



PUMBA INCUBATION CENTRE



Start Your Company Contest

Business Idea Submission Format

Instructions for submission:

- ❖ This form can be downloaded from- <http://pumba.in/students-corner/ed-cell-events.htm>
- ❖ This form should be mailed on or before 15th December 2016 via E-mail to: **ed2016.pumba@gmail.com**
- ❖ If required, you can attach an image to convey your idea in better manner
- ❖ Submission should be in single file; **PDF** Format only
- ❖ Font: Times New Roman, Font Size: Question – 14(Bold), Answers – 12,
- ❖ You can also provide additional information, if required.
- ❖ Page Limit: maximum 6 Pages.
- ❖ **Image of University Department ID Card of each team member need to be submitted along with business Idea. Format- .jpeg, .png.**
- ❖ Maximum size for both (PDF & images)- 15MB
- ❖ Separate submissions are required for separate ideas.

(Kindly provide answers to all the questions in the same sequence as listed below)

1. Details of Team Members/Individual (Name, Department, Roll no., Mobile No, E-mail id)
2. Name of your Company/Idea
3. Explain your Business Idea. (100 words)
4. Explain the uniqueness of your business idea with respect to existing businesses. (100 words)
5. What are the main customer needs and pain areas your business idea proposes to solve? (100 words)
6. Who are your target customers and what is your target market? (100 words)
7. What is your revenue model/how do you propose to generate revenue? (100 words)
8. What are your estimates about market size, market growth, the market share your business can capture?
9. What is your 'Go To Market Strategy'? (100 words)
10. Additional space for an image or extra information you may want to provide