



PSP-IP
PATENT SUPPORT PEOPLE



PSP-IP & ASSOCIATES (P) LTD.
Intellectual Property Attorney's IP Services & Consultancy

An approved IPR Patent Consultant to Govt. of India | An ISO 9001:2015 Company | GST: 27AAJCP8388G1ZR
(Pursuant to sub-sect.(2) of Sect. 7 of Companies Act, 2013 (18 of 2013) & Rule 18 of Companies (Incorporation) Rules, 2014)

PSP-IP START-UP PROPOSAL FORM

Sr.	Details Required	Guidelines	Remark
1.	Provide a brief title of your invention and Domain/Field Of The Invention	<i>Brief sentence identifying the general field of technology to which the invention relates</i>	
2.	What is the challenge addressed by your invention? i.e. Objectives of The Invention	<i>Discussion of the most relevant prior art and the deficiencies associated with the same, which has motivated the creation of the present invention.</i> <i>Drawbacks of the existing state-of-art and how the drawbacks have been overcome and advantages of your invention.</i>	
3.	How this challenge is addressed by existing techniques/methods? Background Of The Invention	<i>Discussion of the various goals which the present invention is intended to achieve.</i> <i>Advantages over existing methods, devices or materials?</i> <i>Does your invention possess any disadvantages or limitations? Can they be overcome? What are the competing ways to solve the same problem(s)?</i>	
4.	Detailed Description Of The Working of the invention along with drawings/Block Diagrams	<i>Listing of the captions of each drawing or figure relevant to the invention</i> <i>Detailed description of the preferred mode of practice of the invention, including the structure of the invention and how it works and references to the relevant drawings.</i> <i><u>(This section should be detailed enough to explain the invention clearly)</u></i>	



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5.	Please provide maximum possible keywords from topic as well as domain of the invention/idea./ list of known reference	<p><i>List of prior art literature (patents and non-patent literature) relevant to the invention.</i></p> <p><i>List of Research Papers/ Articles relevant to the Invention</i></p> <p><i>List of URLs of Websites for reference</i></p>	
6.	How do you plan to practice your invention? Industrial applications of the invention. Please attach supporting documents such as drawings, graphs, photographs or equations.	<p><i>What are the possible industrial applications?</i></p> <p><i>How do you plan to commercialize it</i></p>	
7.	List of all the novel features of the invention those are essential/ How it is unique/novel?	<p><i>It means It should be new and should not be disclosed in the public through any type of publication anywhere in the world.</i></p>	
8.	How it is inventive/ progressive?	<p><i>It is a feature of an invention that involves technical advance as compared to the existing knowledge or having economic significance or both and that makes the invention not obvious to a person skilled in the art</i></p>	
9.	Has the invention been disclosed to any INVESTOR/ Company/ Hackathons or in	<p><i>Earlier Disclosure of your idea/ innovation / project/ B Plan</i></p>	



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	an conference proceedings, seminars, talk, news story, thesis, public or private conversation, discussions with collaborators, suppliers, conference proceedings, product brochures, offers to sell, etc.? If yes, please provide details.		
10.	Are you planning to disclose the invention in the next six months by any means mentioned above? If yes, please provide details.	<i>May be Proceedings/ Presentation/ Investor meet etc</i>	
11.	Is this invention related to any existing product? If yes please provide details.	<i>Existing Product details, Brand, company, Website etc</i>	
12.	What companies might be interested in making or selling your invention and why? Do you have personal contacts with such companies?	<i>Please share list of Companies with contact details if any</i>	



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13.	<p>FUNDING OR SUPPORT RECEIVED</p> <p>Provide details of financial support or sponsorship received from any external agencies such as Governments, Universities, Institutes, Other companies, Foundations, etc. or any probable scope for the same</p>		
14.	<p>FURTHER WORK</p> <p>Do you expect to continue this work toward further improvement? Please elaborate. (This will enable us to know the further scope for additional Patents in the same Application / Concept)</p>	<p><i>It will help us to understand the scope for more than one Patent in the same Application</i></p>	
<p>The Primary Startup Proposal presentation (this could be a PPT or a PDF document) should not be more than 12 - 15 slides, covering the points mentioned below</p>			
15.	<p>Cover Slide</p>	<ul style="list-style-type: none"> · <i>Company name and logo</i> · <i>Contact details (city, e-mail, mobile)</i> · <i>URL</i> 	



