

Application form for the Seed support assistance

Particulars	Details
1. Basic details of the Startup:	
Startup registered company name/ proposed name	
Date of incorporation	
Brand name	
Website of startup (if any)	
Registered company address	
2. Details of founders/ Co-founders:	
Name of Founder	
Gender (Male/ Female/ Other) please tick applicable	
Contact Number	
Email ID	
Registered Address	
Name of Co-Founder	
Gender (Male/ Female/ Other) please tick applicable	
Mobile Number	
Email ID	
Name of Other team members	
Gender (Male/ Female/ Other) please tick applicable	
Contact Number	
Email ID	
3. Details of Product/ Process/ Service	
Product / Process/ Service (please tick applicable)	
Description of Product/ Process/ Service	
Field / Sector of Startup (i.e. pharmaceuticals, IOT, ICT, Electronics, etc.)	
What is the inspiration behind this idea?	
Describe the innovative elements of the idea along with comparisons of prior products available.	
If it is a technology business idea with larger technology uncertainties and/ or long gestation periods, what is the estimated gestation period?	
If it is a technology business idea leveraging technology or IP from publicly funded research or academic organizations, please mention the organization and whether licensing of their technology would be required or not.	
Please specify, if it is a business idea with considerable potential for social impact. If yes, then describe the social impact.	
4. Details about Nodal Institution	
Name of the Institution	

Particulars	Details
Facilities expected by Startup from the institution	<input type="checkbox"/> Prototype/Product/ Process Development Facilities i.e. space, internet etc. <input type="checkbox"/> Mentoring Services <input type="checkbox"/> Laboratory <input type="checkbox"/> Library <input type="checkbox"/> Any Other Services required (please specify) <hr/>
5. Competitive landscape	
Who are the current or future players in this market?	
What is your USP of your product/ process/ service for sustaining against the competition in the market?	
6. Business model:	
What are the different revenue streams for your product/service?	
What is the cost structure of your product/service?	
What is the expected gross margin?	
Who all will be affected by your solution and what benefits do they derive? Time saving, convenience, quality of life, etc.	
What is targeted customer segment?	
What is the current stage of the product/service? (i.e. Ideation/ Validation / Early traction / Scaling)	
What is the action plan for the next 5-10 years?	
7. The market:	
Please write about the market you are addressing (value, number of people served, expected geographical areas to be covered)	
Market share you are expecting to capture	
8. Go to market Strategy:	
What marketing channels do you plan to use?	
What tie-ups will you need to establish?	
What are the key resources anticipated for marketing the product/service?	
What is the exit strategy (if any)?	
What if you are not able to get market recognition?	

Particulars	Details
9. Details of the Project cost	
Product/process/prototype Development	
Market research	
Testing / trials	
Marketing/publicity	
Any other category (please specify)	
Total estimated project cost for startup (in INR)	
Amount incurred by founders in startup till date (in INR)	
Amount required as seed support assistance from the Government of Gujarat (INR)	
10. Approval/sanction of assistance (to be filled by SLEC)	
Amount approved as seed support assistance from the Government of Gujarat (in INR)	