**Project Description Format**

(Not more than 1 page – Print on both sides)

**Company /idea Name: (Calibri, Font 10, Left, Bold)**

**Product/ Services Focus Area: (Calibri, Font 10, Left, Bold)**

**Product Name: (Calibri, Font 10, Left, Bold)**

**Applicant/s Name: (Calibri, Font 10, Left, Bold)**

**1. Description of your Project or Business (Calibri, Font 11, Left, Bold)**

A short description of your Business or project (Calibri, Font 10, justify)

**2. Technology involved (Calibri, Font 11, Left, and Bold)**

Please describe about technology using diagrams or any other means. (Calibri, Font 10, justify)

**3. Team Members/Qualifications (Calibri, Font 11, Left, and Bold)**

Please tell us about your team (only Co-promoters) in tabular form and attached CV. (Calibri, Font 10, justify)

**4. Patents, if any (Calibri, Font 11, Left, Bold)**

Please let us know if you have applied or received any Indian or International patents. (Calibri, Font 10, justify)

**5. Company Financials (Calibri, Font 11, Left, Bold)**

About revenue and your business model (Calibri, Font 10, and justify)

**6. Market, Consumer and Business competitors, if any? (Calibri, Font 11, Left, Bold)**

How many numbers of competitors why you are different than them? (Calibri, Font 10, justify)

**7. Innovative Components (Calibri, Font 11, Left, Bold)**

How is your idea innovative? In what way is it new and different from other similar ideas? If it is a well‐known effective practice that you are newly adapting in your business, explain how your adaptation will be distinctive. (Calibri, Font 10, justify)

**8. Support/help you are looking from AIC – MFIE – IM - BHU (Calibri, Font 11, Left, Bold)**

Kindly let us know about the support you are seeking from AIC-MFIE. (Calibri, Font 10, justify)

**9. Your Pilot test and Scale up Plan? (Calibri, Font 11, Left, Bold)**

Kindly let us know about your pilot test/scale up plan of your business (Calibri, Font 10, justify)

**10. What you and your Company will give back to our Society, AIC – MFIE – IM – BHU/BHU (Calibri, Font 11, Left, Bold)**

Kindly let us know about the giving back to the society & AIC-MFIE (Calibri, Font 10, justify)