



## Application for seed funding up to 25 lakhs under Him-Utkarsh programme of Him Palam RABI of CSKHPKV

*Essential requirement: Having an innovative, repeatable and scalable business model (Minimum Viable Product) with greater growth potential and job opportunities*

### **Founder Details:**

1. Name of the applicant: \_\_\_\_\_
2. Email: \_\_\_\_\_
3. Date of Birth (dd-mm-yyyy): \_\_\_\_\_
4. Gender: \_\_\_\_\_
5. Phone/ Mobile Number: \_\_\_\_\_
6. Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Highest Qualification: \_\_\_\_\_
8. Current Occupation: \_\_\_\_\_
9. Experience in the Relevant Area of Application (if any)  
 Yes  No

### **Startup Details:**

10. Name of the Startup: *Him Utkarsh* \_\_\_\_\_  
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11. Startup website URL: \_\_\_\_\_
12. Registered and Corporate Office address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
13. Year of Startup Incorporation: \_\_\_\_\_
14. DPIIT Registration Number (if any): \_\_\_\_\_
15. Legal Status of the Firm (Choose one of the following)
  - a) Partnership Firm
  - b) Limited Liability Partnership (LLP)
  - c) Private Limited Company
  - d) Not Registered
  - e) Others \_\_\_\_\_
16. Total Number of Team Members: \_\_\_\_\_
17. Stage of Startup (Choose one of the following)
  - a) Ideation
  - b) Prototype
  - c) Minimum Viable Product (MVP)
  - d) Commercialized



## **Startup social media platforms**

18. Facebook: \_\_\_\_\_
19. LinkedIn: \_\_\_\_\_
20. Instagram: \_\_\_\_\_
21. Twitter: \_\_\_\_\_

## **Technology details:**

22. Focus Area of the Startup (Choose one of the following)
- a) Mechanization of Farming & Allied Activities
  - b) Precision Agriculture including applications of Sensors, WSN, ICT, Artificial Intelligence, IoT & drone
  - c) Supply Chain & Agriculture Logistics
  - d) Post-Harvest, Food Technology & Value addition
  - e) Waste to Wealth & Green Energy in Agriculture
  - f) Agriculture Allied Sectors (Animal Husbandry & Dairying / Fisheries / Sericulture / Forestry / Environment, etc.)
  - g) Agri FinTech
  - h) Agricultural Inputs & Biotechnology
  - i) Natural Resource Management
  - j) Agriculture Extension & Education

23. What is the problem you are trying to solve and why? (in less than 100 words)



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24. What is your solution / product / service and briefly explain what does it do? (in less than 100 words)



25. What is the USP/ Novelty of the solution / product / service?

26. Share a link of the video describing your venture/technology

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27. Do you have or have applied for any patents, copyrights or trademarks?

Yes

No

**Business Details:**

28. Briefly describe your Business Model.



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29. Who are your major competitors? What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?

30. Are there any key risks/barriers to enter the market?



31. What kind of overall social, economic and environmental impact does your solution/product/service have on the society?

**Customer & financial details:**

32. What is your current revenue? (in Lacs) \_\_\_\_\_

33. What is your per unit cost and selling price? \_\_\_\_\_

34. How many paying customers do you have? \_\_\_\_\_

35. In case of an App/B2C business, please share the details of the following:

a) DAU (Daily Active users) \_\_\_\_\_

b) MAU (Monthly Active Users) \_\_\_\_\_

c) Time spent on the app (Avg) \_\_\_\_\_

**Investment details**

36. Have you invested your own money in the venture?

Yes

No

37. Have you received any Governmental Grants/Funding till date for your venture?

Yes

No

38. Have you been incubated at any other RKVY-RAFTAAR Agri Business Incubator (RABI)?

Yes

No

39. What support would you like to have from Him Palam R-ABI, CSKHPKV, Palampur?



40. Any other information which supports your startup candidature.

### Declaration

I hereby agree that all the information provided above are true and known to best of my knowledge.

**Date:**

**Place:**

**Signature of the applicant**

### Note:

- *Short-listed candidates will only be invited for 5 to 7 minutes Startup Presentation and 3-5 minutes Interaction with the Selection Committee.*
  - *The Selection Committee focuses mainly on the usefulness, uniqueness and viability (technical/ economic) of the proposed startup and also its job-creation potential, benefit to farming community, market potential/scalability of the project, impact on society, etc.*
  - *Candidates shall present supporting evidences of their innovative product/MVP before the committee.*
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