



CPIE-NIPER-S

Title:

NAME:

EMAIL:

PHONE:

ORGANISATION

### 1. Elevator pitch

Describe the product/process/service you are developing and its value proposition in a very brief manner (<500 words).

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### 2. Team & Key Advisors/Mentors

S. No.	Name	Qualifications	Experience Summary	Key Skills

### 3. Problem/ Opportunity

a. What are the top problems you are trying to solve for your customers/new opportunity that you have identified?

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b. What are the existing alternatives to address the problem? Identify the main competition and their limitations.

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**4. Solution/ Technology**

**What is your solution? List down top features of your solution that will address the problems you have listed.**

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**5. Current Status/ Stage**

**a. Is it Idea, prototype, product or revenue generating**

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**b. Briefly mention about the current status of your startup/ technology/ product**

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**6. Product demo**

**Share any pics, videos or YouTube links or actual demo of your product. Confidential, finer details are not required.**

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**7. Unique Value proposition**

**What are the key benefits your product/service will provide to customers?**

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**8. Competitive Advantage**

**What are your “unfair” advantages that cannot be easily copied or bought?  
E.g. IP, cost, network effects, data, exclusive contracts, etc..**

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**9. Customer Segments & Market Size**

**a. For whom are you creating value for? If relevant, segment customers based on needs/ behaviours/ other traits.**

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**b. What are the market sizes?**

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## 10. Channels

Paths proposed to be taken to reach your target customer segments for awareness, evaluation, purchase, distribution, & after-sales services. These can be your own or partner channels.

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## 11. Revenue streams

How are you going to make your money? Link to customer segments & value propositions.

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## 12. Costs

Costs of key activities, linked to value propositions. Consider fixed and variable costs of selected business model, connected to product development cost, customer acquisition, personnel, etc.

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## 13. Key Metrics & Validation

a. What are the things you will measure to validate your hypotheses / measure progress of your proposed venture?

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**b. What have you done to validate your assumptions about the problem/need & your proposed approach?**

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**14. 18 month plan**

**a. Break down your key metrics in 18 months plan**

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**b. Current stage of product development & plan for next 18 months, along with milestones targeted.**

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**15. Why do you want to come to CPIE?**



## 16. Summary

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer
Top 1-3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth for shortlisting	Can't be easily copied or bought	Target customers
EXISTING				
ALTERNATIVES				
List how are these problems solved today				
Cost Structure				
Customer Acquisition costs	Key Metrics Key activities you measure	Channels Path to customers	Revenue Streams	
			Revenue Model	
			Life Time Value	



Distribution costs		Revenue
Hosting		Gross Margin
People, etc.		