**Kerala State Industrial Development Corporation Ltd.**

Photograph of the Applicant

(Upload photo online)

**APPLICATION FOR SCALE-UP FUND ASSISTANCE**

|  |  |  |
| --- | --- | --- |
| **Chief Promoter Details** | Name of the Applicant |  |
| Permanent address with mobile numbers & E-mail address |  |
| Age and Date of Birth |  |
| Aadhaar No. |  |
| PAN  |  |
| Educational Qualifications |  |
| Previous experience in detail |  |
| **Company Details** | Name and address of the Start-up Company |  |
| Address  |  |
| Website |  |
| Email |  |
| Contact number |  |
| Date of Incorporation |  |
| PAN of the Company  |  |
| Name of other Partners/ Directors (attach latest shareholding pattern)  |  |
| **Project Details** | Project Description |  |
| Status while availing Seed Fund Assistance (if any) from any financial institutions (incl. govt agencies like KSIDC/KSUM/KFC etc.) |  |
| Current Status of Project(*Details of project shall include - started with, geographical presence, no of employees, revenue generation and other developments- not less than 300 words*) |  |

**Present Share holding pattern**

|  |  |
| --- | --- |
| Name of share holder | **% of share** |
|  |  |
|  |  |
|  |  |
|  | **(Add more row)** |
| *Total* | **100%( should pop up error if total doesn’t come to 100%** |

**DETAILS OF SEED FUND ASSISTANCE (in case any assistance received from any institutions/agencies incl. KSIDC) – (show separately for each FI/agency)**

|  |  |
| --- | --- |
| Agency Name |  |
| Sanctioned (Rs.) |  |
| Availed (Rs.) |  |
| Converted to Equity (Yes/ No)  |  |
| If yes, details of equity conversion:*(Number of shares, value, % shareholding)*  |  |
| Amount Repaid | Principal (Rs.) |  |
| Interest (Rs.) |  |
| Outstanding *(as on date of application)* | Principal (Rs.) |  |
| Interest (Rs.) |  |

 **(Add more agency)**

**DETAILS OF INVESTMENT**

|  |  |
| --- | --- |
| **Particulars** | **Amount (Rs.)** |
| Total Investment for the Project*\*\*(the total investment required for the entire project including the cost incurred so far and the future requirements estimated) \*\** |  |
| Investment incurred as on date of application | Share Capital |  |
| Unsecured loan |  |
| Seed Fund assistance from KSIDC/other agencies |  |
| VC Fund/Angel Investment |  |
| Bank Loan |  |
| Grant/ Subsidy (*specify agency*) |  |
| Others (*Specify*) (add more row by applicant) |  |

**SCALE-UP FUND REQUIREMENT** *(For the next One Year)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Components** | **Amount Incurred so far** **(Rs. lakhs)****(A)** | **Further investment required (Rs. lakhs)** | **Total Investment** **(Rs. lakhs)****(A+B+C)** |
| **Promoter Contribution, Grant, Revenue, etc.****(Rs. lakhs)****(B)** | **KSIDC Scale‑Up Support****(Rs. lakhs)****(C)** |
| Product Enhancement |  |  |  |  |
| Marketing  |  |  |  |  |
| Other (specify) |  |  |  |  |
| (Add more row by applicant) |  |  |  |  |
| **TOTAL** |  |  |  |  |

**SCALE UP ACTIVITY - IMPLEMENTATION SCHEDULE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Components** | **Start Date****(dd/mm/yyyy)** | **End Date****(dd/mm/yyyy)** | **Duration in days** |
| Product Enhancement\* |  |  |  |
| Marketing\*  |  |  |  |
| Other (specify) |  |  |  |
| (Add more row by applicant) |  |  |  |
| **TOTAL** |  |  |  |
| \**(Activity break-up shall be given)* |

**DETAILS OF VENTURE CAPITAL (VC) FUNDS RAISED FOR THE PROJECT**

|  |  |
| --- | --- |
| Details of VC (*Individual/Company Name*) |  |
| Committed Amount  |  |
| Term Sheet Received \*\*(*Yes/No*) |  |
| Key Conditions/Milestones set by VC |  |
| Schedule of implementation of the above milestones |  |
| Additional Details if any |  |

