

## **GUIDELINES FOR INNOVATIVE PROPOSALS FOR ENTREPRENEURSHIP**

- Prepare a 5-10 pages proposal with an innovative idea for business
- Give an overview of your plan. Provide a snapshot of your business as an abstract.
- Define your product and explain briefly how your product / technology or service solves market / industry or social problems.
- Describe the novelty and uniqueness of your product/service or technology and its stage of development. How is it different from existing product or competitor's product. (diagrams/photos can be attached)
- Give an outline of your target market / market segment / target customers / profile of your clients to understand the market potential, mention the major competitors.
- Summarize the objectives and plan of execution with inputs on financial and marketing strategies
- Expectations from an Incubation facility.