 FOUNDATION FOR TECHNOLOGY AND BUSINESS INCUBATION (FTBI)

(A Section 8 company supported by DST, Govt. of India)

CENTRE FOR TECHNOLOGY INNOVATION AND INDUSTRY RELATIONS (TIIR)

NATIONAL INSTITUTE OF TECHNOLOGY ROURKELA

 FORM 2A

PRE INCUBATION FORM

1. Proposed Idea Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Proposed Team Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Focus Area: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Innovation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Product Status (Ideation/ Product Prototyping/Market-Ready): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Particulars of the Proposed Team Members:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No.** | **Name** | **Affiliation** | **Mail Id** | **Phone Number** |
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**UNDERTAKING**

**I/We hereby undertake that aforementioned information for availing the pre-incubation facility at Foundation for Technology and Business Incubation (FTBI) is true to the best of my knowledge and belief. I/We also undertake that I/we will abide by the rules and regulations of FTBI and/or TIIR, NIT Rourkela failing which I/we will be liable for suitable disciplinary action.**

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**SIGNATURE OF THE PROPOSED TEAM MEMBERS:**

|  |
| --- |
|  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **PIC (FTBI)** |
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**APPROVAL BY SANCTIONING AUTHORITY:**

**ANNEXURE – I**

**Idea Proposal Information**

1. **Idea Name**
2. **Objective**
3. **Innovation (if any)**
4. **Technical Details**
5. **Executive Summary**

An **executive summary**ofa [business plan](https://www.thebalancesmb.com/business-plan-outline-2947032) is an overview to summarize the key points of a document for its readers, [saving the time](https://www.thebalancesmb.com/time-saving-rules-to-live-by-2948665) and preparing them for the upcoming content. Points to be covered:

* [The business opportunity](https://www.thebalancesmb.com/best-business-opportunities-2947953) - describe the need or the opportunity.
* Taking advantage of the opportunity - explain how will your business will serve the market.
* The [target market](https://www.thebalancesmb.com/target-marketing-2948355) - describe the customer base you will be targeting.
* [Business model](https://www.thebalancesmb.com/are-a-firm-s-cash-flow-and-profit-different-393585) - describe your products or services and what will make them appealing to the target market.
* [Marketing and sales strategy](https://www.thebalancesmb.com/creating-a-sales-and-marketing-strategy-2947172)- briefly outline your plans for marketing your products/services.
* [The competition](https://www.thebalancesmb.com/how-to-scope-out-competition-2948366) - describe your competition and your [strategy for getting market share](https://www.thebalancesmb.com/business-marketing-strategies-2948337). What is your competitive advantage, e.g. what will you offer to customers that your competitors cannot?
* Financial analysis - summarize [the financial plan](https://www.thebalancesmb.com/writing-the-business-plan-section-8-2947026) including projections for at least the next three years.
* Owners/Staff - describe the owners and the key [staff](https://www.thebalancecareers.com/how-employers-hire-employees-1918954) members and the expertise they bring to the venture.
* Implementation plan - outline the schedule for taking your business from the planning stage to opening your doors.
1. **Expected Outcome**
2. **Sourcing of raw materials/ other sources**
3. **Expectation from FTBI**