

TiE the Knot@TiEcon Delhi 2014

“TiE the Knot” at TiEcon Delhi 2014, is a very exclusive forum at the TiE platform. The forum will provide an exclusive platform for high potential companies (tech & non-tech) who have demonstrable products and are looking to raise their first seed investment. Five such high potential companies will be shortlisted and will pitch to a select group of individual investors who will be looking to make on-spot invest commitments in a high impact televised format.

Application Criteria:

- Registered Indian entity in operations for at least 3 months
- Preference for early revenues and if pre-revenue should have developed a fully functional product or prototype
- Looking to raise up to maximum of INR 50 lakhs (equity)
- In addition to the template a video demo of the product/service offering will be preferred

Application Template

Information of key contact person:

Name:

E-mail:

Website (if any)

City and Country:

Mobile number:

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*
- *Manufacturing*
- *Retail*
- *Others*

Business Summary: (A one para description of your business)

| Should we ask for video or is that too much?

Current revenue size:

INR (p.a.)	
Pre-revenue	
< 10 Lakhs	
10 Lakhs - 50 Lakhs	
50 Lakhs - 1 Crore	
> 1 Crore	

Please provide the following details in no more than (4-5) pages.

Brief business description

No more than one paragraph to describe your business and the business opportunity. If it takes more than a paragraph to describe your business, perhaps you need to revisit the drawing board. The simpler the message, the quicker you will draw investor attention.

Type here

Team

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

Type here

Who is your customer. What is the issue/pain point that your product/solution will address

This section will reflect the clarity of your thinking about your business opportunity. Be precise and succinct.

Type here

What is the size of the market opportunity

Please size the 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)

Type here

Product/Technology Overview

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

Type here

What is the value proposition

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

Type here

Business model / financial model

Business Model: This is about how you will make money from this business opportunity (example who will pay you, who will charge the customer, how, when etc)

Financial Projections: Provide next 2 year quarterly financial projections and provide an estimate of the 5 year financial projection. Cover revenue, cost, gross margin and net cash flow.

Type here

Sales and Marketing model

How are you going to market and sell your products/services (Go to Market Model). What capability does the team have and plans to build to take the offerings to the market. What partnerships are critical to your business. What is the current status of customer and partner pipeline.

Type here

Competitive landscape

Who are you currently or in future likely to compete against and what is your plan to win this battle? Remember that competition is not just those providing a similar solution to yours, but all those addressing the same customer need through variety of approaches.

Type here

Risk factors to execution

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

Type here

Funding objective and use of funds

Describe how much money you want to raise and what you intend doing with these funds.

Type here

Current Progress

Mention key milestones achieved since inception of company (prototype development, first revenues etc)

Type here