

APPLICATION TEMPLATE FOR STUDENT CATEGORY**A. APPLICATION DETAILS**

(Please fill in the following details before submitting)

- a. Business Idea:
- b. Institute:
- c. Email for the institute:
- d. Submitted by:

Sl. No	Name	CID	Occupation	Mobile#	Email	Photo
			Student			
			Student			
			Student			
			Student			

- Note:
- a. There cannot be more than five members and the first person will be contacted for any queries.
 - b. Students without CID may cite their student ID number
 - c. Students without mobile phones may provide their guardian's number or a teacher's number.
 - d. You **MUST** attach your passport pictures in the photo column. (In formal attire)

B. ENTRY TEMPLATE

1. Brief Introduction to the business idea.

[Talk about your product/service] (Not more than 200 words)

2. Proposed business name, logo, location and form of business (Not more than 100 words)
(For form of business mention how the business will be run, like by an individual or in a group)

- 3. How does this business solve a need or a problem in your community or in Bhutan?
(Not more than 450 words)

- 4. Describe your production/service process.

[Specifically describe about your production process i.e., how you are going to produce the product or if it is a service how you will provide the services in a concise manner. You may use flow charts to better illustrate your production/service process.] (Not more than 300 words)

- 5. Elaborate on your marketing strategy.

[This must include the target customers/market, you can use the 4ps (Product, Price, Promotion & Place) of marketing to illustrate your marketing mix and explain any other strategies you would like to adopt. Strategies related to product, place, price and promotion should be captured in the 4 Ps. Any additional strategies to be written separately.] (Not more than 800 words)

6. List down the competitors for your business.

[Simply list down your competitors along with their products that you think is a competition for you if any, and if there are no competitors then please provide reasons for why do you think there are no competitors in not more than 100 words]

7. Identification and management of risks [Not more than 500 words]

(Write down the probable risks for your business along with strategies to address those risk. You may write it in a table form.)

8. Financials

- a. Estimated project cost [Please provide the estimated cost for setting up your venture. Here you can list down the name of the assets and working capital]

This is only a sample for you to show your estimated project cost. You may use a different format depending on your convenience.

Particulars	Nu
Fixed Assets	XXX
Eg. Machinery	XXX
Eg. Table	XXX
TOTAL FIXED ASSETS (A)	XXX
Mention the absolute necessary expenses to run your	XXX

business for the first 3 months	
Eg. Rent	XXX
Eg. Electricity etc	XXX
Total Working Capital (B)	XXX
Estimated Project Cost (A+B)	XXX

b. Profit and Loss A/c or Income Statement

The following is **ONLY** a **sample template** for P&L A/c and Balance sheet and you **can** use other formats that are less rudimentary according to your knowledge and comfort but keeping in mind the principles and concepts.

Sample Template for P&L A/c

Profit & Loss A/c for ***

Particulars	Year 1	Year 2	Year 3
INCOME: List down the income from your business	XXX	XXX	XXX
Eg. Sales	XXX	XXX	XXX
eg Commission	XXX	XXX	XXX
TOTAL INCOME (A)	XXX	XXX	XXX
EXPENSES: Please list all the expenses you anticipate	XXX	XXX	XXX
Eg. Rent	XXX	XXX	XXX
Eg. Electricity etc	XXX	XXX	XXX
Total Expenses (B)	XXX	XXX	XXX
Profit/Loss (A-B)	XXX	XXX	XXX

NOTE: Please write down your assumptions. For example, in a month you are expecting to sell X number of units @ Nu. X and likewise for expenses. This will allow the evaluators to efficiently evaluate the statement.

9. How serious are you to materialize this business idea and why are you or your team the right person/team to implement this business in your institution? (Not more than 300 words)

10. How does your venture idea align with the theme “Sustainable Ventures for a Sustainable Tomorrow”? (Not more than 550 words)

11. How will you manage your time? Mention your time management in terms of your academic obligation and pursuing the venture activities. (Not more than 300 words)

12. Appendix

a. Mandatory:

A copy of student ID issued by the institute for the individual or of the members of the team for administrative purpose.

b. Optional:

Please attach any supporting documentary evidences such as survey questionnaire sample, survey report, brochures for your business etc., if any. This is also a section to attach evidences to support your statements or milestones achieved so far. (Tips: Scan & attach.)

Note: Attach only relevant evidence

Notes for Submission:

- a. Kindly convert your final document into pdf before submitting it through the link.
- b. Kindly name your file after your business name followed by “_” and your institute name.
- c. Ensure that you have provided answers for all the necessary questions.

Please ensure this is there in your final submission:

Declaration:

I/we declare that all information provided here is true to the best of my knowledge and if any of the information is found to be incorrect, I/we understand our forfeiture/cancellation of my entry in the program. (If in a group, the leader or any member can sign the declaration below)

Signature & Name:

Place:

Date: