

# United State-India Science and Technology Endowment Fund (USISTEF)



## Executive Summary

Application # USISTEFE/EC OR HI-000/2017

### I. Basic Information

- Project Category:
  - Healthy Individual
  - Empowering Citizens
- Project Title:
- Project Duration (*months*):
  - 6 months,
  - 12 months
  - 18 months
  - 24 months
  - 30 months
  - 36 months
- How much financial support are you seeking from USISTEF (amount in rupees):
- Is at least one partner a new or small-scale commercial/entrepreneurial entity? (Yes/NO)
- Is either partner legally controlled by the other? *If yes, please provide details.* (50 words)
- Are any project partners related by marriage or any other personal affiliation? If yes, please provide details. (50 Words)
- Is it realistic to get to the market within 36 months? (50 words)
- Have you applied for USISTEF funding earlier? *If yes, please provide details.*
  - Reference Number
  - Proposal Title
  - Year of Application
- Partner Details (India)
  - Title:
    - Mr. / Ms. / Dr. / Prof.
  - Name:
  - Designation:
  - Contact Number:
  - Email:
  - Affiliation/Institution:
  - Address (including street, city, state):
  - Country:
  - PIN:
  - Website:
- + Add more Partners

- Partner Details (USA)
  - Title:
    - Mr. / Ms. / Dr. / Prof.
  - Name:
  - Designation:
  - Contact Number:
  - Email:
  - Affiliation/Institution:
  - Address including street, city, state:
  - Country:
  - PIN:
  - Website:
- + Add more Partners
- What is the proposed specific deliverable(s) in terms of product and/or service? (50 words)
- Describe the Unique Selling Proposition (USP) of the proposed product/service. (50 words)

## II. Executive Summary

### **A. Executive Summary (500 words):**

*(Please ensure that the Executive Summary clearly address the following points)*

- What is the problem you are trying to solve?
- What is your proposed solution and the underlying S&T novelty/technological innovation driving the solution?
- Do you have a working prototype?
- How is your solution better/different from the existing solutions in terms of features and/or affordability?
- What is your business plan and commercialization strategy?
- Does your product/service have significant societal impact?

### **B. Budget Summary (Funding Sought from USISTEF):**

Year	Milestone*	Milestone Description	Indian Partners (in INR)	US Partners (in INR)	Total (in INR)
Year 1	1	30 Words			
	2	30 Words			
Year 2	3	30 Words			
	4	30 Words			
Year 3	5	30 Words			
	6	30 Words			
<b>Grand Total</b>					

**\*Milestones to be defined as follows:**

- For a 2-year project: Upto 4 Milestones of 6 months each (or) 2 milestones of 1 year each
- For a 3-year project: Upto 4 milestones of 9 months each (or) 6 milestones of 6 months each (or) 3 milestones of 1 year each

### III. Detailed Proposal and Business Plan

#### A. Technical Details

- Describe the problem and existing alternate solutions (in terms of features and/or affordability). (250 words)
- Describe the product/service solution proposed with special focus on the S&T novelty/technological innovation in your product/service. (250 words)
- What is the proprietary nature of the technology / service? (200 Words)
- Describe the current stage of development of the product/service solution proposed and its validation, including status of intellectual property involved. (200 words)

#### B. Team Details

- Brief biographies of key team members including related experience and accomplishments (200 Words)
- Other key partners, Mentors or Strategic relationships (200 Words)
- Details of Promoters in the following format:

S. No.	Name	Affiliation and Contact Details	Educational Qualifications	Number of years in same business

- Teams Strength
  - U.S. Team (150 Words)
  - Indian Team (150 Words)
  - Other Partners (mentors / consultants etc., if any) (150 Words)

#### C. Collaboration

- Describe the U.S. Partner's role and specific contribution to the partnership. (150 Words)
- Describe the Indian Partner's role and specific contribution to the partnership. (150 Words)
- Describe the role and value addition by other partners (If any) (150 Words)
- Describe agreement (including IP sharing, during development and post-commercialization)/ MoU between the partners (If any). (150 Words)
- How well do the partners know each other and since how long? (150 Words)

