



Kerala Agricultural University

Vellanikkara, Thrissur



Application for PACE: Launchpad for Agri Startups

A. 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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5. Email (Mandatory): _____

6. Native State: _____

7. Highest Qualification ():

Please tick (✓) the applicable option	Degree Details	Year of Passing
<input type="checkbox"/>	Graduation	
<input type="checkbox"/>	Professional Graduation (B. Tech, BBA, BE etc.)	
<input type="checkbox"/>	Post-Graduation	
<input type="checkbox"/>	Professional Post Graduation (M Tech, MBA, ME etc.)	
<input type="checkbox"/>	PhD	

8. Professional Experience (No. of years): _____



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9. A. Team Details:

S. No	Name	Gender	Highest Qualification	Experience (Years)	Current Profile	Role in the proposed startup

B. Startup Details:

1. Have you registered your company? (Please tick (✓) the applicable option)

YES NO

2. What is the legal status of the entity you have formed? (Please tick (✓) the applicable option)

Sole Proprietorship		Partnership		Limited Liability Partnership		Private Limited Company
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3. Company's Name (If Applicable): _____

4. Address with the name of City and State: _____

5. Establishment year: _____

6. Website: _____



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C. Executive Summary/Brief overview of your business proposal (In not more than 150 words).

D. Technology:

1. Which Focus Area does your product/service belongs to (Please tick (✓) the applicable option):

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	

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

Select	Description
3. H	Concept- Idea stage
o	Proof of Concept: Some experiments done. Preliminary proof of concept exists.
w	Prototype: Several proofs of concept demonstrated.
l	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.
o	
n	Production: Commercially ready. Real life testing conducted by potential customers. Product is ready for commercial sales.
g	



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**will it take for this innovation/technology is completely developed and ready for the market?
(Please tick (✓) the applicable option)**

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

4. 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.

- a. Name of the product/ technology.

- b. What is it? (Device/ new material / algorithm/ new process or any other).

- c. What does it do? (Use simple and non-technical terms).

- d. What problem/pain does it solve?

- e. First target application of the product

- f. Who is the primary customer of your technology?

- g. Explain USP (Unique Selling Proposition) of your product? Please focus on “benefits” rather than “features” of the technology.

- h. Does your technology have any intellectual property protection? If not, what is your plan to protect your technology from competitors?



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5. Commercial and existing technology landscape

a. What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?

b. Market assessment: Size and growth. Please give an estimate of your target market segments.

6. 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.)

7. Other reasons (besides commercial) for your technology attractiveness—strategic, social impact etc.

8. Share a link to the video describing your venture idea in less than a minute (if available).

E. 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):



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4. How much money have you invested in this business?

Rs.

F. 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 residency program in New Delhi? (Please tick (✓) the applicable option)
 - Yes

 - No

4. How did you get to know about the Arise 2019 Program? (Please tick (✓) the applicable option)

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

Note: **Applications are addressed to
 Prof. K.P Sudheer,
 Head, RAFTAAR Agri Business Incubator (R-ABI),
 Dept. of Agricultural Engineering,
 College of Horticulture,
 Kerala Agricultural University
 Vellanikkara, Thrissur- 680 656
 Contact No. 0487 2438332