|  |  |  |
| --- | --- | --- |
| Company Name |  | |
| Product Name |  | |
| Specific Problem Solved  (in 3 lines) |  | |
| Solution (in 3 lines) & USP (Not more than 3 points) |  | |
|  | |
| Target Customer / User |  | |
| Domain / Sector / Industry |  | |
| Business Type-Tick applicable | 🞏 B2B 🞏 B2C 🞏 C2C 🞏 B2B2C 🞏 B2G 🞏 other specify \_\_\_\_\_\_\_\_\_\_\_\_ | |
| Current Stage  (Startup : Product)  tick one or strikeout all other | **Initial:** Concept / PoC / Prototype / MVP (Value Fit)  **Seed:** Initial traction (trials) shows market potential (Product Fit)  **Early:** Pilot - Market, Product and BM proven (Market Fit)  **Growth:** Capability, Resources & Geography (Repeatable - Expansion)  **Scale:** Rapid Growth | |
| Project Duration (in months) from now onwards |  | |
| Milestone to be achieved |  | |
| Total Project Cost Planned | Own Fund | Rs. |
| Seed Fund Required | Rs. |
| In No.of installment fund needed |  |
| Total Current Investments | Own Fund | Rs. |
| By other means (grant/loan/equity) | Rs. |
| Current Stage of the Company - Tick applicable | 🞏 Pre – Revenue 🞏 Revenue Generating | |
| Loan Repayment Plan | In No.of Installment |  |
| Amount per installment | Rs. |
| Any other relevant point  Awards / Recognitions |  | |