**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, Pushpvihar, 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:

A.Personal Information

Name: Dr. Rakesh Kumar

 Vibhu Bajaj

 Arghya Bhattacharjee

 Mohit Kumar

 Noor Fatima

Qualification: Dr. Rakesh Kumar (B.Pharm , M.Pharm, PhD)

 Arghya Bhattacharjee (Student)

 Vibhu Bajaj (Student)

 Mohit Kumar (Student)

 Noor Fatima (Student)

Designation: Student
Department: Department of Pharmaceutical Sciences

Year of Passing: ---------

Address: Apeejay Stya University , Sohna-Palwal Road, Gurugram , Haryana Pin-122013

Date of Birth:

Gender: : Dr Rakesh Kumar - Male

 Arghya Bhattacharjee- Male

 Vibhu Bajaj - Female

 Mohit Kumar - Male

 Noor Fatima - Female

Telephone , Mobile , Fax, Email:

 Dr. Rakesh Kumar – rakesh.kumar@asu.apeejay.edu 9810928555

 Arghya Bhattacharjee- arghyabhattacharjee1@gmail.com 9996635710

 Vibhu Bajaj – vibhu.bajaj@asu.apeejay.edu 8130664165

 Mohit Kumar – mohit.kumar@asu.apeejay.edu 9729899527

 Noor Fatima – noor.siddiqui@asu.apeejay.edu 8492014627

Collaborating institutions if any:

B. Abstract:

***Hormones*** play a vital role in the regulation of bodily activities , hence making regular ***monitoring*** of its levels all the more important. People hardly find time in their busy schedule to constantly go for checkups and keep their hormonal levels in check due to which many a times symptoms of several diseases get overlooked. ***LH and FSH*** are the two most important hormones regulating female reproductive activities. Women falling under the age group***(12-44)*** undergo menstruation every month and an aberration in this cycle is an indicator of one or the other disorders. The most common reproductive disorder faced by women of the reproductive age group is ***Polycystic Ovarian Syndrome*** commonly known as PCOS. Symptoms are PCOS are very normal and are sometimes mistaken for some other disease making their diagnosis all the more tricky. Few symptoms include Irregular periods , acne , pigmentation , hair growth, fat deposition , only to mention a few. PCOS is rarely diagnosed in initial stages and hence complications arise on late diagnosis. Individual kits are available for measuring the levels of FSH and LH but no single kit can compare individual values and can give measurements of one with respect to the other. In PCOS the level of LH is elevated with respect to FSH by the ratio ***3:1*** which is a key indicator for the diagnosis of PCOS. The ***uniqueness*** of the product is that its ***availability*** in the market will facilitate early diagnosis of PCOS and any other ovarian abnormality.

C. Introduction to Ideation

1. Broad Industry Sector: Pharma , Medical Devices

2. What is your product/service? – FSH-LH Comparison Kit

3. Who is the recipient/beneficiary of your product/service? – Women of Reproductive Age Group

4. What is the idea or innovation? – To develop a kit that can facilitate early diagnosis of PCOS and other ovarian abnormalities

4.a. Is it an idea or have you validated any proof of concept? – We have validated proof of concept. The level of LH in comparison to FSH is around 3:1 around Day 3 of menstrual cycle and hence its measurement is a key indicator for diagnosis of ovarian abnormalities

4.b. If you have started any work on it , has it generated any revenue? – No

5. Any other information on status of your idea/startup(in terms of technology) – Development of kit to compare levels of FSH and LH which is one of its kind.

6.What is the problem you are trying to solve? – Late Diagnosis of various ovarian syndromes.

7. What experiments you will like to do? – Antigen-Antibody Reaction , Development of specific indicator for FSH and LH

8. What will be the requirement to get the idea conceptualized? – Laboratory Assays of FSH and LH of women of reproductive age group and machinery for development of kit.

D. Startup Plan

1. Who are the targeted founders/co-founders/promoters? –

 Co-Founders: Dr. Rakesh Kumar

 Vibhu Bajaj

 Mohit Kumar

 Arghya Bhattacharjee

 Noor Fatima

2. Specify role of each promoter? –

Ideation: Dr. Rakesh Kumar

Research: Noor Fatima

Laboratory Work: Mohit Kumar

 Arghya Bhattacharjee

Marketing and Data Analyst: Vibhu Bajaj

3. Since how long you have been working together on this idea?- 2 weeks

E. On Your Business Idea

1. What is your financial viability for your start-up /idea? – Being students there is no source of finance to supplement start-up idea , hence dependent on Incubation Centre.

2. What are the sources of fund from self or other co-founders or anticipated from Incubation Centre? – Anticipated from Incubation Centre

3. Anticipated Competition and Current Industry position with respect to your idea? –

Competition: Manufacturers of LH and FSH kits

Current Industry Position: Nil

4. Uniqueness of your start-up with respect to product or service? – One of its kind in the market to compare and correlate levels of FSH and LH

5. How do you view your idea or technology with respect to sustainability? – Sustainable as kit facilitates early diagnosis. Need not be prescribed hence OTC availability shall improve market position and boost sales.

6. Target Market( Consumer Segments) identification; market size and trends ; how much market share you can gain over next 3 years:

Target Market: Women of reproducible age group

Market Size and trends: 4­5-50% of Reproductive Women Population

 With aid of government policies and targeted marketing market sales can be

 boosted hence increasing the market size to approximately 50-55%

Market Share gain over next 3 years: 5-10% of overall medical device sales

F. Strategy

1. What if you do not incubation support from DIIF? – We’ll try to get support from other incubation centres

2. What if you get incubation support from DIIF? – We’ll work on commercialization of our ideation.

3. How do you plan to scale up your start-up? – Develop pilot plan to manufacture kit and extend idea to commercial production with aid of marketing research.

4. What are the challenges you are facing now and you foresee in next 2 years? – Awareness of use of such kits. Extending market from urban to rural areas.

G. Requirements

1. Infrastructure Required (workstation/office space/lab facility/internet facility/labs/animal house) – Workstation , lab facility , internet facility

2. Justification of infrastructure required-

 Lab facility- carry out experiments and assays of hormones

 3. Requirement of meeting room (Frequency of meetings being held per month): Yes , Fortnightly

4. Funds required upto 2 years: 5,00,000

5. Assistance required upto 2 years: Laboratory Assistance & Mentor

H. Expected Milestones (every 6 months) :

\* Development of test/ preliminary product

\*Scale up

\*Commercialization of finished product