

# Company/ Venture Name

CIN Number / Date of Incorporation / Website / ROC Address / DIPP  
Certificate No(If Any)

Team  
Details

# General Guidelines

## **Dos**

- Precise Points
- Pictorial Representation
- Max. 15-17 slides
- Be Realistic

## **Don'ts**

- Descriptive
- More slides for single purpose

# Problem statement

- Highlight Underlying problem
- User Activity
- Possible Alternatives

# Objective for the startup or innovation

- Broader Scope of the Initiative
- Priority List of Implementation

# Description of product/ service

- Details of products
- How it works
- Purpose
- Specifications
- Use Laymen Terms if possible
- Define Apparent and Possibility Elements.

# USP/Uniqueness of the product/service

- Innovation
- Uniqueness

# Screenshots/ Images

- Share the underlying magic

# Target market and customers

- Market segment
- Target audience



# Competition analysis – key competitors, advantage of product/ service over competition etc

- Chart for competitor analysis
- SWOT Analysis
- 2 possibilities: New or Existing Market

# Detailed project cost breakup

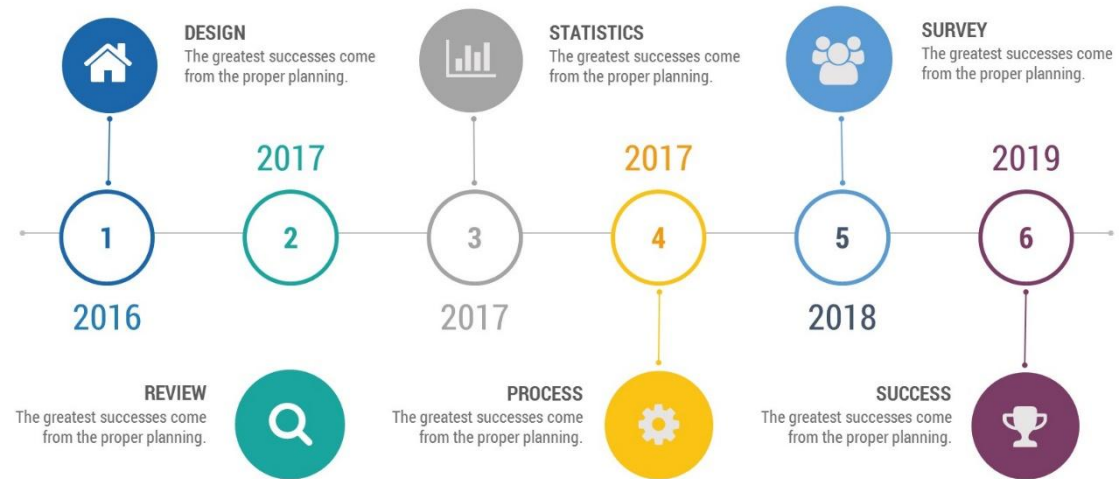
- Complete cost breakup
- Micro analysis of cost
- Approx. Costing for each element

# Tentative action plan for the next 3-5 years

- Gantt Chart
- Action plan for minimum of 3 years
- Here forth
- Till Date



## SETTING A GAMEPLAN PROJECT TIMELINE



# Revenue projections for the next 3-5 years

- Till Date
- Here forth
- Feasibility Check by Mentor

# Fund Requirement

- Prototype Elements
- Minor Work
- Lab Facility
- No HR costs
- Reference through Indian sources

# Achievements

- Articles
- Pilot Run Results
- Add Boost able Achievements

# Team

- Roles in the initiative

## Investors & Advisors



**David Tisch**  
Founder, TechStars NYC



**Thomas Korte**  
Founder, AngelPad



**Robert Stephens**  
Founder, GeekSquad



**Katherine Barr**  
General Partner, MDV



**Yulle Kim**  
VP Product, One Kings Lane



**Shelby Clark**  
Founder, RelayRides

SV Speak: Friend of the Firm