed products, etc. a prior request to KIC is to be initiated. The use of IP is solely on the concurrence of KIC. The terms and conditions for such IP licensing shall be decided by KIC as per recommendations of Technology Management Advisory Committee (TMAC).

2. The company shall notify the following to KIC

- Any students who have worked on the technology and if their work will be incorporated in the product(s).
- IP generated as a result of collaborative work with faculty members.

- Use of KPRIET infrastructure (hardware, testing setup, instrumentation, computing resources, processes) in developing the IP or technology that will go into the product(s).
- Commercialization of IP jointly developed with KIC.

3. The incubatee would have the option of first purchasing the rights of IP from KPRIET and then being incubated or assigning equity to KPRIET in lieu of direct payments to KPRIET. The incubatee would maintain the details of any IP (patents, licenses, copyrights etc) held by the company prior or during their stay at KIC. Notwithstanding anything written above, Intellectual Property Rights will be governed by the Intellectual Property Policy or Technology Management Advisory Committee (TMAC) of KPRIET.

## 8. Seed Funding

KIC may provide seed loans subject to the availability of funds/ grants/ schemes meant for this purpose. Seed loans will be sanctioned only to the registered companies and shall be based on merits of each company. Further, admission to KIC shall not automatically entitle the companies to seed loan. A company desirous of getting seed loan may submit an application for seed fund after three months from the date of admission in KIC. Sanction of seed loan will be decided based on the eligibility criteria as decided by KIC. It would be also subject to the terms stipulated as per the Seed funding Guidelines of KIC. One of the criteria for approval of the seed loan will be the contribution brought in by the promoters to the capital of their companies. Preference will be given to companies who already have some sources of revenue or some customer order booking. KIC will have sole discretion to sanction or reject an application for seed loan and the decision of KIC in this regard shall be final. KIC is not bound to give any reason in case an application for seed loan is rejected.

Though seed loan may be sanctioned at the time of approval of the proposal for admission, disbursement shall be subject to satisfaction of KIC that suitable progress has been made. Notwithstanding anything contrary contained herein the Seed fund sanction and disbursal shall be governed by Seed Fund Guidelines of KIC.

## 9. Consideration

KIC will charge the incubatees for infrastructure and services, seed loan and KPRIET Intellectual Property. This payment would be in the form of service charges and equity share as per following details. Liability free (paid-up) Equity of 3% equity would be assigned to KPRIET for providing incubation facility, infrastructure services in all cases. The Equity held by the incubatee companies shall be disposed by KPRIET as per the approval given by the Institute, based on recommendations of Technology Management Advisory Committee (TMAC) created by the Institute.

## 10. Annual Registration Fee

The incubatee company will turn out to be a legal member of KIC after enlistment and will be qualified for various benefits and facilities offered by KIC. The incubatee should pay a sum of Rs. 3000/- (Rupees Three Thousand only) to KIC towards the annual registration fee to be paid at the time of execution of this agreement and consequently within fifteen days of the beginning of each year counted from the date of the agreement and might keep on maintaining their enrolment as long as they are allowed by the Governing Body of KIC to have relationship with KIC as incubatee.

## 11. Conflicts of interest

In case of conflict of interests the decision of Institute shall be final and binding upon the parties.

## 12. Disclaimer

KIC does not guarantee to companies incubated about success and/or feasibility and warrantee of the technology transferred from KPRIET. KPRIET or KIC or any person representing KPRIET or KIC shall not be liable for any acts or omissions of the incubatee company. However, in case of any such event the incubatee company shall do all that is required to hold KPRIET or KIC any person representing KPRIET or KIC harmless from any loss including damage, penalty.

## 13. Agreements:

All incubatees shall enter into following agreements with the Institute:

A. Incubation Agreement: Containing rules and other incubation norms, consideration, equity holding, etc. (Applicable to all)

B. Seed-Fund Agreement: Containing rules of disbursement and repayment. (Applicable to incubatees availing seed-fund)

C. Technology Commercialization Agreement: Applicable to incubatee using technology or IP developed by KPRIET.

## 14. Auditing/Accounting & Compliances norms

The Incubatee Companies during the period of Incubation at the Centre will mandatorily get their accounts audited and their books of Account are open for Inspection by the empaneled Chartered Accountants of the Centre. Compliances as laid down by the Companies Act 2013 are binding on the Incubatee Companies. The companies will give a quarterly report on the compliances adhered as laid down in the Companies Act. Non-Compliance of the same would be liable to penalty/strict action by the Centre

## 16. Virtual Incubation

The virtual Incubation concept is also to be practised by KPIET to promote Entrepreneurship. We have a well established entrepreneurship cell conducting sponsored entrepreneurship camps every year. In this regard, KIC welcomes KPRIET alumni and techno-preneurs to open their startups for virtual incubation at KIC. It is an opportunity for them to use KIC as a platform for developing ground-breaking business products without being present at KIC. The product development activities will be coordinated and managed by faculty mentor/s. The annual registration fee for virtual incubatees is the same as discussed above.



