

# Project Proposal



## ECONOMIC ENTERPRISE AND EMPOWERMENT CHALLENGE 2010

### INTRODUCTION

This Project Proposal will serve as the grounds on which your enterprise idea/business proposition will be judged and evaluated for the Economic Enterprise and Empowerment (E<sup>3</sup>) Challenge 2010. Please fill this form in as much detail as possible.

Please make sure you have reviewed the E<sup>3</sup> 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.

We have provided you with a Business Development Toolkit to support your proposal and assist you in evaluating your product or service idea as a sustainable business opportunity in a structured manner. Please review the toolkit and the respective sections of the project proposal form simultaneously as guidance while filling out the project proposal form.

### SUBMISSION

Please submit all proposals to [e3challenge@gmail.com](mailto: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 Project Proposal is 14, January, 2011.

All proposals 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 proposals, three finalists will be selected and pilots of their business propositions will be launched.

### BASIC INFORMATION

Please enter names and other details of your current or proposed organisation and the team submitting this project proposal 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				

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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	

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## YOUR IDEA (PRODUCT OR SERVICE)

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

Who is your target customer? (You should incorporate the learnings from the customer profiling done using the business plan development toolkit.)

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

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## YOUR BUSINESS

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Do you have an existing legal entity under which you can produce your product or provide your service? If yes, please state the name of the organisation and its legal entity; if no, please state “No” and move to the next question.

If you answered “No” to the previous question, please give details of the entity you wish to create to produce your product or provide the service.

- Name of the proposed entity:
- Location of the proposed entity:
- Legal structure of the proposed entity:

What is the vision for your new/existing entity?

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## MARKET ASSESSMENT

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Please give an estimate of your market size.

Who are your competitors? List their names and years in business.

How are you or your product or service different from what your competition offers or what is available in the market today? (These are your competitive advantages)

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## MARKETING STRATEGY

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How will the product or service be sold to customers? For example, will it be sold through exhibitions (if yes, indicate which ones or what kinds) or will you tie up with shops (if yes, indicate which ones or what kinds) or are there key partnerships you will establish?

Do you plan to promote your product or service apart from through ARUNIM? If yes, how?

How will you improve the product or service?

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## TEAM

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

How will ownership and profits be shared? 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?

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## SKILLS DEVELOPMENT

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Please detail out the plans for skills development of your workforce.

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## SOCIAL IMPACT

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What social impact does your enterprise hope to achieve?

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## OPERATIONAL PLAN

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Provide a description of the area where you will manufacture the product or provide the service from.

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

Describe how you will training methods/procedures you will use to build and improve the skills of your employees.

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.

Describe the raw material and other supplies you will use in producing the product or providing the service. Please give an indicative list of the suppliers, or kinds of suppliers, if any.

Please describe the production process (if any) for your product/service.

State the licensing requirements, if any.

Are there any legal or regulatory issues that will need to be addressed that are unique to your idea?

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## FINANCIAL PLAN

Please indicate your projected sales and revenues for the next 3-5 years.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2011-12	2012-13	2013-14	2014-15	2015-16
Sales (in quantity/numbers; please give the units as well)					
Revenues (in Rs)					

(If your idea is a product) Please indicate your manufacturing and stock for the next 3-5 years. You may wish to do this exercise by month for the 1st year and attach it as an additional document.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2011-12	2012-13	2013-14	2014-15	2015-16
Sales (in quantity/numbers; please give the units as well)					
Desired end inventory					
Available for sale	○	○	○	○	○
Less: beginning inventory	○	○	○	○	○
Total production required	○	○	○	○	○



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Please project your profit and loss statement for the next 3-5 years. You may wish to do this exercise by month for the 1st year and attach it as an additional document.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2011-12	2012-13	2013-14	2014-15	2015-16
Revenues (in Rs)					
<u>Less: cost of sales</u>					
Gross profit	0	0	0	0	0
Operating expenses					
Salaries					
Outside services					
Office supplies & postage					
Dues & subscriptions					
Donations given					
Rent					
Telephone					
Utilities					
Depreciation					
Advertising & promotions					
Transportation					
Travel					
Taxes, licenses, permits					
Insurance					
Legal & accounting					
Repairs & maintenance					
Miscellaneous					
Other expenses (specify each)					
Total operating expenses	0	0	0	0	0
Profit (or loss) before interest and taxes					
<u>Less: interest</u>					
<u>Less: taxes</u>					
Net profit (or loss) after interest and taxes					

Please project your cashflow statement for the next 3-5 years. You may wish to do this exercise by month for the 1st year and attach it as an additional document.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2011-12	2012-13	2013-14	2014-15	2015-16
Net profit (or loss) after interest and taxes					
<u>Add: depreciation</u>					
<u>Add (or less): increase (decrease) in receivables</u>	0	0	0	0	0
<u>Add (or less): increase (decrease) in inventory</u>					

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	Year 1	Year 2	Year 3	Year 4	Year 5
	2011-12	2012-13	2013-14	2014-15	2015-16
Add (or less): increase (decrease) in prepaid expenses					
Add (or less): increase (decrease) in payables					
Net cash by operating activities	0	0	0	0	0
Less: capital expenditure					
Less: debt payment					
Add: sale of stock					
Net cash by other activities	0	0	0	0	0
Increase (or decrease) in cash	0	0	0	0	0