

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 1st 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), %					