



**Institution's Innovation Council**  
**MoE's Innovation Cell**  
**YUKTI National Innovation Repository**

**Business Model / Start-up Submission Form**

S. No	Field Name	Description
1	Start-up/Venture Name *:	(Max. 20 words)
2	Website of Startup (if any):	(optional)
3	Startup/Venture Registered as *:	<b>Select appropriate option from the dropdown:</b> -Not Yet Registered as an entity -SME Registered Unit (Valid GST No.) -Registered Partnership Firm -Limited Liability Partnership Firm (LLP) -Private Limited Firm (Pvt. Ltd.) -One Person Company (OPC)
3.a	-SME Registered Unit (Valid GST No.)	-Year of Establishment (FY) *: -SME Registered Unit (Valid GST No.) *: -GST Certificate Copy (Max 2 MB and in jpg, png format) *:
3.b	-Registered Partnership Firm	- Year of Establishment (FY) * : - Corporate Identification No (CIN) * - Corporate Identification No (CIN) Copy (Max 2 MB and in jpg, png format) * - Provide Director's Identification Number (DIN) * - Director's Identification Number (DIN) Copy (Max 2 MB and in jpg, png format)* - Does your Startup/Venture Recognized by DPIIT, Startup India? * If YES, upload the document.
3.c	Limited Liability Partnership Firm (LLP)	- Limited Liability Partnership Firm (LLP) - Corporate Identification No (CIN) * - Corporate Identification No (CIN) Copy (Max 2 MB and in jpg, png format) * - Provide Director's Identification Number (DIN) * - Director's Identification Number (DIN) Copy (Max 2 MB and in jpg, png format)*
3.d	Private Limited Firm (Pvt. Ltd.)	- Year of Establishment (FY) * : - Corporate Identification No (CIN) * - Corporate Identification No (CIN) Copy (Max 2 MB and in jpg, png format) * - Provide Director's Identification Number (DIN) * - Director's Identification Number (DIN) Copy (Max 2 MB and in jpg, png format)* - Does your Startup/Venture Recognized by DPIIT, Startup India? * If YES, upload the document.



3.e	One Person Company (OPC)	<ul style="list-style-type: none"><li>- Year of Establishment (FY) * :</li><li>- Corporate Identification No (CIN) *</li><li>- Corporate Identification No (CIN) Copy (Max 2 MB and in jpg, png format) *</li><li>- Provide Director's Identification Number (DIN) *</li><li>- Director's Identification Number (DIN) Copy (Max 2 MB and in jpg, png format)*</li><li>- Does your Startup/Venture Recognized by DPIIT, Startup India? * If YES, upload the document.</li></ul>
4	Name a Key Innovation which is Core to the Startup /Venture * :	(Max. 20 words)
5	Year of Started Receiving Pre-incubation/Incubation Support for the Development of Innovation-Startup from the Institute (FY) * :	<b>Select appropriate option from the dropdown:</b>  -2019-20 -2020-21 -2021-22
6	The Key Innovation which is Core to your Startup /Venture was Developed as * :	<b>Select appropriate option from the dropdown:</b>  -Academic Requirement/Study Project -Academic Research Assignment/Industry Sponsored Project -Independent Assignment/Non-academic Study Project
7	The Sector/Domain of Focus of the Innovation/Startup /Venture * :	<b>Select one or more appropriate option from the dropdown:</b>  -Healthcare & Biomedical devices. -Agriculture & Rural Development. -Smart Vehicles/ Electric vehicle/ Electric vehicle motor and battery technology. -Food Processing/Nutrition/Biotech -Robotics and Drones. -Waste Management/Waste to Wealth Creation -Clean & Potable water. -Renewable and affordable Energy. -IoT based technologies (e.g. Security & Surveillance systems etc.) -ICT, cyber-physical systems, Blockchain, Cognitive computing, Cloud computing, AI & ML. -Other Emerging Areas Innovation for Startup -Software - Mobile App Development -Software - Web App Development -Travel & Tourism -Finance Life Sciences -Smart Education -Smart Cities -Sports & Fitness -Smart Textiles -Sustainable Environment -Infrastructure -Manufacturing -Defence & Security



		<ul style="list-style-type: none"><li>-Mining, Metals, Materials</li><li>-Consumer Goods and Retail</li><li>-Fashion and Textiles</li><li>-Education</li></ul>
8	Choose the Type of Innovation * :	<p><b>Select appropriate option from the dropdown:</b></p> <ul style="list-style-type: none"><li>-Product</li><li>-Process</li><li>-Service</li><li>-Market Place</li><li>-Business/Management Innovation</li></ul>
9	Development Stage: Technology Readiness Level (TRL) of the Solution/Innovation being offered by the Startup * :	<p><b>Select appropriate option from the dropdown:</b></p> <p><b>TRL 4:</b> Small scale prototype built in a laboratory environment ("ugly" prototype) <b>TRL 5:</b> Large scale prototype tested in intended environment <b>TRL 6:</b> Prototype system tested in intended environment close to expected performance <b>TRL 7:</b> Demonstration system operating in operational environment at pre-commercial scale <b>TRL 8:</b> First of a kind commercial system. Manufacturing issues solved <b>TRL 9:</b> Full commercial application, technology available for consumers</p>
10	Development Stage: Manufacturing Readiness Level (MRL) of the Solution/Innovation being offered by the Startup * :	<p><b>Select appropriate option from the dropdown:</b></p> <p><b>MRL 1:</b> Basic manufacturing implications identified <b>MRL 2:</b> Manufacturing concepts identified <b>MRL 3:</b> Manufacturing proof of concept developed <b>MRL 4:</b> Capability to produce the technology in a laboratory environment <b>MRL 5:</b> Capability to produce prototype components in a production relevant environment <b>MRL 6:</b> Capability to produce a prototype system or subsystem in a production relevant environment <b>MRL 7:</b> Capability to produce systems, subsystems or components in a production representative environment. <b>MRL 8:</b> Pilot line capability demonstrated. Ready to begin low rate production. <b>MRL 9:</b> Low rate production demonstrated. Capability in place to begin Full Rate Production.</p>