#### D. Business Plan

- Describe your overall commercialization strategy including specific channel(s) to be used for sales/marketing. (250 Words)
- What are the risks associated with the development/marketing of this product or technology? How quickly does the overall technology landscape in this area change and how would that affect the prospects of the proposed business? How easily could others copy it? (150 Words)
- What are the key challenges for bringing the product to the market? (100 Words)

- Describe your target customer. (100 Words)
- Describe market size. (100 Words)
- Describe competition and respective market shares. (100 Words)
- Describe competitive advantage. (100 Words)
- Describe the overall plan for scaling-up, including mobilization of additional funding/resources. (200 Words)
- Are any of the partners a commercial entity? If yes, please indicate location and date of incorporation. If no, describe your plans to create a vehicle for commercialization. (150 Words)

**E. Risks & Challenges for Scaling up (If any)**

- Describe the risks and challenges (manufacturing, customer, service, HR etc.) for scaling up. (200 Words)
- Specify regulatory compliances / environmental clearances / any other Government approvals required for prior to commercialization of the product / process, present status and expected time required for such approvals. (200 Words)

## **Budget Information:**

### **Please Note:**

- All figures mentioned in the Budget table should be in Indian Rupee (INR) only.
- Milestone of the project must specify significant point of achievement or development during the implementation phase of the project.
- Milestones to be defined as follows:
  - For a 2-year project: Upto 4 Milestones of 6 months each (or) 2 milestones of 1 year each
  - For a 3-year project: Upto 4 milestones of 9 months each (or) 6 milestones of 6 months each (or) 3 milestones of 1 year each
- The manpower cost including consultancy from external agencies should be reasonable with respect to the overall project cost.
- Promotor(s)' salary on time allocation basis must be justified by the direct and specific technical role in the project, over and above just general management functions.
  - 100,000 (INR) for applicants in India } or 50% of Last Drawn Salary
  - 5000 (USD) for U.S.-based applicants } whichever is Less

The above norm may be relaxed in specific cases within a band of  $\pm 10\%$ , with proper justification.
- No institutional overheads/ indirect costs are permitted.
- The Endowment Fund is not responsible or liable to provide extra funding due to change in foreign currency exchange rates. However, provisions for this may be kept in the Contingencies budget upto 10% of the total budget to meet the shortfall.

### **A. Project Duration (in months):**

### **B. Milestone of the Project :**

<b>Year</b>	<b>Milestone*</b>	<b>Milestone Duration (in Months)*</b>	<b>Role of Indian Partners</b> <i>(List key activities to be performed)</i>	<b>Role of US Partners</b> <i>(List key activities to be performed)</i>
Year 1	Milestone 1		•	•
	Milestone 2		•	•
Year 2	Milestone 3		•	•
	Milestone 4		•	•
Year 3	Milestone 5		•	•
	Milestone 6		•	•

### **C. Budget-Details (Funding Sought from USISTEF)::**

- **Table I: Budget Break-up for various Milestones:**

<b>Year</b>	<b>Milestone</b>	<b>Indian Partners (in INR)</b>	<b>US Partners (in INR)</b>	<b>Total (in INR)</b>
Year 1	Milestone 1			
	Milestone 2			
Year 2	Milestone 3			
	Milestone 4			
Year 3	Milestone 5			
	Milestone 6			
<b>Grand Total</b>				

• **Table – II: Total Budget of the Project (Funding Sought from USISTEF):**

S. No.	Budget Head	Indian Partner (in INR)	US Partner (in INR)	Total Cost (in INR)
<b>• Non-Recurring</b>				
1.	Equipment			
<b>• Recurring</b>				
2.	Manpower			
3.	Consultancy from External Agencies			
4.	Consumables			
5.	Contingencies*			
6.	Field Trials			
7.	Domestic Travel			
8.	International Travel			
9.	Other Cost			
<b>Grand Total</b>				

