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**Launch n Zoom Application form:**

1. **Startup Name:**

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1. **Stage of your venture: Proof of concept in process / completed / Business Launch**

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1. **Address of registered office / Operating space:**

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1. **Contact number / Email Id / Website (if any):**

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1. **Domain: Fintech & Financial Inclusion / Agri-tech / AI & Machine Learning / Health Care / Robotics & Automation / Cyber Security / Clean & Renewable Energy / Others**

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1. **Name and Profile of Founders / Directors:**

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| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Name of the member** | **Email Id** | **Contact no.** | **Work Experience in years** | **Role in the venture** | **Attending the cohort Yes/no** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |

1. **Venture Details:**
2. ***Vision of Product or Service:*** In 5 lines, explain the BHAG (big hairy audacious goal) of the company (tactical goals even milestones

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For more information on BHAG, [visit](https://www.youtube.com/watch?v=RtNtdUqHQsA) <https://www.youtube.com/watch?v=RtNtdUqHQsA>

1. ***Problem that the product or service intends to solve / help to solve:***

a) Who are the target audience and what are the critical problems you are solving (Who will buy these products or services and why will they do so?) maximum 150 words

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b) Need to include a write up on how the intended customers of the services or product solve their problem described above, Currently maximum 100 words

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1. ***Solution Details:*** Include detailed description of the solution/s for a critical success factor (Basically what is your product / service, what does your product do / service do and what capabilities your product/service have) maximum 250 words

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1. ***Critical success factors*** – Mention at least 2-3 areas which should be focused more (remaining areas can have errors) which will allow your start up to succeed but errors in those 2-3 areas will sink your startup.

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1. How will you make money, both in long and short-term - Proof points: how have you validated these assumptions? In simplicity you need to explain - How will the product/service be promoted and sold/offered? maximum 250 words

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1. Your differentiator (In one line, how this start up idea is 10 times better vs competition at solving a problem in an aspect that is important to consumers)  
   Explanation of why others aren’t and can’t do this - Answer: why you?maximum 250 words

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1. ***Business Plan:***

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| **Particulars** | **Year1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| Revenue (in lakhs) |  |  |  |  |  |
| Other expenses (salaries, office exp. etc.) |  |  |  |  |  |
| Operating cost |  |  |  |  |  |
| Total cost |  |  |  |  |  |
| Profit/loss |  |  |  |  |  |

1. **How your venture could profit from cohort? maximum 150 words**

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1. **Business Plan / Presentation about your company / idea?**  
   Attach document / if any
2. **Any other details which would help in evaluating your application: Internship done / Work experience related to your idea:**

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1. **Need Incubation from IIMU Incubation Center:**

**Yes  
No**

**Declaration:**

We hereby agree that the declaration and facts in the application are true and best to our knowledge and nothing material has been concealed.

Team member 1

Name:   
Signature:

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| Copy/attach scanned signature here |

Team member 2

Name:   
Signature:

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| Copy/attach scanned signature here |

**Annexures required to be sent along with the Application form (If available):**

* Scan copy of certificate of incorporation (if applicable)
* Short Resume of founders also include reference in that
* Pictures/illustration/ working model/ video of product or offerings