# Business Plan Template

The following template shows a possible structure for a comprehensive business plan. The business plan must cover all the issues listed in the template.

## **Recommended Subsections in a business plan:**

- Introduction / Company overview
- Concept / Proposition / Product description
- Market opportunity
- Competition survey
- Development plan and milestones
- Marketing plan
- Management / Organizational chart
- Financials
- Risks and de-risking strategies

# Annexure-1

## KPRIET INCUBATION CENTRE APPLICATION FORM FOR STARTUPS

1. Name of start up:

2. Contact details:

a) PRIMARY CONTACT PERSON (should be one of the full time founders)

a. Designation

b. Email

c. Mobile Number

b) Registered Address

c) Office Address (if different from above)

d) Email

e) Office Phone

f) Website

3. Legal Status of firm – PVT.LTD / LLP / RP / OPC

4. Registration number and date:

Firm registration (as applicable)

a) PAN

b) TAN

c) Service Tax

d) Has the Company filed all annual IT returns till date (YES / NO)

e) Does the company have an SSI registration

9.Details of all Founders:

- a. Name
- b. Educational Qualification (Std. passed / Degree, Year, University)
- c. Work Experience (Company, No. of Years, Functional Area)
- d. Permanent Address
- e. Contact: Phone, Mobile, Email
- f. PAN Card
- g. AADHAR Card No.

10. Have any of the Founders of the company left the Company? (YES / NO)

If Yes, please furnish the details such as tenure in the company, designation and reason for leaving

11. Benefits prescribed under Startup India Action Plan are available only to start ups working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property if it aims to develop and commercialize:

- a) Who is/are the END CUSTOMERS?
- b) What "problems" of Society / End Customers / Workflow are being solved through the core offering by the startup (provide a list)
- C) Technology behind the core offering by the Startup (tick applicable):

TO BE DEVELOPED	SELF DEVELOPED	ACQUIRED	LICENSED	OFF THE SHELF

If Self Developed – technology development time & linkages used / is the technology Patentable / status of patent and-or application / countries where applicable / if not yet patented what are the strategies for protection

5. What is the "Core Offering" (Product / Service / Process) of the StartUp (not more than 50 words):

6. a. Capital structure with name of shareholders for Pvt. LTD company:

- Authorized Capital
- Paid up Capital
- Share Holding Structure

Name of Shareholders and DIN numbers	No. of shares	Percentage Holding	Founder (YES / NO)	Designation / Role in Company	Full Time (FT) or Part time (PT)

In case Shareholders / Founders are also shareholders in other companies (Pvt. Ltd. / Partnerships), the same MUST be declared separately.

6. b. Partnership/LLP details

- Name of each partner

7. What is the annual turnover of your company since Incorporation (as per IT Returns)

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover in INR lakh					

8. Please explain your revenue model ?

- How do you currently generate revenue for the company?
- If you are still in idea/prototype development stage, please explain how you anticipate generating revenues?

- If Acquired / Licensed – from whom & terms – conditions
- If Off the Shelf – comments on the 'innovation' from the startup

d) Explain in detail the innovative/ novelty features of your “core offering”. (Use Extra Sheets if needed)

What are the New Features / Significant Improvements that your core offering brings forth (provide a list)

Who are your competitors and what is your competitive advantage? (Comparison with Existing Products / Companies)

Features of Product	YOUR STARTUP	Existing prod. / Company 1	Existing prod. / Company 2	Existing prod. / Company 3

Note: In case of claims that there are “NO COMPETITORS” – should be adequately justified (in not more than 100 words).

Value proposition (s) to the customer segment

- a) Indicate measurable outcomes – comparisons with existing scenario
- b) Comments on intangible benefits (not more than 50 words)

e) Market linked information

Which markets are you addressing (tick appropriate):

DOMESTIC	GLOBAL	BOTH

What is the estimate of the addressable market size? Describe how you arrived at this and indicate assumptions used.

- List your “Go To Market Strategies”

- Do you have paying Customers? If yes then how many are repeat customers (indicate percentage) and what is the current Order Book Size
- List your major customers / first adopters (if any)

**Signature of the applicant on all pages along with Company seal**

