

## 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](mailto:info@kalingaventures.org).
3. Deadline for submitting the Phase I application is 15<sup>th</sup> 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](http://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.*

<i>Year</i>					
<b>Income</b>					
Revenue, \$ in thousands					
Cost of Goods Sold, \$ in thousands					
Gross Profit, \$ in thousands					
<b>Gross Profit Margin, %</b>					
<b>Expenses</b>					
Total Expenses, \$ in thousands					
Net Profit Before Tax, \$ in thousands					
<b>Net Profit Margin (Before Tax), %</b>					