

Business Plan for the C-CAMP's Seed Funding Schemes: –

1. Executive summary – Summarize your company's product/service and its key attributes, market size, and business strategy.
2. Company overview – Brief description of your company.
3. Management – Introduce your management team, along with their background. Highlight their strengths as it pertains to the venture and their position within it. Highlight the work experience and education background of all the team members. What makes your management team specially qualified to build this business? Mention in-detail the Scientific Advisors, Business Mentors if there are any.
4. Market research/analysis – Describe the problem/opportunity in the current market and why it needs to be addressed. Customer pain point.
5. Company's solution/product/technology – Demonstrate your company's proposition to address this issue. Provide details on scientific techniques, applications and reproducibility of your product. Highlight the strengths and weaknesses of your product.
6. Technology Description – Describe the core technology underlying your product as you would describe it to experts, and how it is new or a new application of an existing technology
7. Maturity of your technology/product – Technology Readiness Level (TRL) as created by NASA is the most widely accepted standard to measure the maturity of a technology. Highlight the applicable one.
 - a. TRL 9 – Technology has been applied in its final form and is operational.
 - b. TRL 8 – Technology is proven and developed but not yet operational or applied anywhere.
 - c. TRL 7 – Actual system prototype is near completion or ready and has been demonstrated in an operational environment or is at pilot level.
 - d. TRL 6 – Prototype is being tested in simulated operational environment or in a high-fidelity laboratory environment.
 - e. TRL 5 – Technology has been put together and can be tested in a simulated environment.
 - f. TRL 4 – Basic technological components have been integrated to establish that they work together.
 - g. TRL 3 – Proof of Concept stage / Active R&D has been initiated. This includes analytical studies and laboratory studies to physically validate the analytical predictions of separate elements of the technology.
 - h. TRL 2 – Technology concept / application formulated.
 - i. TRL 1 – There are paper studies to support the technology's basic properties.
8. Market size and target customers – Identify/profile the customer you intend to cater to.
9. Existing market players/competitors – List competitors for your product. List the competitive advantages of your product over the existing market players across the world.

10. Competitive advantage – What is the unique competitive advantage of your innovation/technology? How will you make your innovation defensible from the competition?
11. Regulatory issues – Elaborate on the regulatory guidelines, approvals or certifications, if there are any
12. Marketing plan – How will you market your product? How will you position your product within the marketplace to achieve the projected market share and hit your targets? What marketing channels will you use?
13. Design and development plan – Elaborate on your research and development strategy.
14. Manufacturing and operating plan – Elaborate on your manufacturing and scaling up strategy.
15. Prospective partners – Provide details on potential partnerships and alliances.
16. Business model – Indicate your revenue model, pricing, sales and distribution channel, brand positioning etc.
17. Market traction – Provide details of your customers (paid, prospective, repeat) and the projection matrix and specify the product validations. Key Performance Indicators
18. Valuation of your company – Please specify the current valuation of your company, details of the method used and justification for the valuation figure.
19. IP protection strategy – Present your patent portfolio. Defensibility / Key Differences / Entry Barriers. If any include titles, Inventors, Application no, filing date and current status.
20. Risk analysis and mitigation – Discuss the anticipated business risks and challenges and mitigation strategies thereof.
21. Exit strategy – Elaborate on the future of your business and what your exit strategy will be.
22. Startup expenses – Specify the expected investment needed by the company to set up R&D and manufacturing processes, etc.
23. Financial projections and analysis – Describe how much money you intend to raise and how it will be used to achieve milestones. Estimate your gross margins, net income, expenses, cash flow, and balance sheet on a pro-forma basis for the next Five Years.
24. Current funding status – Equity / Debt / Bootstrapped. Total funds generated till now by the startup. Mention each funding round.
25. Awards / Recognitions – Describe the awards received along with the monetary details. Include any Incubation / Acceleration programs.
26. Other References – Any other relevant reference supporting the level of development of your product/ technology (picture, video, news article, references).