

**Dean Academic (UG)**  
**DELHI TECHNOLOGICAL UNIVERSITY**

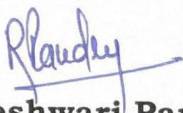
Shahbad Daulatpur, Bawana Road, Delhi-110042

F.No: Dean(UG)/FEC 51/2022-23/6925

Dated: 19/09/2022

**NOTICE**

This is with reference to office order bearing no. DTU-IIF/FEC-51/199, Dated 13/09/2022, All the FEC51 (Entrepreneurship Exploration) registered students are required to conceptualize a business idea and submit a proposal for first phase assessment, latest by **September 26<sup>th</sup>, 2022**. The proposals will be assessed by the Evaluation Committee. The Proposals are to be submitted via mail to **deepalimalhotra@dtu.ac.in**. The prescribed format for business proposal is attached with this notice. The pre seed funding support of **Rs. 10,000/- (Rupees Ten Thousand only)** may be provided to shortlisted proposals.

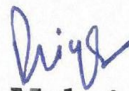
  
**(Prof. Rajeshwari Pandey)**  
**Dean Academic (UG)**

F.No: Dean(UG)/FEC 51/2022-23/6925

Dated: 19/09/2022

**Copy to:**

1. PA to the Hon'ble Vice Chancellor, for information
2. Registrar, DTU
3. Controller of Examination
4. Head, CC & COO: with the request to upload the notice on first year Notice Board on university website.
5. Prof. Girish Kumar, CEO, DTU-IIF
6. Ms. Deepali Malhotra, FEC51 Coordinator
7. All FEC51 registered students

  
**(Prof. Priya Mahajan),**  
**Co-ordinator-FEC,**  
**Chairperson, UTTC, DTU**

**DTU INNOVATION AND INCUBATION FOUNDATION**  
[Pursuant to sub-section (2) of section 7 of the Companies Act, 2013 and rule 8 the Companies  
(Incorporation) Rules, 2014] promoted by  
**DELHI TECHNOLOGICAL UNIVERSITY**  
(Estd. by Govt. of NCT of Delhi vide Act 6 of 2009)  
(Formerly Delhi College of Engineering)

**IDEA PROPOSAL FORMAT FOR FEC 51 (ENTREPRENEURSHIP EXPLORATION)**

**Information of key contact person**

**E-mail:**

**Mobile number:**

**Student (S) Name:**

**Roll No.:**

**Brief overview of the plan:**

**Plan/company name:**

**Industry (choose one) from the following:**

- Customer internet and information services
- Mobile applications (products and services)
- Software products, including web applications
- Emerging Market Technology
- IT, ITES, BPO, KPO
- Others

**State the problem you are trying to solve (or the opportunity you are tapping):**

**The main causes and consequences of problem:**

**The main evidence/ data you have on the problem:**

**Please provide your proposed solution in not more than 2 pages**

**Who will use and benefit from your proposed solution?**

**How does this idea align with your interests and skills?**

**How much time do you need to make this idea come alive for these beneficiaries?**

**What is the size of the market opportunity?**

Please describe the size, addressable market for your business, and outline key qualitative trends in the marketplace that either increase or decrease the relevance of your solution. (While describing market size please include overall market size as well as the part of the value chain addressed by you)

### **Team**

This section should answer the question ‘Why is this team/entrepreneur best suited to implement this Startup business opportunity’. Keep it simple. Include educational qualifications and work experience.

### **Product/Technology Overview**

Highlight the uniqueness of the technology and application (not technical details of the solution).

### **What is the value proposition?**

Who is going to buy your product/service. Why would consumers choose this over others? Remember to articulate the key differentiators in customer benefits, not an internal perspective on technology superiority.

### **Competitive landscape**

Describe your current business and your future competitors. What is your plan to be ahead of your competitors? Remember that competition is not just those providing a similar solution to yours, but all those addressing the same customer needs through variety of directly or indirectly business approaches.

### **Risk factors to execution**

What are the market risks, financial risks, business model risks, execution risks, etc. that may hamper your plans?