



INDIAN INSTITUTE OF TECHNOLOGY
(BANARAS HINDU UNIVERSITY)

मालविया नवप्रवर्तन, संवर्धन एवं उद्यमिता केंद्र

“उद्योगिनम् पुरुषसिंहमुपैति लक्ष्मीः”



MALAVIYA CENTRE FOR INNOVATION INCUBATION & ENTREPRENEURSHIP

Varanasi – 221005, (Uttar Pradesh), वाराणसी - २२१००५ (उत्तर प्रदेश)

Application for Startup Recommendation at MCIIE, IIT (BHU)

1. Name of start up:					
2. PRIMARY CONTACT PERSON (should be one of the full time founders)					
a. Name					
b. Designation					
c. Email					
d. Mobile Number					
i. Registered Address					
ii. Office Address (if different from above)					
iii. Email					
iv. Office Phone					
v. Website					
3. Legal Status of firm – PVT. LTD / LLP / RP / OPC					
4. Registration number and date: Firm registration (as applicable)					
a. PAN					
b. TAN					
c. Service Tax					
d. Has the Company filed all annual IT returns till date (YES / NO)					
e. Does the company have an SSI registration					
5. What is the “Core Offering” (Product / Service / Process) of the StartUp (not more than 50 words):					
6. Capital structure with name of shareholders for Pvt. LTD company:					
a. Authorised Capital					
b. Paid up Capital					
c. Share Holding Structure					
Name of Shareholder and DIN numbers	No. of shares	% tage Holding	Founder (YES / NO)	Designation / Role in Company	Full Time (FT) or Part time (PT)

Malaviya Centre for Innovation, Incubation & Entrepreneurship

Adjacent to Department of Chemical Engineering & Technology, Opposite Swatantrata Bhawan, Indian Institute of Technology (BHU) Varanasi, Varanasi – 221005, Uttar Pradesh (E),

Ph: 0542-2368948, 6702705, Email: tbi.mciee@iitbhu.ac.in, Website: www.mciee@iitbhu.org



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In case Shareholders / Founders are also share holders in other companies (Pvt. Ltd. / Partnerships), the same MUST be declared separately.					
d. Partnership/LLP details, Name of each partner					
i.			ii.		
iii.			iv.		
7. What is the annual turnover of your company since Incorporation (as per IT Returns filed)?					
Year	Year 1		Year 3	Year 4	Year 5
Turnover in INR lakh					
8. Please explain your revenue model?					
a. How do your currently generate revenue for the company?					
b. If you are still in idea/prototype development stage, please explain how you anticipate generating revenues?					
9. Details of ALL Founders:					
a. Name					
i. Educational Qualifications (Std. passed / Degree, Year, University)					
ii. Work Experience (Company, No. of Years, Functional Area)					
iii. Permanent Address					
iv. Contact: Phone, Mobile, Email					
v. PAN Card					
vi. AADHAR Card No.					
b. Name					
i. Educational Qualifications (Std. passed / Degree, Year, University)					
ii. Work Experience (Company, No. of Years, Functional Area)					
iii. Permanent Address					
iv. Contact: Phone, Mobile, Email					



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v.	PAN Card				
vi.	AADHAR Card No.				
c.	Name				
i.	Educational Qualifications (Std. passed / Degree, Year, University)				
ii.	Work Experience (Company, No. of Years, Functional Area)				
iii.	Permanent Address				
iv.	Contact: Phone, Mobile, Email				
v.	PAN Card				
vi.	AADHAR Card No.				
d.	Name				
i.	Educational Qualifications (Std. passed / Degree, Year, University)				
ii.	Work Experience (Company, No. of Years, Functional Area)				
iii.	Permanent Address				
iv.	Contact: Phone, Mobile, Email				
v.	PAN Card				
vi.	AADHAR Card No.				
10.	Have any of the Founders of the company left the Company? (YES / NO)				
	If Yes, please furnish the details such as tenure in the company, designation and reason for leaving				
Benefits prescribed under Startup India Action Plan are available only to start ups working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property if it aims to develop and commercialize:					
a.	Who is/are the END CUSTOMERS?				
b.	What “problems” of Society / End Customers/ Workflow are bring solved through the core offering by the startup (provide a list)				
c.	Technology behind the core offering by the Startup (tick applicable):				
	TO BE DEVELOPED	SELF DEVELOPED	ACQUIRED	OFF THE SHELF	LICENSED
i.	If Self Developed – technology development time & linkages used / is the technology Patentable / status of patent and-or				



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application / countries where applicable / if not yet patented what are the strategies for protection			
ii. If Acquired / Licensed – from whom & terms – conditions			
iii. If Off the Shelf – comments on the ‘innovation’ from the startup			
d. Explain the innovative/ novelty features of your “core offering”:			
e. What are the New Features / Significant Improvements that your core offering brings forth (provide a list)			
f. Who are your competitors and what is your competitive advantage? (Comparison with Existing Products / Companies)			
Features of Product	YOUR STARTUP	Existing prod. / company 1	Existing prod. / company 2
Note: In case of claims that there are “NO COMPETITORS” – should be adequately justified (in not more than 100 words).			
g. Value proposition (s) to the customer segment			
i. Indicate measurable outcomes – comparisons with existing scenario			
ii. Comments on intangible benefits (not more than 50 words)			
h. Market linked information			
i. Which markets are you addressing (tick appropriate):			
DOMESTIC	GLOBAL	BOTH	
ii. What is the estimate of the addressable market size. Describe how you arrived at this and indicate assumptions used.			
List your “Go To Market Strategies”			



