**Application for Agri Startups at NEAT*E* Hub, Assam Agricultural University**

**Email to : startup@neatehub.org by 29 June 2019**

1. **General Information**
2. **Applicant’s Name : Mr./Ms./Dr.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **Age (Years): \_\_\_\_\_ DOB (dd/mm/yyyy): \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_**
4. **Address for Correspondence: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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1. **Phone/Mobile (Mandatory):**

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1. **Email (Mandatory):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **Native State:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **Highest Qualification ():**

|  |  |  |  |
| --- | --- | --- | --- |
| **Please tick (**✓) **the applicable option** |  | **Degree Details** | **Year of Passing** |
|  | Graduation |  |  |
|  | Professional Graduation (B. Tech, BBA, BE etc.) |  |  |
|  | Post-Graduation |  |  |
|  | Professional Post Graduation (M Tech, MBA, ME etc.) |  |  |
|  | PhD |  |  |

1. **Professional Experience (No. of years):\_\_\_\_\_\_\_\_\_\_**
2. **Details of Team Members in your Startup Co.:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S. No** | **Name** | **Gender** | **Highest Qualification** | **Experience (Years)** | **Current Profile** | **Role in the proposed startup** |
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1. **Startup Details:**
	1. **Have you registered your company? (Please tick (**✓) **the applicable option)**

**YES NO**

* 1. **What is the legal status of the entity you have formed? (Please tick (**✓) **the applicable option)**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Sole Proprietorship |  | Partnership |  | Limited Liability Partnership |  | Private Limited Company |  |

* 1. **Company’s Name (If Applicable):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
	2. **Address with the name of City and State: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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* 1. **Establishment year:\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
	2. **Website:­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
1. **Executive Summary/Brief overview of your business proposal (In not more than 150 words).**
2. **Technology:**
3. **Which Focus Area does your product/service belongs to (Please tick (**✓) **the applicable option):**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Agri Inputs |  | Precision Farming |  | Agricultural Supply Chain |  | Agricultural Biotechnology |  |
| Post-Harvest & Food Technology |  | Agricultural Machinery |  | IoT, ICT and AI in Agriculture |  | Natural Resource Management |  |
| Animal Husbandry, Dairying |  | Agri Clinics & Farm Health services |  | Farm Mechanisation |  |  |
| Agri Ext Education |  | Waste to Wealth, Secondary Agriculture |  | Organic Farming |  |

1. **Where are you in your product development / path to market process? (Please tick (**✓) **the applicable option)**

|  |  |
| --- | --- |
| **Select** | **Description** |
|  | **Concept**- Idea stage |
|  | **Proof of Concept:** Some experiments done. Preliminary proof of concept exists**.** |
|  | **Prototype:** Several proofs of concept demonstrated. |
|  | **Pilot: Minimum viable product (MVP):** Pre commercialization use. Prototype made and performance claims tested, trials have been done on sufficient scale to demonstrate interest of potential customer. |
|  | **Production:** Commercially ready. Real life testing conducted by potential customers. Product is ready for commercial sales. |

1. **How long will it take for this innovation/technology to be completely developed and ready for the market? (Please tick (**✓) **the applicable option)**

|  |  |
| --- | --- |
| Already in active use now |  |
| 1-6 months  |  |
|  7-12 months |  |
| 12+ months |  |

1. **Please explain your technology in brief: Technology Description: Intended product or service (Define scope carefully). For a process, one needs to think of the product that will result.**
2. Name of the product/ technology.
3. What is it? (Device/ new material / algorithm/ new process or any other).
4. What does it do? (Use simple and non-technical terms).
5. What problem/pain does it solve?
6. First target application of the product
7. Who is the primary customer of your technology?
8. Explain USP (Unique Selling Proposition) of your product? Please focus on “benefits” rather than “features” of the technology.
9. Does your technology have any intellectual property protection? If not, what is your plan to protect your technology from competitors?
10. **Commercial and existing technology landscape**
11. What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?
12. Market assessment: Size and growth. Please give an estimate of your target market segments.
13. **What are the key risks/ barriers that you face in bringing your technology to the market? Please explain (Technical/ manufacturability, Freedom to operate, Regulatory, compliance, finance, scale of investment barriers, team etc.)**
14. **Other reasons (besides commercial) for your technology attractiveness–strategic, social impact etc.**
15. **Share a link to the video describing your venture idea in less than a minute (if available).**
16. **Additional information**
17. **What is your go to market strategy?**
18. **Potential partners to engage with; government, foundations, industry connections etc.**
19. **Please list any customers and sales to date (if any):**
20. **How much money have you invested in this business venture?**

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| --- |
| Rs. |

1. **Expectations**
2. **What support do you expect from this program and Assam Agricultural University?**
3. **Anything else you would like to share about your enterprise, dreams, needs and expectations?**
4. **How did you get to know about the NEATEHub startup Program? (Please tick (✓) appropriately)**

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| NEATEHubWebsite |  | Facebook |  | Notice board of your organization |  |
| Your own institute website |  | Twitter |  | Exhibition |  |
| Startup India Website |  | Emailer |  | Brochure |  |
| Any Other Website |  | Reference from a person |  | Print Media-Newspaper |  |

**Note:** \*\*Please do not include any confidential information while describing any aspect of your technology, your company, or your business plans in this application.

Please email this duly filled up form to: **STARTUP@NEATEHUB.ORG by 29 June 2019**