**INSTITUTE OF AERONAUTICAL ENGINEERING**

**(Autonomous)**

Dundigal, Hyderabad - 500 043

**TECHNOLOGY INNOVATION AND INCUBATION CENTRE (TIIC)**

**Ideas for New India Challenge 2020**

**1. Personal Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name |  | Roll. No | |  |
| Branch |  | Class / Section | |  |
| Aadhaar Number |  | | | |
| Name As per Aadhaar |  | | | |
| Date of Birth |  | | | |
| District |  | | | |
| Email ID |  | | | |
| Mobile Number |  | | | |
| Category | General / OBC / SC / ST / Others | | | |
| Qualification |  | | PAN Number |  |
| Work Experience |  | | | |
| Personal Address |  | | | |

**2. Sector of the challenge** (Please tick the appropriate sector)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Aerospace and Defence |  | Agriculture |  | Artificial Intelligence |  | Airport operations |
|  | Automotive |  | Computer Vision |  | Construction |  | Design |
|  | Green Technology |  | Enterprise Software |  | Nanotechnology |  | Non- Renewable Energy |
|  | Internet of Things |  | Renewable Energy |  | Safety |  | Transportation & Storage |
|  | Technology Hardware |  | Telecommunication & Networking |  | Waste Management |  | Animation |
|  | Art & Photography |  | Biotechnology |  | Chemicals |  | Fashion |
|  | Logistics |  | Textiles & Apparel |  | Healthcare & Life sciences |  | Robotics |

**3. Synopsis of the Idea**

3.1. Background for getting the idea

a. Who is it for?

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b. What will it do?

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c. Which are the potential markets?

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d. Any unique features? Explain?

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e. Is there enough demand?

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f. Can customers afford it?

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g. Why will they buy it?

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h. What is your motivation for doing it? (Statement of Purpose)

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3.2. Is it a new concept?

If Yes - How can you stop competitors from introducing similar offerings?

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If No- What kind of competition is existing? What are they offering? How are your product/ service going to be different/ unique?

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3.3. How are you going to sell your product or service to potential customers?

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3.4. How frequently will customers make "repeat purchases" of your product or service?

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3.5. How simple or complex will the idea's execution or implementation be? What are the risk factors involved in executing the idea?

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3.6. How soon could the idea be put into operation?\*

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4. What is the break-even point and estimated time-frame? Having deducted your costs what "margin" can you make on your product or service?

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5. a. How much investment would you need to commercialise the idea?

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5. b. What seed funding support would you want from the Incubator?

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5. c. How will you raise the balance funding required?

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5. d. What is the other support apart from financial you will need from the incubator?

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6. a. Why are you the best suited person to execute this idea?

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6. b. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?

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7. How do you intend to protect your idea (i.e. your intellectual property or IP)?

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8. Submit a video of the idea (if available provide YouTube link – Max 2 Minutes duration)

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9. Attach any design or drawing (PDF or JPEG format)

10. Attach a business plan if you would like to add (PDF)

11. Attach any additional information you would like to add (PDF format)

12. Attach profiles of team (PDF format)

13. Mentor Details (Name, designation, Department, Institution, Email & Mob, work Experience)

(Name & Signature of Mentor) (Signature of HOD with Seal)