



KU-IIC
THINK.ACT.PROGRESS

Kumaun University Innovation and Incubation Centre

The Innovation and Incubation Centre (KU-IIC) aims to help students develop an entrepreneurial mindset, provide an environment of lateral thinking, and encourage commercialization of innovative ventures.

After receiving an overwhelming response and participation in the previous Business Proposal Competition, we are once again inviting innovative business proposals from the students currently pursuing (UG/PG/Ph.D.) from Kumaun University.

The hill state of Uttarakhand is endowed with rich natural resources that can be harnessed to bring prosperity and sustainable industrial development in the region. Keeping in mind the uniqueness of Uttarakhand, KU-IIC invites business proposals that can help solve the problems of migration, promote employment and make our state self reliant. Organic farming, agro-farming, education, local food products, tourism, eco tourism, environment, indigenous practices and agriculture could be some of the thrust areas of your business proposals with respect to Uttarakhand.

The business proposal must be **original, creative and feasible**. The submitted business proposals will be evaluated for their **novelty, feasibility, monetary planning and thorough research**.

Interested students can submit soft copy of the proposal in the given format in either Hindi/English and send it to director.kuiic@kunainital.ac.in by 07th February, 2021. All the participants will be provided e-certificates of participation and the best three proposals will be awarded a cash prize of Rs. 2500(Winner), Rs.1500 (First Runner Up) and Rs.1000 (Second Runner Up).

Format of the proposal

The business proposal to be submitted along with application for incubation is expected to be of 5-6 pages in the format as below.

1. Title of the proposal

2. Objective of the company/project: Define the problem that you are going to address and thus define the objective. It is also called Value Proposition. You can elaborate it as an introduction of your business idea.

3. Business Opportunity/ Beneficiaries: Mention the target customers and expected benefit of business/project in defined time (expected turnover). Elucidate the customer approach for your product/service and justify it with the help of appropriate data.

4. Solution proposed: Describe the Products/Services you are going to offer. Please be specific and elaborate on Innovativeness of the proposed solution.

5. Novelty/Uniqueness: Highlight the Intellectual Property (IP) on which the business idea is based. In case the IP is not involved, you are expected to justify the uniqueness of the service/product you are going to offer.

6. Market analysis / Competitive landscape: This also includes competitive analysis. If your product/service is novel, please define why customers will opt for this new alternative. And in case, similar solutions/products are available in market, emphasize on the uniqueness of your product/service that will make it suitable or preferable over existing options.

7. Proposed Budget: Propose the startup budget under different heads.

8. Name and address of the participant with email ID and Whatsapp Number

For any query, contact:

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