



Innovation and Incubation Centre for Entrepreneurship

An Initiative of IISER Bhopal to Promote Entrepreneurial Ecosystem

(A registered society under MP Society Registration Adhiniyam, 1973,

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Guidelines for the Business Proposal for Incubation at IICE

The business proposal to be submitted along with application for incubation is expected to be of 5-6 pages in the format as below.

- 1. Objective of the company/project:** Define the problem that you are going address and thus define the objective. It is also called **Value Proposition**. You can elaborate it as an introduction of your business idea (300-500 words)
- 2. Business Opportunity:** Mention the target customers and expected scale of business/project in defined time (300-400 words)
- 3. Solution proposed:** Describe the Products/Services you are going to offer. Please be specific and elaborate on Innovativeness of the proposed solution. (200-300 words)
- 4. Novelty/Uniqueness:** Highlight the Intellectual Property (IP) on which the business idea is based. In case the IP is not involved, you are expected to justify the uniqueness of the service/product you are going to offer.
- 5. Customer Segment:** Define the customer segment for your product/service. It is expected that the customer segmented part is thoroughly worked out and is justifiable.
- 6. Market analysis / Competitive landscape:** This also includes competitive analysis. If your product/service is novel, please define why customers will opt for this new alternative. And in case, similar solutions/products are available in market, emphasize on the uniqueness of your product/service that will make it suitable or preferable over existing options.
- 7. Milestones/scale-up strategy:** This section expects work plan of the project in yearly or quarterly manner (Graphical representation will be appreciated)

- 8. Revenue generation:** This includes scope of sales/market for the services/products offered, and the business development strategy is also expected to be covered in same section (200-200 words)
- 9. Financial assistance/Investment:** Quote the estimated expenditure/investment required for the commercialization of your idea and expected source of financial assistance for the same. It will be highly appreciated if you mention of the targeted funding agencies and schemes that are relevant to your business idea. Also mention the breakdown of funds/investment you are seeking (200-400 words).
- 10. References:** You are expected to provide references to all the figures and facts mentioned in the proposal.

Note: In case this format does not suit your project, justify the same and submit the write up of business proposal applicable format.