**Application for PACE 2021: Launchpad for Agri Startup Incubation**

1. **General Information**
   1. **Applicant’s Name :Mr./Ms./Dr.**
   2. **Age(Years): DOB(dd/mm/ yyyy): / /**
   3. **Address for Correspondence:**
   4. **Phone/Mobile (Mandatory):**

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* 1. **Email (Mandatory):**
  2. **Native State:**
  3. **Highest Qualification ():**

|  |  |  |  |
| --- | --- | --- | --- |
| **Please tick (**) **the applicable**  **option** |  | **Degree Details** | **Year of Passing** |
|  | Graduation |  |  |
|  | Professional Graduation (B. Tech,  BBA, BE etc.) |  |  |
|  | Post-Graduation |  |  |
|  | Professional Post Graduation (M  Tech, MBA, ME etc.) |  |  |
|  | PhD |  |  |

* 1. **Professional Experience in the field in years (Relevant to the application): \_\_\_\_\_\_\_\_\_\_\_\_**
  2. **A. Team Details:**

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| **S.**  **No** | **Name** | **Gender** | **Highest Qualification** | **Experience (Years)** | **Current Profile** | **Role in the proposed**  **startup** |
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1. **Startup Details:**
   1. **Have you registered your company? (Please tick (**) **the applicable option)**

YES NO

* 1. **What is the legal status of the entity you have formed? (Please tick (**) **the applicable option)**

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| Sole Proprietorship |  | Partnership |  | Limited Liability  Partnership |  | Private Limited  Company |  |

* 1. **Company’s Name (If Applicable):**
  2. **Address with the name of City and State:**
  3. **Establishment year:**
  4. **Website:**

1. **Executive Summary/Brief overview of your business proposal (In not more than 150words).**
2. **Technology:**
   1. **Which Focus Area does your product/service belongs to (Please tick (**) **the applicable option):**

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| Agri Inputs |  | Precision  Farming |  | Farm  Mechanisation |  | Agricultural  Biotechnology |  |
| Food Processing |  | Agri Social Enterprises |  | IoT, ICT and AI in Agriculture |  | Natural Resource Management |  |
| Agricultural Supply Chain |  | Agri Clinics & Farm Health  services |  | Organic Farming |  | Waste to Wealth, Secondary Agriculture |  |

* 1. **Where are you in your product development / path to market process? (Please tick (**) **the applicable option)**

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| --- | --- |
| **Select** | **Description** |
|  | **Concept**- Idea stage |
|  | **Proof of Concept:** Some experiments done. Preliminary proof of concept exists**.** |
|  | **Prototype:** Several proofs of concept demonstrated. |
|  | **Pilot: Minimum viable product (MVP):** Pre commercialization use. Prototype made and performance claims tested, trials have been done on sufficient scale to  demonstrate interest of potential customer. |
|  | **Production:** Commercially ready. Real life testing conducted by potential  customers. Product is ready for commercial sales. |

* 1. How long will it take for this innovation/technology is completely developed and ready for the market? (Please tick () the applicable option)

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| --- | --- |
| Already in active use now |  |
| 1-6 months |  |
| 7-12 months |  |
| 12+ months |  |

1. **Please explain your technology in brief: Technology Description: Intended product or service (Define scope carefully). For a process, one needs to think of the product that will result.**
   1. Name of the product/technology.
   2. What is it? (Device/ new material / algorithm/ new process or any other).
   3. What does it do? (Use simple and non-technical terms).
   4. What problem/pain does it solve?
   5. First target application of the product
   6. Who is the primary customer of your technology?
   7. Explain USP (Unique Selling Proposition) of your product? Please focus on “benefits” rather than “features” of the technology.
   8. Does your technology have any intellectual property protection? If not, what is your plan to protect your technology from competitors?
2. **Commercial and existing technology landscape**
   1. What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?
   2. Market assessment: Size and growth. Please give an estimate of your target market segments.
3. **What are the key risks/ barriers that you face in bringing your technology to the market? Please explain (Technical/ manufacturability, Freedom to operate, Regulatory, compliance, finance, scale of investment barriers, team etc.)**
4. **Other reasons (besides commercial) for your technology attractiveness–strategic, social impact etc.**
5. **Share a link to the video describing your venture idea in less than a minute (if available).**
6. **Additional information**
   1. **What is your go to market strategy?**
   2. **Potential partners to engage with; government, foundations, industry connections etc.**
   3. **Please list any customers and sales to date (if any):**
   4. **How much money have you invested in this business?**

Rs.

1. **Expectations**
   1. **What support do you expect from this program and KAU?**
   2. **Anything else you would like to share about your enterprise, dreams, needs and expectations?**
   3. **Are you ready to attend the 8 weeks of online training program? (Please tick () the applicable option)**
      * Yes
      * No
   4. **How did you get to know about the KAU PACE 2020 Program? (Please tick () the applicable option)**

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| KAU Website |  | Facebook |  | Print Media-  Newspaper |  |
| Reference from a person |  | Twitter |  | Whatsapp |  |

**Note: \*** All fields are mandatory

Duly filled applications can be sent to:

Dr. K.P Sudheer,

Professor & Head,

RAFTAAR Agri Business Incubator (R-ABI),

Dept. of Agricultural Engineering,

College of Agriculture,

Kerala Agricultural University

Vellanikkara, Thrissur – 680 656

email: [rabi@kau.in](mailto:rabi@kau.in)

Contact No. 7899423314/ 9496987073

Applications can be from **05.05.2021 10.00am to 31.05.2021, 4.00pm**. Applications received after this deadline will be considered invalid.