



a-IDEA
NAARM-TBI

ICAR- National Academy of Agricultural Research Management – Technology Business Incubator
(Association of Innovation Development for Entrepreneurship in Agriculture a-IDEA)



Let's Apply for Incubation at a-IDEA, TBI of NAARM

Introduce your start up

Firm Name, Please Define your Business/ Pitch (Attach separate sheet if required)

.....
.....

Type of the start up

High Technology:

Services:

Sector (Ex: Agri-business/ Rural)

Sub-Sector (Ex: ICT/ IoT/ Precision Farming/ Food processing etc.).

Legal entity(Y/N), details (Ex: Propertorship/ Partnership/ others).

Stage of your start up

Conceptual/Ideation stage

Early stage (1-2 year)

Less than 5 years

Introduce your team (Enclose UID/ Voter/ PAN Card and Company Registration details)

	Founder/ Promoter	Co-Founder	Other team Members
Full Name (Mr./ Ms./ Dr.)			
Fathers Name			
Age			
Status of employee Full time Part time Consultant			
Phone Res/ Office Mobile			
e-mail			
Website URL			
Postal/ Residential Address City State Postal Code			



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Team-Qualification and Background (Separate Resumes may also be attached)

	Founder/ Promoter	Co-Founder/ Partner	Other team Members
Full Name (Mr./ Ms./ Dr.)			
Qualification Year of Passing			
Areas of Specialization			
Name of Institute/ University			
Experience Research & Development			
Management			
Industrial			
Entrepreneurial			
Business			
Marketing			
Start ups			



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What's your Technology?

(i) Name of the technology.....

(ii) Technology Ownership (Owned/ other sources/ Proof of concept).....

.....

a) If technology is your own, mention stage of technology development and timelines.....

.....

b) If your technology is sourced from other labs/agencies, mention details and arrangements of technology transfer/ royalty and timelines

.....

(iii) Do you need anything from us on technology development & research assistance?

.....

(iv) Have you applied for IP.....If Yes status and details.....

.....

What's your Business? Attach extra sheets with Business Plan if necessary

(i) Details of Business proposed

.....

(ii) Vision.....

(iii) Mission.....

(iv) Details of Product(s)/ Service proposed

.....

(v) Teams experience in handling product/ Business.....

(vi) How do you think your teams past experience will benefit your start up.....

.....

(vii) Does your business require any govt. / regulatory approvals.....

(viii) What is the market scenario (Market size/competition/ target market)

.....



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What's your funding arrangement?

(i) What's your current funding arrangement (Boot strapped/ seed fund / external funds like equity, debt or grants.....)

(ii) What is your estimated Project cost

Table with 2 columns: Estimated Project cost, Amount (in Rs.). Rows include Pre-operative expenses, Prototype development, Test Marketing, Fixed Costs (Equipment's etc.), Working Capital, Other Requirements, Total.

(iii) What's your next three year financial plan

Table with 3 columns: financial plan (Next 3 years), Sources of finance, Amount (in Lakh Rs.). Rows include Investment requirement, Cash flow projections, Major Business activities planned.

(iv) What is the sales volume needed to attain break even.....

(v) Revenue model: How do you generate (or expect to generate) revenue from your offering? Are there multiple revenue streams?

(vi) Shareholding pattern (Name and percentage)

Please attach the following financial documents:

- (i) Detailed Business plan may be enclosed.
(ii) Latest Balance sheet
(iii) Latest Income statement.



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Marketing

	Response
Offering / USP Product/ Service/ stage of offering	
Scope Target Market, Market size, geography	
Customer Segments	
Major competitors existing alternatives, key competitors	
Pricing strategy	
Promotion	
Key Partners/ Suppliers	
Channels of Distribution	
Value proposition What is the problem/need that your idea/product/service is aiming to solve	

Expectations from us & milestones

What do you expect to achieve in coming one Year from now? Please state milestones	
What assistance do you expect from a-IDEA during incubation time-frame? <ul style="list-style-type: none"> a. Funding facilitation b. Technology Validation c. Market linkages d. IP filings e. Infrastructure/ Farm f. Mentoring/ Professional services g. Other (Specify) 	

More information

What else would you like to let us know about yourself / your team / your solution? Company presentation, customer testimonials (if available), videos of working prototypes, pictures of installations etc. are all welcome.



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References (Give two references, verification will be done after completion of the selection process)

Name of the Reference		
Organization / Designation		
Address		
Phone number		
E mail		

Declaration

The information that I/ we have provided is correct. I further declare that the information that I have provided herewith are not proprietary in nature and that I would not make any claim on same. I have also read and understood and accepted the terms and conditions set forth in the disclaimer given in the footnote of this application.

Date:

Place:

Signature of Applicant (s)

Disclaimer

Don't remove this portion of the application in whichever form you submit the same

1. It is mandatory for all incubatees to become member of NAARM TBI a-IDEA
2. Every professional effort would be made by NAARM TBI a-IDEA to treat and handle this information provided here as confidential. However, by signing and applying to NAARM TBI a-IDEA for incubation assistance on this application form, you agree not to make any claim or demand compensation unconditionally in any form, at any point of time, now or any time in future, on the information / technology details provided by you here as trade secret or proprietary intellectual property. This information is required by NAARM TBI a-IDEA to assess the candidature for the purpose of providing incubation services. Further NAARM TBI a-IDEA does not guarantee acceptance of your proposal until and unless the selection process is over and NAARM TBI a-IDEA has the right to reject any proposal without assigning any reason what so ever. NAARM TBI a-IDEA will not pay any compensation to you in any form for the delay in communicating the decision or rejecting the proposal at its own discretion.