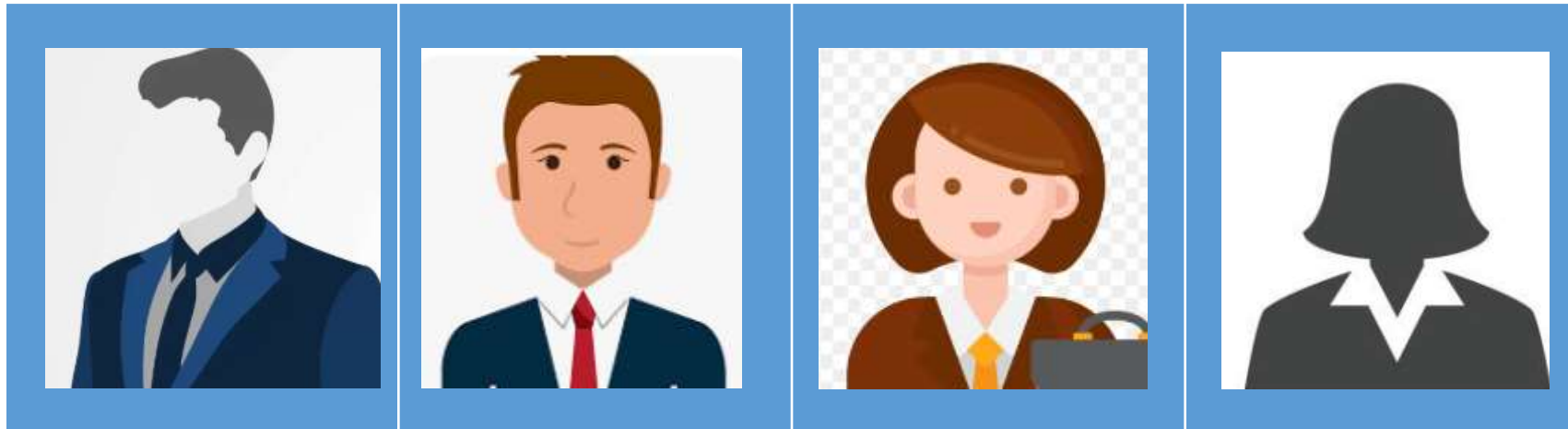


Company logo

Name of the Company



Names of the Cofounders

Executive Summary



What to present

- **Summary – Makes the First Impression**
- **Research evidences that we create an impression about a person we meet in the first 15 seconds. In the summary, you create a lasting impression that is hard to shift later.**
- **Must be persuasive.**
- **Should cover all the key issues.**
- **Try to be detailed but brief - provide all key information in a precise way.**
- **Show your compelling reason for promoting the business.**
- **Why now?**
- **Make it short and interesting and keep people expecting more.**

The business

- You brief your audience on the bare essentials – what the company does, for whom, why, where, with whom, with what and how it got to where it is now.
- **Highlight the traction.** You'll briefly set out why the business is poised to enjoy a sustainable competitive advantage.
- Introduce more detail on the background to your business than you will have set out in the executive summary. Remember that your plan is to be a short, sharp, punchy document aimed at hooking your audience.
- This is where the reader is introduced to the business, where you set out clearly and concisely what makes the business tick.

Market demand

- It is important that there are enough customer to buy your product at a profitable price. Else, your plan will not materialize.
- Thus, this section is one of the most important and you must make all out effort to make it as convincing as possible with real data. Do not try to suppress facts. If it is declining you must have a plan to reverse the trend.
- Market size
- Market growth
- Market demand for a start-up
- Test marketing
- Estimate your addressable and obtainable market

Competition

- **Understand and respect the competition & competitive intensity. Give competitors the space they merit in your plan. Dismiss them and your readers will dismiss you.**
- **Your USP: How you are going to stand out in the competition? What product features, quality, technology, service differentiator you have to beat competition.**
- **Porter's five forces analysis of your business.**
- **Your value proposition.**

Strategy

- **you assess what your competitive position will be upon entering this market and how that may improve over the next three years.**
- **How competitive is your business in each of its main segments? What is your strategy for strengthening competitiveness in key segments? Or boosting the balance of your overall portfolio of segments? What risks may you face and what opportunities can you exploit?**
- **Neither you exaggerate your opportunities, nor you gloss over the risks.**
- **Be realistic.**
- **Tell your strategies to beat the competition.**

Resources

- **Technology requirement**
- **Personnel requirement**
- **Inputs requirements – raw-materials, services, and utilities**
- **Logistic requirements – distribution, sale, delivery and aftersales services.**
- **Financial requirements**

Most investors say that they back the team.

- **In startups, investors do not look for managers. They look for visionary leaders, a person who believes wholly in the product or service, who will inspire and motivate others in the team.**

Technology Overview

- **Technology Classification**
 - Is this a **Deep Tech** innovation (AI, Blockchain, Advanced Materials, Biotech, Robotics, etc.)?
 - What differentiates it from conventional or incremental technologies?
- **Ownership & Origin**
 - Whose technology is this? (Institute-owned, faculty-owned, startup spin-off, or external collaborator)
 - Has it been developed fully in-house or with partners?
- **Licensing & IP Arrangement**
 - Current status of Intellectual Property (patent filed/granted, copyright, trade secret).
 - Licensing arrangement: exclusive, non-exclusive, or open-source.
 - Any technology transfer agreements in place?
- **Conflict of Interest Declaration**
 - Does the faculty member or team have any personal/financial interest in the entity using the technology?
 - Measures taken to ensure compliance with institutional and funding agency guidelines.

Technology Readiness Level

Any certification on TRL?

Your own assessment on TRL?

Have you got your products customer validated?

Financial Outlay, Financial Closer, and Projected Financials

Year	I	II	III
Total requirement of fund			
Number of Customers/ registered users			
Revenue			
Gross profit			
Operating profit			
Net profit			

Risks, Opportunities, Rewards and Sensitivities

*“ When written in Chinese the word ‘crisis’ is composed of two characters. One represents **danger**, and the other represents **opportunity**.” - John F. Kennedy*

Opportunities are hidden in **adversities**. Explain how you are transforming challenges into opportunities.

Sensitivities – how sensitive is the projected performance on changes of some of the critical factors such as input cost, price of the product, interest rates, customer acquisition cost, etc.

Annexures

1. **Financial projections**
2. **Market research report**
3. **Go to market strategies**