 **(Add more VC/agency)**

**Details of Outstanding Dues, if any, by Startup to Government Agencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Agency** | **Loan Availed (Rs.)** | **Dues, if any** | **Grants Received (Rs.)** | **License Fee Dues if any** | **Remarks** |
| KSIDC | (only numbers should be allowed, if 0 is typed rest row should be made void) |  |  |  |  |
| KSUM |  |  |  |  |  |
| KFC |  |  |  |  |  |
| Maker Village |  |  |  |  |  |
| BIONEST |  |  |  |  |  |
| Mobile 10X |  |  |  |  |  |
| Any other Govt Dept. or Agencies |  |  |  |  |  |
| ….. |  |  |  |  |  |

**Details of existing credit facilities of the Startup**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the Bank | Nature of facility | Limit Sanctioned | Balance outstanding |
|  |  |  |  |
|  |  |  |  |
|  |  |  | **(Add more row)** |

Upload

1. Project Report (Click here to know the contents to be provided in project report A1)
2. Audited Financial Statement for FY 2020-21
3. Provisional FS for FY2021-22
4. Copy of Certificate of Incorporation, MOA & AOA
5. Copy of Ownership or lease contract agreement of Manufacturing facility / Office space of the Company.
6. Copy of PAN of the Company and all promoters
7. Copy of address proof of all promoters
8. Current organisational structure of the Company.
9. Payroll statement of the company for the last one year.

**Declaration by the applicant**

*I do hereby declare that the information furnished above are true to the best of my knowledge. I also understand that this application form is submitted to KSIDC to help them study the project proposal in detail and that the submission of this application form does not guarantee a loan assistance from KSIDC. I also read and understood that KSIDC will have the right to reject the proposal at any time and decision of KSIDC in this regard, will be final.*

Place : Signature: ……………………..

Date : Name & Designation:

***NB:*** *Hard Copy of the application along with all supporting documents shall be submitted to,* ***The General Manager, Kerala State Industrial Development Corporation Ltd. (KSIDC), 2nd Floor, Choice Towers, Manorama Junction, Cochin-16, Kerala***

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**(A1)PROJECT REPORT/BUSINESS PLAN TEMPLATE FOR SCALE-UP FUND ASSISTANCE**

All proposals must be submitted in English with the following information:

1. **PROJECT OVERVIEW**
* what is the innovation
* product or service – USP/Entry barriers
* market or utility of the product/service
* present status(cost incurred/physical status)
* expected project cost/means of finance with breakup
* revenue model & pricing
* scalability/opportunities
1. **PROMOTER(S) & TEAM**
* **Chief Promoter(s)**
* detailed profile of promoters:

Age, Academic/professional qualifications, previous employments, business /professional experience, Contact details etc.

* **Key team members profile**
* Name, Age and contact details
* Academic Background
* Role in the Project, value addition to the project
* Professional Experience ( Knowledge / expertise in business management, Knowledge / expertise in technology and the technological aspects of proposed solution, Knowledge / expertise of the market or business segment)
1. **PROJECT DESCRIPTION (PRODUCT/SERVICE)**

In this section applicant should present complete information on the solution (product or service) to be developed in order to facilitate proper, professional assessment.

* degree of innovation
* technical feasibility
* unique selling point
* entry barriers for similar projects/early bird advantage
* anticipated competition/substitute products or services
* social relevance / benefit to end user
1. **STAGES OF DEVELOPMENT / IMPLEMENTATION**
* concept
* developing functional prototype
* finished functional prototype
* finished product
* finished product with revenue

Applicant must present a brief description of the solution / project stage of development, including information on testing, pilot project, number of users, clients and other information applicant deems relevant.

1. **BUSINESS MODEL**

In this section applicant must present the project’s business model necessarily encompassing the following items.

* Customer segment/ Target Audience
* Relevance of the product/service identified w.r.t the size of the target market
* Value proposition, or the product’s contribution to end users
* Delivery channels, the way the product or service will be used or consumed
* Customer Relationship, the way the solution manages relationship with customer segment
* Key Activities
* Key Resources, financial, human and material, etc
* Scale: possibility to replicate the solution and produce/manufacture it in commercial scale
* Clarity of the value proposition designed for the product/service and of the target- customer segments
* Clarity of the commercialization and distribution channels for product or service
* Target-market´s size, relevance, business attractiveness and entry barrier (including regulatory constraints, business competitors, etc.)
* Competitive advantages vis-à-vis similar solutions
1. **REVENUE MODEL**
* pricing
* identified revenue streams
* inputs cost - materials, consumables, other direct cost
* manpower cost
* marketing expenses
* indirect expenses/administrative cost
1. **FINANCIAL ASPECTS**
* project cost & means of finance with breakup details
* amount sought from KSIDC
* proposed utilization of KSIDC funds
* other funding sources
* financial projections, IRR, payback
* cash flow
* Exit options/offers to KSIDC

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