		<b>MRL 10:</b> Full rate production demonstrated and lean production practices in place.
11	<b>Development Stage: Investment Readiness Level of the Solution/Innovation (IRL) being offered by the startup * :</b>	<p><b>Select appropriate option from the dropdown:</b></p> <p><b>IRL 1:</b> Basic Research (Need Identification &amp; Peer Review Publications) &amp; Completed First-Pass Business Model Canvas (BMC)</p> <p><b>IRL 2:</b> Applied Research (Market Size and Competitive Analysis) &amp; Business Plan – Value Proposition &amp; IP Identification</p> <p><b>IRL 3:</b> Validate Problem - Solution Fit (Confirmed Value Proposition &amp; Techno-Economic Analysis) &amp; Minimum Product Cost (Maturity of Core Technology)</p> <p><b>IRL 4:</b> Prototype Low-Fidelity Minimum Viable Product (MVP): “Low-fidelity” - A representative of the component or system that has limited ability to provide anything but initial information about the end product.</p> <p><b>IRL 5:</b> Validate Product-Market Fit (Integrated Validation of the Minimum Viable Process and Process Engineering). “High-fidelity” - A high-fidelity laboratory environment would involve testing with equipment that can simulate and validate all system specifications within a laboratory setting.</p> <p><b>IRL 6:</b> Validate Business/Revenue Model: Integrated Pilot Development– understanding operational nuances</p> <p><b>IRL 7:</b> Prototype High Fidelity MVP: Integrated Pilot Continuous Operation</p> <p><b>IRL 8:</b> Pre-Commercial Demonstration – Operating Conditions and quality stabilized</p> <p><b>IRL 9:</b> Full Commercial Development – A full time process engineering staff.....</p>
12	<b>Is there any Intellectual Property (IP) associated with the Solution being offered by the Startup/Venture? *</b>	<p>YES or NO</p> <p>If YES, Intellectual Property (IP) Copy Image (Max 2 MB and in jpg, png format)</p>
13	<b>Did the venture/start-up receive any innovation grant from the Institute? *</b>	<p>YES or NO</p> <p>If YES, *Mention the Pre-Incubation / Incubation Unit Name</p> <p>Mention Total Grant Amount Received in past three Financial Years</p>
15	<b>Did the venture/start-up receive any innovation grant from any external sources, so far? *</b>	<p>YES or NO</p> <p>If YES, Mention Total Grant Amount Received in past three Financial Years</p>
15	<b>Did the venture/start-up raise any Angel/Venture Capital Investment so far? *</b>	<p>YES or NO</p> <p>If YES, Mention Total Grant Amount Received in past three Financial Years</p>



16	<b>Are there any recognitions/awards received by the venture/start-up for the innovation in National/International Competitions? *</b>	YES or NO If YES, Upload the Certificate copy of Recent Recognition/award Received (Max 2 MB and in jpg, png format)
17	<b>Has the startup grown to an annual business turnover of Rs. 50 Lakhs during any last three FYs? *</b>	YES or NO If YES, Upload the Audited copy of the financial Statement clearly indicating the FY and Annual turnover amount of Rs. 50 Lakhs or above (Max 2 MB and in jpg, png format)
18	<b>Define the Problem – Solution fit achieved/to be achieved by the Startup: Briefly explain the relevance of the innovative solutions are being offered by the startup and what/whose problem (Industry/Society/Market) these are solving. *</b>	(100 words)
19	<b>Define the Product-Market fit achieved/ to be achieved by the Startup: Briefly explain the readiness levels (Technology Readiness Level and Manufacturing Readiness Level) of innovations/solutions offered by the startup to meet the customer need/requirement. *</b>	(100 words)
20	<b>Detail the potential market size and target customers/segment (Total Available Market -TAM, Serviceable Available Market - SAM, Serviceable Obtainable Market - SOM). *</b>	(100 words)
21	<b>Detail the Business fit achieved/ to be achieved by the Startup: Briefly explain the business model readiness level of innovations to be commercialized. Business Traction Achieved for the innovation if any, briefly explain the customer tractions achieved for the innovations or solutions offered by the Startup as an attempt to commercialization. *</b>	(100 words)
22	<b>Highlight any competitive advantages such as Intellectual property (IP) or any Unique Selling Proposition (USP) etc. associate with the product/service/business model/startup. *</b>	(100 words)



**NOTE:**

Once your Idea/Poc is submitted, then Team leader can add the Team Members and Mentor details.

## Evaluation Criteria for Business Model/Start-up

S.No	Evaluation Parameter	Maximum Marks
1	Achieving Fit: Problem – Solution Fit (Relevance and adequacy of the innovative solution is addressing the problem)?	20
2	Achieving Fit: Product - Market Fit (Technology Readiness level (TRL) and Manufacturing Readiness Level (MRL) of the innovative solution)?	20
3	Potential Market Size and Target Customers (Clarity in Total Available Market -TAM, Serviceable Available Market - SAM, Serviceable Obtainable Market - SOM)?	20
4	Competitive Advantages and Uniqueness (Unique Selling Proposition) of the Solution/Innovation/business model (Intellectual Property/Distinctive Features of the Solution)?	20
5	Achieving Fit: Business Model Fit (Investment Readiness level (IRL) and Readiness of the Business model to commercialize the innovation and business/customer tractions achieved, if any)?	20