

# SSCBS Innovation and Incubation Foundation

(A Company formed by Shaheed Sukhdev College of Business Studies, University of Delhi)  
CIN: U74999DL2016NPL306887

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## **INVITING NEW START-UP PROPOSALS**

SSCBS Innovation and Incubation Foundation (**SIIF**) invites start-up business proposals to be evaluated and considered for incubation support.

**SIIF** is a company promoted by **Shaheed Sukhdev College of Business Studies** (SSCBS), University of Delhi. It shall be offering the incubation services at the new campus of SSCBS at Dr. Katju Marg, Sector 16, Rohini, New Delhi.

Depending upon the discretion of SIIF for each approved proposal, incubation services could include:

- *Seed-funding (maximum upto Rs. 20 lakhs)*
- *mentoring*
- *infrastructure and facility*
- *networking with industry / subject matter experts*
- *opportunities to network with other entrepreneurs*
- *opportunities skill development, and*
- *need based support on best effort basis.*

***The start-up business proposals should be innovative and must have sufficient scope for incubation.***

**Eligibility to apply: Students, Alumni and faculty / staff of SSCBS; students and alumni of other eminent institutes.**

Please send your start-up business proposals at [proposal-siif@sscbsdu.ac.in](mailto:proposal-siif@sscbsdu.ac.in)

Your business proposal should be in MS-Word format, with following information as mandatorily included along with any other information you wish to provide:

### **Executive Summary**

#### **A. The Idea**

1. Name of Industry sector
2. What is the problem you are trying to solve?
3. What is the idea
4. What is your product /service
5. Who is your customer – *please be specific*
6. How is technology / IT being leveraged in your start-up
7. What is the value proposition of your venture/business idea?

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## B. Status of your idea

1. Is it an idea or have you validated any proof of concept?
2. If you have started any work on it, has it generated any revenue?
3. Any other information on status of your idea / start-up
4. Product Description:
  - Products and/or services you will offer
  - Uniqueness of the product or services (Individuals)
  - Patents (If any)

## C. Team and People

1. Who are the founders / co-founders / promoters?
2. Who all are there in the team and what is their role?
3. Since how long you have been working together on this venture?
4. Are there any mentors/ advisors? Kindly mention.
5. Staffing Details:
  - Resource Plan
  - Employment Agreement

## D. Viability

1. Means of Financing
  - Promoter's Capital:
  - Long Term Loan:
  - Short Term Loan:
  - Debt/Equity Ratio:
2. Financial viability of your start-up / idea, supported with appropriate financial projections and assumptions
3. Have you invested any of your own funds / funds from other co-founders?
4. Activity and Milestones
  - a. Key Milestones for next 24 months
  - b. Key activities and resources required
  - c. Estimate on funding requirement
5. Working Capital requirement
6. Break-even analysis
7. Critical Risks:
  - Potential Problems
  - Obstacles and risks
  - Alternative course of action (if required)

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## E. Market

1. Industry background and what kind of competition you face
2. Uniqueness of your start-up / business idea / product / service
3. What is innovative in your start-up?
4. Technology involved and its sustainability; scalability
5. Target Market (customer segments) identification; Market size and trends; how much market share you can gain over next 3 years
6. How much your customer be willing to pay for your product / service?

## F: Strategy

1. What if you do not get incubation support from SIIF
2. What if you get incubation support from SIIF?
3. How do you plan to scale up your start-up?
4. What are the challenges you are facing now and you foresee in next 2 years?
5. What will you do if your venture fails – what is your plan B?

## G: Key Question

1. Why your start-up would be preferred by your customers? Why customers should choose you over others?
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### ***Process of evaluation up to incubation kick-off:***

The proposal will be evaluated through several gates.

First screening will be done by the Directors and CEO of SIIF to assess level of uniqueness, innovation, clarity of idea and its execution, understanding of challenges and strength of team.

After the first screening, the teams of shortlisted proposals will be given opportunity to meet SIIF Leadership team to discuss their ideas / proposals, followed with detailed business plan submission.

The proposals cleared by SIIF Leadership team will be called for evaluation by experts' panels at two different stages who will decide which project to be incubated and what kind of support to be provided, including funding support, if approved.

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After this stage, the proposals finally approved for incubation support will be required to form private limited company to facilitate agreements with SIIF and kick-start the incubation process.

For more details about the incubation centre and process followed visit us on: [www.siif.in](http://www.siif.in)