**INVITING NEW START-UP PROPOSALS**

**DPSRU** Innovation & Incubation Foundation (DIIF) invites start-up business proposals to be evaluated and considered for incubation support.

**DIIF** is a company promoted by Delhi Pharmaceutical Sciences and Research University (DPSRU), New Delhi. It shall be offering the incubation services include seed-funding, infrastructure and facility, mentoring, networking with industry / subject matter experts, skill development, and need based support.

***The start-up business proposals should be innovative and have sufficient scope for incubation***.

You can send your proposal to Dr. Harvinder Popli, Professor, DPSRU, Pushp vihar, Sector III, MB Road, New Delhi.

**Who can apply:** Anyone who is passionate about becoming an entrepreneur and is keen to build up a business idea.

Your proposal should be in MS-Word format, with following information definitely included:

1. **Personal information**

**Name:** Dr. Shilpa Jain/ Dr. Madhu Gupta

**Qualification:** MPT, MBA/ M.Pharm, Ph.D

**Designation (Student/ Faculty/ Alumini/Any other):** Faculty

**Department (if student):** NA

**Year of passing (if alumni):** NA

**Designation (if faculty):** Assistant Professor, School of Physiotherapy, DPSRU/ OSD to VC, DPSRU

**Address:** Delhi Pharmaceutical Sciences and Research University, Pushp Vihar Sector 3 MB Road, New Delhi-110017

**Date of Birth:** 13th June, 1986

**Gender:** Female

**Telephone, mobile, fax and email:** +91-7060443388, shilpa.jain36@gmail.com

**Collaborating Institutions/industries, if any:** NA

1. **Abstract/ Summary of proposal (Maximum 200 words):**

Peanut is a great source of protein, fibres, vitamins, minerals, and many other essential phytochemicals. In 2003 the FDA approved a qualified health claim for peanuts and certain tree nuts. It basically says that scientific evidence suggests that eating 1.5 ounces per day of most nuts (as part of a diet low in saturated fat and cholesterol) may reduce the risk of heart disease. Most of the research suggesting health benefits to nuts has involved lowering the risk of heart or cardiovascular disease or their risk factors. But there is some evidence nuts may help with other diseases as well. For example, peanuts are a source of the phytochemical resveratrol. A recent German study explored resveratrol's possible cancer-preventing effects in colorectal cells.

It is a plan to gear up to create a nutrition and health supplement which can easily help in health as well as aesthetic purpose. Chemicals like probiotics and anti-oxidants have already proven their efficiency in health and beauty sectors. But mixing them with peanut butter will give rise to a new product with more of its nutritive values and weight management efficiency.

The goal is to create and expand into a whole new line of edible nutrition.This edible delicious product can be taken by anyone and fully vegetarian, preservative free, trans-fat free, dairy free and will operate on principles of fair trade.

**C: Introduction to Ideation**

**1. Broad Industry sector (Pharma/Medical Devices/Biotec/Other):** Other

**2. What is your product/service:** Peanut Butter with Probiotics and Anti-Oxidants

**3. Who is recipient/beneficiary of your product/service?** Society, Elite and amateur athletes, Gym Goers, Diet Planners

**4. What is the idea/ innovation**

About half of weight of peanut comes from fat, with the rest split fairly evenly between protein and carbohydrate (with fibre). About half of their total fat comes from monounsaturated fat, the kind that is linked to more healthful blood lipid levels. One-third of the fat comes from polyunsaturated fat (all of which is omega-6 fatty acid, not the superhealthy omega-3). About 14% of the fat is naturally saturated. Probiobiotics are the way to digest the orally taken meals and anti-oxidants help to neutralise the free radicles in body. The combination of all these three has not been prepared earlier. So the innovation is for that health conscious people also who are prone to frequent indigestion of nutrition.

**4a. Is it an idea or have you validated any proof of concept?**

It is an idea.

**4b. If you have started any work on it, has it generated any revenue?**

* We have not done any work regarding this.
* In future, definitely, it provides revenue generation.

**5. Any other information on status of your idea/start-up (in terms of technology)**

Many companies like Sundrop or Funfood are preparing with edible salts and sugars and many other vegetable oils, which are again not a healthy wat to a healthy life style.

**6. What is the problem you are trying to solve?**

* Many companies add partially hydrogenated oils to the regular type of peanut butter along with some sugar and salt to add taste. And depending on the amount added, this could add transfats into the equation.
* Many persons who have some problem in their gut and cannot digest fats or proteins or carbohydrate easily, they take additional probiotics to digest them.
* As this ideation will include ant-oxidants also, so free radicles produced in body will automatically be neutralised, by taking this product.
* As it would be an excellent adjunct to diet weight management and healthy life style.

