

IDEAS'15

EXECUTIVE SUMMARY EXAMPLE

TECHKRITI 2015

IIT KANPUR

19th-22nd March

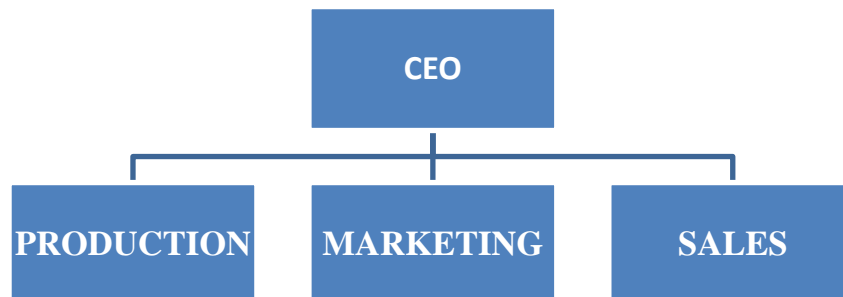
Company/ Project name

Tagline (A short and attractive tagline to describe your proposition)

I. BASIC INFORMATION:

- a. **The Grab** (*short description of the investment opportunity you are presenting in the form of vision and/or mission statement*):
- b. **Category in which your idea falls** (*business venture or social venture*):
- Business venture track
- Social venture track
- c. **Problem/ Opportunity** (*Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Also include the profile of target customers*):
- d. **Solution/ Product** (*Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits*):
- e. **Team structure** (*describe about the work division among the team members*):

Example:



f. Industry which your business idea caters to:

SECTOR	PRIORITY
Electronics & Hardware	11
Telecom	3
Healthcare	2
Media & entertainment	4
Manufacturing	5
Clean technology/ alternative fuel	6
Agriculture	1
Retail	8
Food & Beverages	9
Financial Services	10
Applications & services	7

Others please specify :

II. BUSINESS IDEA

- a. Market analysis:** *(a description of the market you are operating/ planning to operate in, highlighting the gaps and opportunities, the customer need you are satisfying, the market leaders, the size & scalability, trends, competition etc. **Word limit: Up to 150 words**)*

(Example – In Mumbai alone, more than 1 crore people travel every day between home and office. All over India, this adds up to more than 40 crore (as published in NUMBER magazine). 75% of these people use public transport like buses, shared tempos and local trains. The remaining 25% use their own vehicles. While quite a few startups, including Carpool.com and Mericarmeinaao have earlier tried to make the process more efficient by organizing Car Pooling – none of them worked as they were not able to solve the fundamental issues of mistrust of strangers, time coordination and changing schedules. The few instances when car-pooling has worked is when IT companies have encouraged it amongst their employees through parking benefits. The advent of new technology and by combining GPS, Mobile VAS and Social Networking, one can solve this problem.)

- b. Product analysis** (*Present your product/service and its Unique Selling Proposition (USP) - including any Intellectual Property and other entry barriers you may be creating, the kind of customers & geography segments you will be addressing, et al, highlighting any validation that you may have done that supports your proposition. Word limit: Up to 150 words*):

(Example – The typical 1 ton window air conditioner would add to the household electricity bill by approximately INR 1000 during the summer months. My product is a small apparatus which will cost INR 1000 and will connect to a ceiling fan, helping in cooling and moisture control. This will be 80% as effective as a window air conditioner while the extra electricity bill will be of only INR 150 during summer months. It uses the principles of Reverse Chongo Circulation where neutrons are collided with ambient air to separate water and cool the air. I have also received a patent for this the details for whic

- c. Sales & Distribution of the Product/Service** (*Distribution plan Word limit: Up to 150 words*):

(Example- initially we will conduct research in South Delhi to get market feedback on the service. Once a stable product has been developed and we have sold 1000 units, we will appoint distributors for each state. The plan will be to use established distributors currently involved in distribution of electronic SIM cards and other mobile accessories. With the increasing influence of ecommerce websites, we will also make our product available on eBay, flip kart etc.)

III. CURRENT OPERATIONAL DETAILS

a. Current state of development:

1. Is a prototype ready or has a pilot been done? Ans->
2. In case of a product/process, has a patent been applied for Ans->
3. If patent has been granted, give patent details Ans->
4. Has the company been already registered? Ans->
5. If yes, provide company name :
6. If yes, please provide date of registration(MM/YYYY):
7. If you have company/project website, please provide the URL:

- b. Next steps that you have in mind to take this business/idea forward** (*talk of what stage your product/service is currently in and what stage you need to take to grow the business further word limit: up to 150 words*):

(Example- we have been running a diagnostic lab based on liquid hydrogen technology in my parents' basement. Our service involves taking blood tests from patients' homes, on request, and then emailing the test reports to them. To take the business to the next level, we need to import particle separator machines from the US which will ensure that we are able to achieve 10 tests per second. We will also need to setup a bigger lab & better maintained environment. Also, a sales and marketing team will also need to be hired will also help in cementing partnerships with drug manufacturing companies.)

- c. Details of investment already made in your idea** *(for those who are running a business please share the total investments till date. Those who have just started should give broad details of any investment made- either by themselves, by their families or any venture capitalists. If no investment has been made, please mention 'none'. **Word limit: up to 100 words**):*

- d. Details of the revenue** *(for an existing business, summarize the past years revenues and profits and project the same for next three years (if applicable) in a tabular format. If it is in planning stage, mention the projected revenues. **Word limit: up to 150 words**):*

(Example - I have invested my own funds of a value of INR 50 lakh in the business till date. We started selling the product only two months ago and the revenue since then has been a total of INR 6 lakh. Now that the model is proven, we intend to scale up and will require an investment of INR 20 lakh from friends and family and are looking for external support of INR 80 lakh. Since half that value will go into inventory development, we will be able to avail a bank loan for the same. The remaining will be used for buying equipment and hiring a lathe mechanic. With this investment, we should be able to easily achieve a revenue of INR 2 cr in the next financial year and hope to grow the revenue by 70% this year.)

Actual FY 13-14 revenues (for an existing business):

Rs 2 Crores

Projected FY 14-15 revenues:

Rs 4 crores