# PHASE I APPLICATION

SAMIK SINGH KALINGA YOUTH ENTREPRENEURSHIP COMPETITION (SSKYEC)

Business name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of participant(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of primary contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail of primary contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPORTANT NOTES:

1. The business plan should not be more than 2 pages.
2. The completed business plan should be submitted electronically to info@kalingaventures.org.
3. Deadline for submitting the Phase I application is 15th May.

## COMPANY INFORMATION

*In less than 3 sentences, describe the idea of your business. What product(s) or service(s) your company plans to offer? Where will your business be established? Who will be your customers?*

## MARKETING PLAN

 *How do you plan to launch your business? How will you promote your business?*

*How do you plan to sell your product(s) or service(s)?*

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*Who are your competitors? How will your business be different from your competitors?*

## FINANCIAL PLAN

*How much seed capital do you need to start the business? Explain the use of seed capital\*.*

*How much money will your startup need prior to making profit? Explain the use of startup funds\*.*

*(\* Seed capital is different than startup funds. Please check tutorial on financial plan at www.KalingaVentures.org).*

*How will your startup arrange funds? What resources other than financing (facility, number of people, etc.) does the business need? How would the business generate revenue and profit?*

*Provide financial pro forma (revenue, cost of goods sold, gross profit, and net profit) year-wise for at least next 3 years.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Year*  |   |   |   |   |   |
| **Income**  |   |   |   |   |   |
|  Revenue, $ in thousands  |   |   |   |   |   |
|  Cost of Goods Sold, $ in thousands  |   |   |   |   |   |
| Gross Profit, $ in thousands  |  |  |  |  |  |
| ***Gross Profit Margin***, %  |   |   |   |   |   |
| **Expenses**  |  |  |  |  |  |
|  Total Expenses, $ in thousands  |  |  |  |  |  |
| Net Profit Before Tax, $ in thousands  |  |  |  |  |  |
| ***Net Profit Margin*** (Before Tax), %  |  |  |  |  |  |