|  |  |
| --- | --- |
| **Individual/Team Name:** |  |
| **Names with initials:**  (Highlight the team leader’s name) |  |
| **Department and University** |  |
| **E-mail Address and Contact no:**  (Individual/Team Leader’s) |  |

**BUSINESS PLAN FORMAT**

1. **Introduction of the Business Idea (Max 300 words)**
2. **Vision, Mission, Logo, Slogan and Trade Mark**
3. **Originality/Novelty of your Business Idea/Invention**
4. **Environmental Analysis (SWOT Analysis, PESTEL Analysis, Porter’s Five Forces…..)**
5. **Brief Description of the Manufacturing Process (if any) (Max 200 words) (Whether the product is at the concept level, an experimental level, prototype developed or tested in the market)**
6. **Proposed Marketing Strategies**
7. **Technology Readiness/Market Readiness**
8. **Target Market Choice and Justification (Max 100 words)**
9. **Expected Cost per Unit**
10. **Expected Selling Price per Unit**
11. **Capital and Mode of Financing**
    1. **Initial Capital Requirement (Rs.)**
    2. **Proposed Method of Financing/ Collecting Funds for Start-up**
12. **Projected Cash flows for the next 05 Years**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year I** | **Year II** | **Year III** | **Year IV** | **Year V** |
| Cash Inflows  Revenue/ Sales Income |  |  |  |  |  |
| Cash Outflows  Cost of Production  Other Expenses |  |  |  |  |  |

1. **Human Capital Requirement**
2. **Limitations**