

QUESTIONNAIRE FOR START-UP'S

1. a. **Names of the Promoter** :
- b. Form of ownership :
- c. Source of funds :
- d. Capital structure :
2. **Nature of Business** :
3. **Vision & mission of the firm** :
4. **Nature of product & services** :
5. **Reasons for choosing STEP** :
6. **Marketing, financial, manpower plans:**
7. **Product testing, pilot runs, product performance feedback & readiness for product launch life cycle analysis (if applicable).**
8. **Product certifications required & status. Also Patent details if any.**
9. **SWOT/ Team strength**
10. **Challenges and problems faced so far at different stages of Product development, testing & marketing, how addressed & extent to which resolved (if applicable).**

11. Threat of new entrants, alternative products, nature of competition from similar products & services (as assessed by the applicant).

12. Market potential, target marketing plans, pricing & financials (IRR, Cash flow, profitability analysis, break even etc.).

13. Future plans - need & justification

14. Certified audited accounts (P/L & Balance sheet along with schedules) (if applicable)

15. Major concerns & challenges (including scaling up) – immediate term, medium term & long term.

16. Support expected from STEP

17. Registration details

18. Certificates of Incorporation

19. Details of collaborators (if any)

20. M O Us (if any)