**D. Budget- Break-up for Indian Partner:**

S. No.	Budget Heads	Year I		Year II		Year III		Total Cost (in INR)
		Milestone 1 (in INR)	Milestone 2 (in INR)	Milestone 3 (in INR)	Milestone 4 (in INR)	Milestone 5 (in INR)	Milestone 6 (in INR)	
<b>Milestone Duration</b>								
<b>• Non-Recurring</b>								
1.	Equipment							
<b>• Recurring</b>								
2.	Manpower							
3.	Consultancy from External Agencies							
4.	Consumables							
5.	Contingencies							
6.	Field Trials							
7.	Domestic Travel							
8.	International Travel							
9.	Other Cost							
<b>Grand Total</b>								

- **Justification for Equipment:**

S. No.	Particulars of Equipment(s)	Quantity	Cost per unit	Total cost (in INR)	Justification

- **Justification for Manpower:**

Name (s)	Designation/ Position	Annual Salary Package	Time allocated for project (%)	Man-month(s) work in the project	Salary allocated in the project	Role in the project and Justification

- **Justification for Consultancy:**

Name (s)	Designation/ Position	Annual Salary Package	Time allocated for project (%)	Man-month(s) work in the project	Salary allocated in the project	Role in the project and Justification

- **Justification for Consumables:**

S. No	Particulars	Amount (INR)	Justification

- **Justification for Contingencies:**

S. No	Particulars	Amount (INR)	Justification

- **Justification for Field Trials:**

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- **Justification for Domestic & International Travel:**

Travel	Justification
Domestic Travel	
International Travel	

• **Justification for Other Cost, if any:**

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**E. Budget- Break-up for U.S. Partner:**

S. No.	Budget Heads	Year I		Year II		Year III		Total Cost (in INR)
		Milestone 1 (in INR)	Milestone 2 (in INR)	Milestone 3 (in INR)	Milestone 4 (in INR)	Milestone 5 (in INR)	Milestone 6 (in INR)	
<b>Milestone Duration</b>								
• <b>Non-Recurring</b>								
1.	Equipment							
• <b>Recurring</b>								
2.	Manpower							
3.	Consultancy from External Agencies							
4.	Consumables							
5.	Contingencies							
6.	Field Trials							
7.	Domestic Travel							
8.	International Travel							
9.	Other Cost							
<b>Grand Total</b>								

• **Justification for Equipment:**

S. No.	Particulars of equipment	Quantity	Cost per unit (in INR)	Total cost (in INR)	Justification

• **Justification for Manpower:**

Name (s)	Designation/ Position	Annual Salary Package (in INR)	Time allocated for project (%)	Man-month(s) work in the project	Salary allocated in the project	Role in the project and Justification



- **Justification for Consultancy:**

Name (s)	Designation/ Position	Annual Salary Package (in INR)	Time allocated for project (%)	Man-month(s) work in the project	Salary allocated in the project	Role in the project and Justification

- **Justification for Consumables:**

S. No	Particulars	Amount (INR)	Justification

- **Justification for Contingencies:**

S. No	Particulars	Amount (INR)	Justification

- **Justification for Field Trials:**

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- **Justification for Domestic & International Travel:**

Travel	Justification
Domestic Travel	
International Travel	

- **Justification for Other Cost, if any:**

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**F. Total Budget of the Project including other funding:**

<b>S. No.</b>	<b>Particulars</b>	<b>Total Cost (in INR)</b>
1.	Overall cost of the project	
2.	Expected from the U.S.-India Science and Technology Endowment Fund	
3.	Funding from other sources (Please specify in detail, separately)	
	A. Grants received from federal/non-federal agencies	
	B. Grants received from Venture Capital (VC)	
	C. Grants received from Angels Network investors	
4.	Any other details	

*Note: The U.S.-India Science and Technology Endowment Fund (USISTEF) Program is administered through the bi-national Indo-U.S. Science and Technology Forum (IUSSTF).*

*For more details, please visit:  
[www.usistef.org](http://www.usistef.org) | [www.iusstf.org](http://www.iusstf.org)*