

**A. Personal Information**

* Name: DEEPAK RAJ
* Qualification:  GRADUATE
* Designation (Student/ Faculty/ Alumni/ Any other): Entrepreneur
* Department (if student): NO
* Year of Passing (if alumni): NO
* Designation (if faculty): NO
* Address: 10104 ,TOWER D1 , GH7 CROSSING REPUBLIC  ,GHAZIABAD ,UP 201016
* Date of Birth: 25 NOV 1985
* Gender: MALE
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* Collaborating Institutions/industries, if any -NO

**B. Introduction to Ideation**

* Broad Industry sector (Pharma/ Medical Devices/ Biotech/ Other) - PHARMA
* What is your product / service? – A medicated herbal chewing gum to prevent lung/lever problem that generated by smoking and it help to repair your lungs, throat and liver with smoking/drinking habit.
* Who is recipient / beneficiary of your product / service? –Smoke addicted and people who are affected by the air pollution.
* What is the idea / innovation?

a) Is it an idea or have you validated any proof of concept?

- The ingredients which are use to make this herbal chewing-gum are using in most of verified anti-smoking/lung repairs herbs and they all are already verified.

b) If you have started any work on it, has it generated any revenue?

- Product is ready, but not introduce in market

* Any other information on status of your idea / start-up (in terms of technology)
* What is the problem you are trying to solve? - Smoking causes 43 %death due to lung cancer , try to prevent the lungs and liver problem that generate by smoking . it help to repair lungs and liver with smoking habit
* What experiments you will like to do? – lab testing , and clinical test in different areas of country
* What will be requirement to get idea conceptualised? - Clinical test. market research and review  for different part of india , licences as requirement

**C. Strategy**

* What if you do not get incubation support from DIIF? - As I’m eagerly looking for Incubation centre to start my entrepreneurial journey and if I’m unable to get this opportunity, I’ll try to find other ways to start this business.
* What if you get incubation support from DIIF? – Indeed! It would be a wonderful opportunity for me and I’ll be glad to be part of DIIF. I’ll give my fullest to make my business successful.
* How do you plan to scale up your start-up? - I’m working on social issue and there are a number of people who’re smoke addicted. My product comes into soft manufacturing process, so I would set up a factory and try to capture market by social campaigns etc.
* What are the challenges you are facing now and you foresee in next 2 years? -Right now I’m lacking with R&D facility, Infrastructure and financials which certainly I’ll get here to be part of DIIF Incubation Centre.

**D. Requirements**

* Infrastructure required (Workstation / Office space / Lab facility / Internet facility / Labs / Animal house) – workstation , office space , lab facility , internet facility ,lab
* Justification of infrastructure required- office space & work station for interners and promotional marketing on online platform & social media .  feedback call operator , lab testing of improving the power of medicine , meeting room required for market tie- up meeting and meeting with distributor
* Requirement of meeting room (Frequency of meetings being held / month): - 4 to 5 times in a month
* Funds required upto 2 years: - 40 lack
* Assistance required upto 2 years:- 2 years