

# [Your Idea or Venture Name]

## TEAM DETAILS

Name	Phone Number	Email Id

## VENTURE DETAILS

<b>VENTURE NAME:</b>				
<b>STAGE OF IMPLEMENTATION (KINDLY ENCIRCLE THE APPROPRIATE OPTION)</b>	IDEA	READY TO GO OPERATIONAL	OPERATIONAL FOR < 1 YEAR	OPERATIONAL FOR < 3 YEARS
<b>CATEGORY TYPE</b>	START-UP IDEA	START-UP VENTURE	NGO/NPO	SUBSIDY OR OFF SHOOT OF AN EXISTING VENTURE
<b>VENTURE IDEA IN BRIEF (50 WORDS)</b>				

### TEAM

[Please share with us the names, email ids and contact numbers of your team members. Please also send in a one pager resume of each team member.]

### GENERAL GUIDELINES

Please format your case submission as per the following guidelines:

Font: Calibri

Font size: 10 for paragraphs

Spacing: Single Spacing for paragraphs

Ideal word limit – 2000 words (including 300 words for abstract)

# [Your Idea or Venture Name]

## **EXECUTIVE SUMMARY**

[Please provide a summary of your business plan in about 300 words. The same should include the social context and the impact which your business is targeted.]

## SOCIAL IMPACT SUMMARY

[Please describe in 700 words how the proposed venture would have the desired social effect. Your summary should seek to answer **ALL** the following questions:

- What is the critical need of the industry sector identified by you?
- How will your venture provide a solution to the need you have identified?
- Who will benefit from your solution?
- What are the top three measurable social benefits? Please quantify the measurable social benefits in numbers (e.g. the number of tons of plastic removed from landfills, expected rise in family incomes, percentage increase in school enrollment, etc.) Monetary translations of these social benefits are welcome.]

## BUSINESS VALUE PROPOSITION

[Please highlight the working viability of your proposition in 500 words. Your summary should seek to comment on **ALL** of the following considerations for your venture -

- How unique/better is your product or solution? Can it be resold easily in future to like minded social entrepreneurs?
- Who are your target customers? How do you plan to reach them?
- Is it easy to replicate the business model across other (contrasting or similar) geographies? If, "yes", how? If, "not", then why?]

## FINANCIAL SUSTAINABILITY

[Please highlight the financial soundness of your proposition in 300 words. Your summary should comment on **ALL** the following financial considerations of your social venture. Also, please note that a one pager annex/table of figures can be added to support your summary:

- What is the proposed target/ current market size for your venture? Taking a time span of 5 years, how would estimate the market growth for your venture?
- How do you plan to generate revenues from your customers?
- How do you see the profits sustaining your business in the future?
- Do you see any potential risks to your revenue stream and the financial health of your venture?
- What are your initial costs for starting the venture and in what time do you expect to break-even?
- How does your business plan to balance profit generation and social impact/goals]

## LAUNCH STRATEGY & REQUIREMENTS

[Please explain in 500 words your launch strategy for the venture and the requirements that are essential for the same. Your summary should provide **ALL** requisite information as sought by the following questions:

- What is the current stage of your venture- business plan phase, funding phase, operating venture? Please highlight the progress made.
- If the venture is in business plan/idea stage, when do you expect to launch your venture? Please highlight the work done so far.
- What challenges do you foresee? How do you plan to overcome them?
- How will you market your business proposition?
- What is your expectation for funding, if any? Have you invested any funds into this project till date? If so, provide the details. What other resources will this venture need in near the future?]