



**TAGORE CENTRE FORGREEN TECHNOLOGY BUSINESS INCUBATION (TCGTBI)
INDIAN INSTITUTE OF ENGINEERING SCIENCE & TECHNOLOGY (IEST) SHIBPUR**

(Formerly Bengal Engineering and Science University, Shibpur)

P.O. Botanic Garden, Howrah -711103

A project sponsored by NSTEDB; DST- GoI

PRE-APPLICATION QUESTIONNAIRE

1. Name of the Applicant :
2. Name of existing / proposed company (if any) :
3. Names and details of the Founding Team (attach resume) :
4. If registered, give Registration No. and details :
5. Contact Address :
6. Contact Phone No(s) :
7. Contact E-Mail ID :
8. Website (if any) :

GENERAL DESCRIPTION OF BUSINESS

1. Describe your proposed business (products / services) in brief highlighting the following :
 - a. Strength of the product/service idea in terms of its technology content, innovation, timeliness and market potential
 - b. Value Proposition
 - c. IP already generated and the potential of the idea for IP creation
 - d. Extent of involvement of IEST-Shibpur faculty, alumni, employees and students
 - e. Strength of the core business team
 - f. Funds requirement and viability of raising finance
 - g. Break-even period
2. What unmet market need or demand your products /services fulfill?
3. How IP has been generated and future plans for further R&D on the IP: (Modus operandi viz. Consultancy / Sponsored Research / Projects etc.)



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4. Does your business require any governmental or regulatory approvals?
5. Describe management and technological expertise of your key personnel, experience that relates to your product / services and the length of that experience (attach resumes)
6. Details of your potential customers.
7. Details of market research activities for the product / service that have been performed.
8. Details of your major competitors.
9. What are your competitive advantages?
10. Describe your pricing strategy.
11. Promotional activities of your products/ services.
12. Distribution methodology.
13. Who are your major suppliers?
14. Break even sales volume and time frame thereof.
15. Investment requirements for first two years (with source of finance, if any)
16. Cash flow projection for first two years of operation
17. Current balance sheet and income statement, if available. If not, specify reasons
18. Major risks attached to your business.
19. Job creation (Project in minute detail for first two-year period)
20. Any other factors for consideration.

FACILITIES REQUIREMENTS IN TCGTBI

1. Why do you want to locate in the TCGTBI?
2. Infrastructure requirement for space, workstations /PCs etc.
3. List any special requirements for usage of IEST, Shibpur laboratory facilities:



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4. Indicate how your business might benefit from access to IEST, Shibpur's human and physical resources.
5. If accepted as an incubatee, when would you want to start occupancy in the incubator?
6. How many total employees will be occupying space? (Give year-wise projection for both full-time and part-time employees).
7. If you are currently occupying a facility give details of the area occupied in square feet with Rent in Rs. and Utilities cost in Rs.
8. What is the duration of Incubator support that you contemplate to avail ?
9. Specify requirement of Mentoring and other professional service / support that you envisage from the Incubation Centre. (Please tick the following and give specific details)
 - a. Accounting Assistance
 - b. Legal Assistance
 - c. IP portfolio Management Assistance
 - d. Regulatory Compliance
 - e. Marketing Assistance
 - f. Business Plan Development
 - g. Links to other Higher Education institutions
 - h. Business Training Programs
 - i. HR Support
 - j. Business Etiquette
 - k. Other Management Assistance
 - l. Any Other

HOW IEST, SHIBPUR WILL BENEFIT THROUGH YOUR BUSINESS INCUBATION:

Explain in details how the institute and especially the students will be benefited through your proposed start-up company incubated at TCGTBI.