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		· One line that clearly describes the concept/product/service	
16.	Team	<ul style="list-style-type: none"> · Highlight what each member of the team does/will do in the venture, and why he/she is best suited for the role · Indicate if the person is a co-founder or founding team member or an employee – against each indicate the % of equity held (currently or planned if not yet distributed) 	
17.	The Issue or Pain Point That Your Product/ Solution Addresses	<ul style="list-style-type: none"> · Explain why your customers need your solution · Mention what they are currently doing and how your product/service is a better solution 	
18.	Product/Technology Overview	· Highlight the uniqueness of the product or service or technology and NOT the technical details for each feature in the product/solution/service	
19.	Business Model	<ul style="list-style-type: none"> · This is about how you will make money from this business opportunity · This is NOT the excel sheet, in simple terms, this is about who will pay how much and to whom for your product 	
20.	Size of the Market Opportunity	<ul style="list-style-type: none"> · Be clear about where and who is going to buy your product/service and how much would they pay for it · Mention the size of the opportunity in the markets you are planning to address (e.g. In India, there are ____ number of parents who will buy our service at Rs/\$____ per year. This translates into a market potential of Rs/\$____ per year. In year 3, we plan to tap US and Canada, and the size of the opportunity there is Rs/\$____ (No. of parents ____ x Price per year ____) · This section is NOT about what your plans are, but about 	





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		<p><i>what the size of the market is. This section should therefore give a sense about how many customers are there in your target market and at what price are you selling your product to them, what is the revenue potential if all of them were to buy (not that they will, but this is to give an indication of what the size of the market is)</i></p>	
21.	Current Traction	<ul style="list-style-type: none"> · <i>What have you achieved so far – product, customers, revenues, etc.</i> · <i>Include photographs, if possible (e.g. if you have physical stores or products that you manufacture or office pictures)</i> 	
22.	Competitive Landscape	<ul style="list-style-type: none"> · <i>Who are currently or in future likely to compete against your product/service and what is your plan to win this battle?</i> · <i>Explain why are you better than your competitors (a comparison chart is usually not seen seriously by investors because all presentations tend to show a comparison chart that will be favourable to your solutions/product)</i> 	
23.	Financials Current and Projections	<ul style="list-style-type: none"> · <i>Summary of your business plan excel sheet for 3 years (Note: the detailed excel sheet is NOT required. Just key figures at annual level for 3 years are sufficient for the preliminary evaluation. If there is sufficient interest from investors in the venture, then we will evaluate your excel sheet and business case in detail)</i> · <i>Break-up of your costs into CAPEX and OPEX (In OPEX, highlight major cost components – salaries, marketing, etc.)</i> · <i>Cover the unit economics, i.e. how much revenue do you get per transaction/customer, how much does it cost you to</i> 	



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		<i>service that customer/order</i>	
24.	Funding Needs, Use of Funds & Proposed Valuation	<ul style="list-style-type: none"> · Describe how much money you want to raise and its planned usage · Mention if there are other co-investors (or others who have already committed) · Clearly indicate how long will these funds last and what you will be able to achieve with it (e.g. this investment of \$_____ will last us for _____ months. With this, we will be able to get to _____ customers and _____ in revenues) · Clearly mention if you are going to require follow-on capital, and if so, how much (e.g. post this we will raise a Series A round of \$ _____) · The valuation you are seeking for this round 	
25.	Current Equity Structure, Fundraising History and Investors	<ul style="list-style-type: none"> · Table of current equity holding (cap table) · How much money have you invested? · Mention previous investment history, including year, amount and investors 	
26.	Exit Options	<ul style="list-style-type: none"> · How do you think the investors can exit (i.e. who will buy their equity or do you feel that this can be an IPO) · If you can, give examples of exits in your industry (or comparable examples) 	