



GNLU Legal Incubation Council (GLIC)

Inviting Business proposals for Incubation

GLIC incubator provides seed funding, co working space and mentorship to the startups enrolled under the scheme. GLIC is supported by Government of Gujarat under its Student Startup and Innovation Policy (SSIP) scheme. Those who are interested to incubate can mail us their business proposal in below mentioned format on glic@gnlu.ac.in

B Plan Format (Document)

1. General background

- Introduction
- Profile of the proposer(s)

2. Business proposition

- The Business Idea
- Detail about the Product/Service
- The USP of the product/service

3. Marketing strategy

- The market segmentation or target market
- The positioning strategy
- Estimated size and value of the target market
- The competitive landscape
- Differentiation Strategy

Submit entry to glic@gnlu.ac.in



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4. Execution plan

- Implementation Roadmap (detail flowchart of financial and operational milestones achieved based on timeline)
Milestones example – turnover / sales, profit targets, phases of operational growth...
- The Projected financial requirements of the first 5 years
Submit specific details for all of the following **for each year**-
 1. Funding requirements,
 2. List of expected sources of these funds and
 3. Summary of where exactly the money would be used (application of funds)
- Snapshot of Projected Financial Statements for 5 years (Profit & Loss Account, Balance Sheet and Cash Flow Statement)

5. SWOC Analysis

- Strengths – Weaknesses
- Opportunities - Challenges
- Risk mitigation strategy

Note: Applicants are required to send the presentation also along with the b plan in the following format.

Presentation Format (ppt)

1. Title & presenter details -1 slide.
2. General background, Introduction and profile of the proposer-3 slides.
3. Business idea, product details and USP-2 slides.
4. USP of the product-1 slide.
5. Marketing strategy-1 slide.
6. Execution plan, Finance or funding needed-4 slides.
7. SWOC analysis- 1 slide

Important Note:

1. No paragraphs allowed. Only one liners, phrases in slides. Please limit the slides as mentioned above.

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