

# Product/Project Name

(A short and attractive tagline)

## Basic Information-

Product's Vision (*a short description of product*) –

The sector to which your product is targeting –

Description of the targeted market and opportunity for your product –

Your strategy for production/management of the product –

Marketing/Promotional strategy –

Financial analysis of the product (*Future investments needed*) –

Future scope of improvements –

Pictorial Description (*a model of the product which provides the overview of the product*) –

## Guidelines for completing the form –

1. It is advisable to fill the form in points.
2. Restrict the details asked in the form in **two pages only**. The third page should only contain the pictorial description and nothing else.
3. The word limits of sections in first two pages are flexible, but all these sections should be completed in two pages only.
4. Mention the headings before every paragraph.
5. The font for filling the form should be **Calibri (Body)** with font size **12** only.
6. The abstracts not satisfying the above four guidelines can lead to disqualification.