**7. What experiments you will like to do?**

To use readily available probiotics and anti-oxidants which can easily be mixed up with naturally prepared peanut butter.

**8. What will be requirement to get idea conceptualized**

* Laboratory Space/ Furniture with equipments
* AC Room for meetings
* Telecommunication including e-mail & fax
* Transportation
* Information facilities like Internet/Library

**D. Start up plan**

**1 Who are the targeted founders / co-founders / promoters?**

Food Industries/ Health and fitness sectors

**2. Specify role of each promoter**

To increase the production along with lab testings and quality control along with marketing.

**3. Since how long you have been working together on this idea?**

NA

**E: On Your Business Idea**

1. **What is your financial viability plan for your start-up / idea**

To form a complete set up and company, equipments, space, labs, furniture, manpower and marketing strategies will be required. So, the Financial Budget tentatively may rise up to: approximately 50-70 lacs.

1. **What are the sources of funds from self or other co-founders or anticipated from incubation centre**

Self –Funded

1. **Anticipated competition and current industry position with respect to your idea**

Existing manufacturers are providing with sugar or salt and only peanut butter, which can be replaced by this idea.

1. **Uniqueness of your start-up with respect to product / service**

Affordable, validated, healthy, nutritious, easy to digest, good for flawless skin.

1. **How do you view your idea/technology with respect to sustainability**

A survey says that, most of the money is spent by Indian people is to get rid of obesity and to be beautiful. This idea after its success will target to the overall beauty sector and healthy.

**7. Target Market (customer segments) identification; Market size and trends; how much market share you can gain over next 3 years**

* Society
* Ice-cream and shakes Parlours
* In restaurant and Hotels
* Chemist and medicine dispensing areas
* Health and fitness centres
* On line shopping websites
* Exports also

**F: Strategy**

1. **What if you do not get incubation support from DIIF**

Idea can’t be executed without financial support from DIIF, so it would be a graet success if this idea is funded by DIIF.

1. **What if you get incubation support from DIIF**

That would not only initiate the project but also complete the project without any hurdles.

1. **How do you plan to scale up your start-up**

In order to collaborate with partners that will provide marketing options.

**4. What are the challenges you are facing now and you foresee in next 2 years**

Financial challenges may be there but can be mitigated with DIIF funding etc.

**G. Requirements**

**1. Infrastructure required (workstation/office space/lab facility/internet facility/ Labs/Animal house)**

Premise: 500- 1000 sq.feet for setting of R&D facilities and office space.

Equipments: pilot plant industry equipment such as different shapes of molds, oven, nutrition lab, for probiotics and anti-oxidants preparation chemicals and equipments, equipments for making peanut butter and mixers, production facility equipments, packaging equipments, quality testing equipments, deep freezer, refrigerators, computers, printers, UPS, power backup and office furniture.

**2. Justification of infrastructure required**

Equipments will be required to prepare the product

1. **Requirement of meeting room (Frequency of meetings being held /month):**

1-2 meetings per month

1. **Funds required upto 2 years:**

Rs. 50 Lacs (total fund requirement) and from DIIF, we expect support at least approx. 40 Lacs

1. **Assistance required upto 2 years:**

Funds, guidance and mentoring for setup of company.

**H. Expected milestones (every 6 months):**

* The proposed start up plan would have several steps:

1. Preparation of the products and checking the quality
2. Collaborate the idea to company for large scale production
3. Marketing of the product
4. Increase the sales of production and target the urban and rural population at National level
5. Increase the sales of production and target the urban and rural population at International level

***Process of evaluation: From proposal submission to incubation sign-up:***

**All the proposals will be evaluated through several gates.**

**First screening will be done by the Directors of DIIF to assess level of uniqueness, innovation, clarity of idea and its execution, understanding of challenges and strength of team.**

**After the first screening, the teams of shortlisted proposals will be given opportunity to meet DIIF Leadership team to discuss their ideas / proposals, followed with detailed business plan submission.**

**The proposals cleared by DIIF Leadership team will be called for evaluation by experts’ panels at two different stages who will decide which project to be incubated and what kind of support to be provided, including funding support, if approved.**

**After this stage, the proposals finally approved for incubation support will be required to form private limited company to facilitate agreements with DIIF and kick-start the incubation process.**