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Do you have paying Customers? If yes then how many are repeat customers (indicate %tage) and what is the current Order Book Size	
List your major customers / first adopters (if any)	

I certify that

- The information I provided on and in connection with this application is true, accurate and complete. I also understand that any inaccurate, incomplete or false statements or deliberate omission on this document or any other document I filed with this application may be grounds for disqualification from getting recommendation letter from MCIIE, IIT (BHU) and Any misrepresentation or incorrect information if found out will be will be reported to DIPP.
- I am aware that MCIIE, IIT (BHU) is providing only recommendation towards my application to Startup India recognition, and this application is not an incubation application at MCIIE, IIT (BHU) or approval/application for getting any financial support from MCIIE IIT (BHU).
- Our entity has not exceeded turnover of INR 25 crore for any of the financial years; and
- Our entity is working towards innovation ,development, deployment or commercialization of new products, processes or services driven by technology or intellectual property; and
- Our entity has not formed the entity by splitting up or reconstruction of a business already in existence;
- and may therefore be considered for recommendation by Malaviya Centre for Innovation, Incubation and Entrepreneurship (MCIIE, IIT BHU) for business being pursued by the applicant/s is innovative in nature and also comes under the definition of Startup as per the notification no. G.S.R. 180(E) dated February 17, 2016 (F. No. 5(91)/2015-BE.I).
- Malaviya Centre for Innovation Incubation and Entrepreneurship, IIT (BHU) has made the decision to give recommendation to the startup purely based on information submitted.

Signature:

Date:

Name of Applicant:

Place:



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A List of supporting documents for Application of Startup Recommendation at MCIIE, IIT (BHU)

1. Business Proposal/Plan/Summary(Stating Innovation in the Business)	
2. PAN	
3. Copy of incorporation certificate issued by ROC or registered partnership deed as applicable	
4. Article of Association	
5. Memorandum of Association	
6. A self attested copy of audited account statements from the date of inception	
7. A self attested copy of Income Tax Returns filed from date of inception	
8. Identification card of all the Directors/Partners	
9. Undertaking duly signed by Founder(s) / Promoter(s) of Startup on letter head	
10. Identity proof documents (Any 2)	
a. Drivers License, or	
b. Voter ID Card, or	
c. Adhaar Card, or	
d. PAN Card	
11. Address Proof of all the Directors/Partners (Any 2)	
a. Electricity Bill, or	
b. BSNL/MTNL Bill, or	
c. Other Utility Bill	

Processing Fees:

An application fee of **INR 10,000/-** (non refundable) to be taken at the time of submission of application form

An application without above self-attested documents will be considered as incomplete and MCIIE, IIT (BHU) has right to reject your incomplete application.

Please return completed application forms (with two duplicate sets of documents) along with Demand Draft of **INR 10,000/ (non refundable)** in favour of

“MCIIE, Indian Institute of Technology (Banaras Hindu University)” payable at **Varanasi** through Post/Courier at the specified address. Applicant must write his/her, Name, Mobile No., on the back side of Demand Draft to MCIIE Coordinator at:

To,

The Coordinator

Malaviya Centre for Innovation, Incubation & Entrepreneurship (MCIIE)

Indian Institute of Technology (Banaras Hindu University),

Varanasi-221005

Tel No. (0542)2368948/6702705

For any query please mail us to tbi.mciie@itbhu.ac.in



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Meaning of Innovation at MCIIE, IIT (BHU)

Creating competitively effective processes, ideas or product that can increase the likelihood of any business succeeding. Businesses that innovate create more efficient work processes have better productivity and performance. For entrepreneurs this could mean implementing new ideas into businesses or creating fast-paced dynamic products or improving any existing services. It is used as catalyst for the growth and success of business and help to coexist in competitive marketplace.

Innovation does not mean inventing something, it means delivering quality services and product by changing into workplace environment, business model or creative problem solving skills. Successful innovation should be an in-built part of your business strategy, where you create a culture of innovation and lead the way in innovative thinking and creative problem solving. Innovative businesses create effective working culture and get more productivity and employee performance.

Remember, actions which lead your business in negative performance would not be considered as innovative in nature, although they met the requirements of being novelty.

Proposal Format for Startup Recommendation

1. Description of your Project or Business

Single page short description of your Business or project

2. Technology involved

Please describe about technology using diagrams or any other means.

3. Patents, if any

Please let us know if you have applied or received any Indian or International patents.

4. Company Financials

About revenue and your business model

5. Market, Consumer and Business competitors, if any?

How many numbers of competitors why you are different than them?

6. Innovative Components (Not More than 400 Words)

How is your idea innovative? In what way is it new and different from other similar ideas? If it is a well-known effective practice that you are newly adapting in your business, explain how your adaptation will be distinctive. The details of new product/ service/ process

For Office Use Only:

Application Number: MCIIE_____2016A

Fees Received: Rs.

Demand Draft Number:

Date Received:

Signature:

Received By:

Malaviya Centre for Innovation, Incubation & Entrepreneurship

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