**KKR&KSR Institute of Technology and Sciences**

**Vinjanampadu, Guntur, Andhra Pradesh-522017**

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada

Accredited with “A” Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

**MSME-Incubator - Idea Submission Format**

1. Name of the Student/Faculty:
2. Year/Semester and Branch of the student
3. Faculty Details:
4. Registration number of the student
5. Aadhaar number of the student/Faculty
6. Contact details of student/Faculty (Phone number, E-Mail)
7. What is the problem you are solving, describe it clearly?
8. Explain the proposed Solution? (Detailed description needed )
9. Describe the product or Service with the proposed solution?
10. Identify the Sector to which the product/services relate to?
11. What is the Unique/Innovative/Competitive aspect of the product/service?
12. Market target customers & Positioning of product.
13. Explain the Business plan from seeding, development to commercialization?
14. Background of the people who all are part of team working on the project?
15. Explain the detailed economics, funding requirement expenses & income plan over the next 5 Years after start.
16. **Background for getting the idea?**

a. Who is it for?  
b. What will it do?  
c. Which are the potential markets?  
d. Any unique features? Explain?  
e. Is there enough demand?  
f. Can customers afford it?  
g. Why will they buy it?  
h. What is your motivation for doing it? (Statement of Purpose)

i. Total Project Information

17. Attach the **product or service** documentation.

18. Is it a new concept?

a. If no, what kind of competition is existing? What are they offering?

How is your product/ service going to be different/ unique?  
 b. If yes, how can you stop competitors from introducing similar

Offerings?

19. How are you going to sell your product or service to potential

customers?

20. How frequently will customers make “repeat purchases” of your product or

service?

21. How simple or complex will the idea’s execution or implementation be?

22. What are the risk factors involved in executing the idea?

23. How soon could the idea be put into operation?

24. What is the break-even point and estimated time-frame? Having deducted

your costs what “margin” can you make on your product or service?

a. How much investment would you need to commercialise the idea.  
b. What seed funding support would you want from the Incubator?  
c. How will you raise the balance funding required ?  
d. What is the other support apart from financial you will need from the incubator ?

e. Why are you the best suited person to execute this idea?  
f. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?

25. How do you intend to protect your idea (i.e. your intellectual property or IP)?

**Note:** Both the faculty members and students can submit ideas before 14th Jan, 2020. The maximum duration of the idea is 1 year. Maximum amount of the Project is 15 Lakhs. Interested candidates (both faculty and students) can submit their filled documents to the following mail id: [**kitsguntur.research@gmail.com**](mailto:kitsguntur.research@gmail.com)

For any assistance and further details contact **Dr.Ch.Aruna,** Professor, Department of CSE. Mobile: **9866485761.** Short listed ideas will be intimated for further processing. (This is the sample documentation given by the MSME, if any changes are there; intimate you as per the changes)