



'Arise'
Launch Pad for Agri Start-ups

Business Proposal Form

Fill all the details in the form and send to following address. Mention "Application Form for ARISE" on envelope.

Program Director,
Zonal Technology Management & Business Planning and Development Unit
ICAR - IARI, Pusa,
New Delhi - 110012
Email - ariselaunchpad@gmail.com
Phone: (O) +91-11-2584-3553 (F) +91-11-2584-3542

A. Personal Information

1.	Applicant's Name	
2.	Date of Birth	
3.	Highest Qualification	
4.	Address for correspondence	
5.	Phone	
6.	Fax	
7.	E Mail	
8.	Professional Experience (in years)	

B. Team's Information:

1.	How many members do you have in team	
2.	Details of Members (Add if more than one) Name Age/DOB Highest Qualification Core competence area Phone Email	

C. Project Information:

With respect to the product or service you are developing on, which stage are you at? (Tick the appropriate box)

<input type="checkbox"/>	a.	Just an idea so far
<input type="checkbox"/>	b.	Developed a prototype of the product/service
<input type="checkbox"/>	c.	The product or service is fully developed and now need to grow the business

Have you formed a legal business entity?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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What is the legal status of the entity you have formed?

<input type="checkbox"/>	Sole Proprietorship	<input type="checkbox"/>	Partnership	<input type="checkbox"/>	Limited Liability Partnership
<input type="checkbox"/>	Joint Family Business	<input type="checkbox"/>	Private Limited Company	<input type="checkbox"/>	Any Other

Provide the information asked below:

- a. Company's Name -
- b. Location -
- c. Establishment year -
- d. No. of Employees -
- e. Type of Business -

Explain your proposal in brief.	
Share a link to the video describing your venture idea in less than a minute.	
Which problem do you want to solve through your proposed solution?	
What alternative solutions are available for this problem as on today?	
How is your solution different from the available ones?	
Who is your target customer group? How will you serve them?	
Where is target market (geographically),	

What is its size and How it is growing?	
Who are your competitors and why?	
Have you invested any seed capital so far? If yes, Give break up.	
Business Growth model (Describe steps to be taken to set up a venture)	
How will you generate revenues?	
How will you acquire Customers? (Explain with a simple plan for marketing your product with modes of selling and promotion)	
Give brief idea of Financial Requirement at different stages given below: a. Concept Testing i. Market Feasibility Study ii. Financial Feasibility Study b. Product/Prototype Development c. Market Testing d. Commercialization	
If in case you won't be able to get any funding, then how will you sustain in the market?	
