

## **Format for Business Model (Form I)**

**Please read the following and fill the form**

### **Understanding of TAM, SAM and SOM**

Total Available Market or TAM is the total market demand for a product or service.

Serviceable Available Market or SAM is the segment of the TAM targeted by your products and services which is within your geographical reach.

Serviceable Obtainable Market or SOM is the portion of SAM that you can capture.

#### **For example:**

You are starting a fast-food chain. TAM would be worldwide fast-food restaurant market. Potentially, if you were present in every country and had no competition you would generate TAM as revenues.

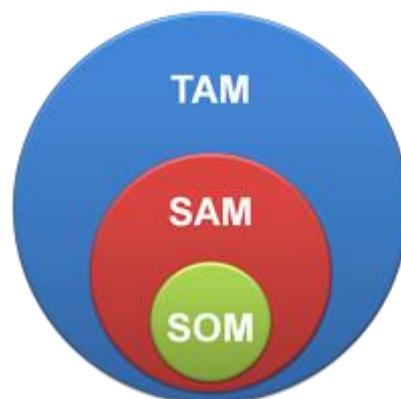
But that's not going to happen!

So, you are starting your restaurant chain in four cities where the demand for fast food can be estimated based on: the population, their food habits, their income and the revenues generated by fast food restaurants in other cities having similar demographics.

That is your SAM if you were the only fast food in town.

Now you are probably not the only fast food in town.

So realistically you can hope to capture only a fraction of your SAM. Most likely you will attract fast food lovers living or working close to your restaurants and a fraction of the people located further away that are willing to give your chain a try for the sake of fast-food diversity. This is your SOM.



<b>S No</b>	<b>Parameter</b>	<b>Limit of 200 words on each parameter</b>
1	Date of formation of company	
2	Have you invested some money through your source? If yes, what is the value in Rs?	
3	What is Capital Expenditure (CAPEX) cost in your business model? (write in Rs)	
4	What is Operating Expenditure (OPEX) cost in business model? (write in Rs)	
5	Which key resources are most expensive and its total values in Rs?	
6	Which key activities are most expensive and its total values in Rs?	
7	By which year you intend to reach breakeven on the investment?	
8	If you have attained breakeven, what is the current return on investment	
9	From the date of formation of company, write the turnover of your company for each year (in Rs)	Upload turnover statement
10	Forecasted Revenue generation for next 5 years (in Rs) from the date of registration on this portal. Write the forecasted revenue for each progressive year	
11	Current Profit and loss statement if available (in Rs)	Upload profit and loss statement
12	Who are your most important customers?	
13	What business services/ products you are giving to your customers?	
14	Details of the customer segment if it serves category/ masses such as children, woman/ farmers/ teachers etc	
15	Existing details of customer shown interest in product/ services, if available	
16	Competitive analysis of products/ services vis a vis existing service provider/ product	
17	Total Available Market (TAM) (quantification in terms of customer population)	
18	Serviceable Available Market (SAM) (quantification in terms of customer population)	
19	Serviceable Obtainable Market (SOM) (quantification in terms of customer population)	
20	Total Available Market (TAM) (quantification in terms of revenue)	
21	Serviceable Available Market (SAM) (quantification in terms of revenue)	
22	Serviceable Obtainable Market (SOM) (quantification in terms of revenue)	
23	What are the tools (Business/ Software) you are using? (For eg: MS Office/ Tally/ StaadPro/ Python/ Ansys/ Tableau etc)	
24	From the date of formation of company, write the total employee strength of your company for each year	Upload Form III (Total Employee Strength)
25	Raised Fund from elsewhere such as Start-up India/ MeitY/ Atal Innovation Mission/ Angel Group/ SEBI registered AIFs etc	Upload Form IV (Fund raised)

<b>S No</b>	<b>Parameter</b>	<b>Limit of 200 words on each parameter</b>
26	Team Skill sets - Finance, Marketing, Technical and domain expert along with certification course of entrepreneurship approved under policy	Upload Form II (Team Skill sets)
27	Have you availed any Patent	

Yours sincerely

Signature and seal  
Name of the Authorized Person  
Designation  
Name of the Entity/ startup

Enclosure (if applicable): The applicant may upload notes/ PPT justifying each sub points.

**Format for Team skill sets (Form II)**

I/We, ..... (name of the authorized person) hereby undertake that the entity/ startup..... (name of the startup) has following team skill set with us.

<b>S No</b>	<b>Expert</b>	<b>Name of the person</b>	<b>Qualification</b>	<b>Years of Experience</b>	<b>Activities highlighting experience and entrepreneurship course</b>	<b>Upload CV, Qualification certificate, Experience certificate, Entrepreneurship certificate etc</b>
1	Finance					
2	Marketing					
3	Technical					
4	Domain expert					

Yours sincerely

Signature and seal

Name of the Authorized Person

Designation

Name of the Entity/ startup

Enclosure (if applicable): The applicant may upload notes about team structure along with above format.

**Format for Total Employee strength (Form III)**

I/We, ..... (name of the authorized person) hereby undertake that the entity/ startup..... (name of the startup) has the following total employee strength yearwise:

<b>S No</b>	<b>Year</b>	<b>Total Employee</b>

Following are the details of current employee working with us.

<b>S No</b>	<b>Name of the person</b>	<b>Qualification</b>	<b>Years of Experience</b>	<b>Proof of salary disbursement from company in last 3 month</b>

Yours sincerely

Signature and seal  
Name of the Authorized Person  
Designation  
Name of the Entity/ startup

Enclosure (if applicable): Submit EPF details if meeting the criteria of EPF.

**Format for Fund raised (Form IV)**

I/We, ..... (name of the authorized person) hereby undertake that M/s ..... (name of the entity/ startup) has raised fund of INR ..... (amount in words) on dated ..... from..... (name of the Government department/ SEBI registered AIFs/ Angel group).

Yours sincerely

Signature and seal

Name of the Authorized Person

Designation

Name of the Entity/ startup

Enclosure (if applicable): Account statement highlighting investment received