



## Kumaun University Innovation and Incubation Centre (KU-IIC), Nainital



### Invitation for Innovative Business Proposal (BP3)

The Innovation and Incubation Centre (KU-IIC) is set up with an aim to create an ambient atmosphere of developing the paradigm of entrepreneurial mindset & environment of thinking, creating and commercializing the ventures.

KU-IIC happily invites the business proposals from the students currently pursuing (UG/ PG/Ph.D.) from the university. KU-IIC invites the students to put their innovative ideas in paper that can solve the problems of migration or other social issues, generate employment and make the Uttarakhandis self reliant. Through this students will be able to showcase their talent and generate out-of-the-box open innovation ideas

The business proposal can be related to any field of study. Organic farming, education, food supply, tourism, environment and agriculture etc. are some of the thrust areas in the state of Uttarakhand.

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

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](mailto:director.kuiic@kunainital.ac.in) by **30 -06-2022**. All the participants will be provided e-certificate of participation and 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 address and thus define the objective. It is also called Value Proposition. You can elaborate it as an introduction of your business idea (300-500 words)

**3. Business Opportunity:** Mention the target customers and expected scale of business/project in defined time (300-400 words)

**4. Solution proposed:** Describe the Products/Services you are going to offer. Please be specific and elaborate on Innovativeness of the proposed solution. (200-300 words)

**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. Beneficiaries:** Define the customer segment for your product/service. It is expected that the customer segmented part is thoroughly worked out and is justifiable.

**7. 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 What's app Number**

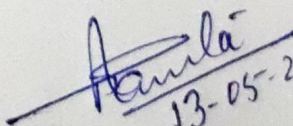
For any query, contact:

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13-05-2022  
Dr Sushma Tamta  
Director, KU-IIC