

Application Form



ECONOMIC ENTERPRISE AND EMPOWERMENT CHALLENGE 2010

INTRODUCTION

This Application Form will serve as the grounds on which your enterprise idea will be judged and evaluated for the Economic Enterprise and Empowerment (E³) Challenge 2010. Please fill this form in as much detail as possible.

Please make sure you have reviewed the E³ Challenge Expression of Interest Form, Frequently Asked Questions (FAQ's) which includes the time line, criteria, and eligibility, and the Concept Note in the Business Plan Development Toolkit to familiarize yourself with the details of the competition before filling out this form.

SUBMISSION & PROCESS

Please submit all applications to e3challenge@gmail.com or in hard copy to the following address:
National Trust, 16-B Bada Bazaar Road, Old Rajinder Nagar, New Delhi - 110 060.

The last date for submission of the application form is 15, October, 2010.

All applications will undergo an intense screening and evaluation process by National Trust, NSDC, ARUNIM, and Start Up! to select the most promising ideas. At the end of the screening and evaluation of the applications, selected applicants will be announced on 15 November, 2010.

BASIC INFORMATION

What is the current legal structure of your organization? If you are applying as an individual, please state "individual entrepreneur"

Please provide details about your current organization (in the case of an individual applicant with no current organization, please tell us about yourself, your previous professional experiences, and your inspiration to start an enterprise)

- Name of the organisation
- Year the organisation was established
- Geographic area of activity of the organization
- Area(s) of activity (sector of operation)
- What your organization does - mission, vision, working model, skills, strengths and strategy moving forward.
- What problem does your organization seek to address? What does your organization do to address them?
- Please describe any innovation your Organization is currently practicing.

Application Form



Please enter names and other details of your current or proposed organisation and the team submitting this application form in the table below.

| | Name | Education Background | Professional Background | Current Occupation |
|---------------|------|----------------------|-------------------------|--------------------|
| Team Member 1 | | | | |
| Team Member 2 | | | | |
| Team Member 3 | | | | |
| Team Member 4 | | | | |
| Team Member 5 | | | | |

Please provide contact details of your organisation; if you are applying as an individual, then please provide your personal details.

| | |
|----------|--|
| Address | |
| Landline | |
| Mobile | |
| Fax | |
| Email | |

Application Form



YOUR IDEA (PRODUCT OR SERVICE)

What is your idea for a product or a service. Please describe in detail. (include strengths, uniqueness, and opportunities)

What is your rationale for the selection of the idea? (what problems or market solution do you seek to address)

Who is your target customer?

What value or benefit does your product or service provide to the customer?

What is the vision for your new entity?

IMPACT

How many persons of disability will benefit from your enterprise?

What will be the social impact of your enterprise?

SUSTAINABILITY

What factors, in your opinion, will be critical for sustaining the enterprise in the long-run?

Application Form



OPERATIONAL PLAN

State the number of employees, type of labor needed, and the source of labor.

If you are currently operating as an NGO, please explain (with time line) how you intend on transitioning to a for-profit enterprise model and what changes in your operational structure will be needed to achieve the transition.

Please provide a brief overview of your production process (if any) for your product or service.

FINANCIAL PLAN

How much investment/funding is needed to start your enterprise?

Please indicate your projected sales and revenues for the next 3 years.

| | Year 1 | Year 2 | Year 3 |
|--|---------|---------|---------|
| | 2011-12 | 2012-13 | 2013-14 |
| Sales (in quantity/numbers; please give the units as well) | | | |
| Expenditures* | | | |
| Net | | | |

*Include start up capital costs, recurring expenses, and human resource expenses at the very least.

TEAM

Describe the previous experience the proposed team has that qualifies them to lead this idea.

Application Form



Please list the key stakeholder(s) in the enterprise.

How many of the team will be working on the idea full-time? How many hours per day will they dedicate to this enterprise?