



G Hraisoni
UNIVERSITY

Saikheda

Technology
Business Incubator
Foundation

COMPANY'S NAME

- Date of Incorporation-
- CIN-
- DPIIT No-
- IP status (If any)-



PROBLEM STATEMENT

- Describe your plan that you're alleviate and outline how the customer addresses the issue today.

OPPORTUNITY

- Explain how your company's products or services can improve the customer's life.
- Indicate where your product is located.
- Give examples of how the product can be used.

WHY NOW ?

- Set up the historical evolution of your category
- Describe the recent trends that have made your solution possible

MARKET SIZE

- Understand and define the characteristics of your target customer
- Calculate the Total addressable market(TAM) (top down), Serviceable Available Market(SAM)(bottoms up) and Share of Market(SOM)

PRODUCT

- Product line-up
 - Factor
 - Functionality
 - Features, architecture
 - Intellectual property
- Development roadmap

BUSINESS MODEL

- Revenue model
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/ Pipeline list

MANAGEMENT TEAM

- Describe the key players of your management team, board of directors, and board of advisors, Founder's name as well as your major investors.

COMPETITOR ANALYSIS

- List of competitors with competitive advantages

FINANCIAL PROJECTION

- Provide a three-year forecast
- P&L
- Balance sheet
- Cash flow
- Cap table
- The deal

GO-TO MARKET PLAN

- Describe your strategy for reaching customers while keeping costs low.

CURRENT STATUS OF COMPANY, TIMELINE, AND USE OF FUNDS

- Describe the current state of your product, what you expect in the near future, and how you plan to use the funds you are seeking.