**SOA Technology Entrepreneurship Challenge 2017**

**(STEC-2017)**

A SOACH –TBI Initiative

**Submission Format**

*(Guidelines on what we are looking for under the various headings has been provided alongside)*

**Team Leader:**

*(Name , Department, Institution, Mobile No., Mail Id of the Team Leader)*

**Venture Name:**

*(The name of your Product / Service)*

**Verticals:**

*(Please indicate the vertical(s) from the provided list pertaining to your proposal)*

* Agriculture and Agritech
* Bio Technology
* Building Materials/Construction Technology
* Electricity, New and Renewable Energy and Environmental sustainability
* Education
* Healthcare
* Pharmaceuticals
* Information & Communication Technology
* Manufacturing and Engineering
* Devices
* Water, Sanitation and Solid Waste Management
* Housing – Urban and Rural
* Transportation
* Other emerging areas or of social / national importance

**One-Liner:** (200 Characters max)

*Please tell us about your Product / Service is about in one sentence.*

**60 Seconds Elevator Pitch (Video):**

Prepare and save video in MP4 format:

*(A short 60-second video covering all aspects of your business. Make sure to include in your video: Who you are (the Team and your respective Skills ) and how did the proposal come up (the Proposal Background );*

*What's the Problem you are solving and the market Opportunity;*

*What is your product/service (the Solution) you have and the underlying Technology ;The Stage ) you are at and what Traction you have;*

*Video should not exceed 60 seconds.)*

**Brief Description** (500 Characters max)

*(A brief description of your project tuned to the general public.)*

**Team CV**

*(Basic information on all your Team Members. Experience, education, contact information, skills, interests, and more. )*

**Worked Together**

*(What We're Looking For: How long your team has known each other and worked together.)*

**Team Description** (500 Characters max)

*(What We're Looking For: Tell us: How did you meet? Why are you together? How long have you know each other? And other relevant information)*

**Problem** (250 Characters max)

*(What is the problem you are solving? Do you have validation your customers have a true need for a solution? Is the problem truly significant? Does it justify a new solution such as the one you are proposing? What are solutions have come up to solve this particular need?)*

**Why Us?**(500 Characters max)

*(Why should your team be selected? What makes you brilliant? Tell us about your past accomplishments, awards or relevant experiences! Why are you going to beat the competition?)*

**Funding Required** (100 Characters max)

*(How much money you currently need for the Next stage and Completion of your proposal.)*

**Funding Usage** (500 Characters max)

*(If you have inserted the amount of money you currently need for the next stage, in this section we want to know what's it for)*

**Why Invest**? (500 Characters)

*(What makes you an investable company? Give us some short points including the adequateness of your market, how our solution solves a need, why your team and stage of development are ready for investment, and other arguments you might deem adequate. In short, for an investor, why should I invest in you?If you are currently not looking for investment, please indicate that.)*

**Stage of Development**

**Your Solution** (500 Characters max)

*(What specifically are you offering your target market? Is it a product? A service? How will you translate your value proposition into a material offering to your market? What characteristics does that product or solution have?)*

**Your Technology** (1000 Characters max)

*(We want to specifically know details about the technology. What is the technology or technologies powering this technology? If it's a web application, What are the different parts of the system composed of? What is the inventive step behind the solution?**)*

**Competitive Advantage** (1000 Characters max)

*(Please tell us about an attribute or combination of attributes that allows your venture to outperform its competitors.)*

**Market Opportunity** (250 Characters Max)

*(What is the market that you are tackling? Have you validated they do indeed have a problem and are willing to pay for your solution? Is it a growing market? What are the dynamics? What are the sizes? How did you calculate them? What are the specific customer segments you are targeting?*

**Market Validation** (250 Characters Max)

*(Tell us how you've validated both your market and problem. Did you get in touch with users? Did you interview influencers? What true indicators and validation do you have from the market you are targeting? Go into as much detail as possible. Did you meet in person? Conduct surveys? Have informal conversations? No answer is wrong - just tell us how you approached the subject)*

**Business Model** (500 Characters max)

*(Tell us the specifi̫cs of your business model. What are you truly selling? Is it a product or a service? If it's a "freemium" model, which part in specifi̫c is free and what is paid? Are you providing the same service to different users under different pricing? Do you have different pricing plans? Do you have added services such as maintenance or customer support? If so, which are they? Go into as much detail as possible.)*

**Willingness to Pay** 500 Chars. Max.

*(Indicate who has demonstrated willingness to pay for your solution. Have you tried selling your solution to the customers that indicated interest? Have they actually purchased?)*

**Final Pitch** (10 slides Powerpoint presentation with 8-10 lines max per slide in PDF Format)

(Save as a PDF file)

*(Your Final pitch is one of the most (perhaps the most) important part of your Submission. It should be a summary of all other things you've indicated so far, and should be done at the end, once you've crystalized all other concepts.*

Submissions without a Final Pitch cannot be accepted.