**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. Madhu Gupta/ Dr. Shilpa Jain

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

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

**Department (if student):** NA

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

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

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

**Date of Birth:** 15th May 1980

**Gender:** Female

**Telephone, mobile, fax and email:** +91-8770732298,madhugupta98@gmail.com

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

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

Currently, about 40 BILLION plastic utensils are used just within the United States within a year. Worldwide, this becomes a figure at 16 times this magnitude. A majority of these utensils are only used once and then discarded.

We are planned to gear up to create the world's mass produced bio-friendly edible cutlery that have the nutritive value. This has huge potential to prevent plastic waste. These edible utensils when exposed in to nature, they will degrade within 10 days or be eaten by other animals. The edible products may be delicious having good fats, proteins and other nutritional added components. Our goal is to create and expand into a whole new line. This edible delicious cutlery that can be eaten by anyone and fully vegetative, preservative free, trans-fat free, dairy free and operate on principals of fair trade.

**C: Introduction to Ideation**

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

**2. What is your product/service:** Bio-friendly Edible utensils (Chopsticks, dessert spoons, ice cream cones and forks etc.)

**3. Who is recipient/beneficiary of your product/service?** Society

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

Our goal is to provide a replacement for the current disposable utensils on the market. The edible products may be delicious, but if they are not consumed, they are able to degrade in any outside environment, as they would not required specific requirements for degradation. These edible utensils when exposed in to nature, they will degrade within 10 days or be eaten by other animals. Our goal is to create and expand into a whole new line.

**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)**

* BAKEYS’ was established in 2010 in Hyderabad, Andhra Pradesh, to provide an alternative to plastic disposable cutlery and the bamboo disposable chopsticks.
* After much research, they have developed the designs of the product, used it and enhanced it so that the user feels comfortable in all aspects of using cutlery.

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

* The use of plastic cutlery and disposable items are increased at very higher rate. This creates the problem like environmental sustainability, climate change, and the global water crisis.
* Disposable plastic utensils crate problems on health and safety unqualified.
* Plastic overwhelms landfills and seems to last forever with non-biodegradable nature. It showed the detrimental effect on human health, especially when it's heated.
* Plastic utensils can create environmental issues, raising overall costs and negatively impacting natural resources.

**To reduce the burden of plastic waste, we are trying to prepare a breakthrough solution that would be the ultimate replacement of plastic that has much detrimental effect and most important it is not recycled. We are planning to give a smart option in product form to the society that would be able to provide healthy, nutritious and biodegradable effect.**

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

To design the most effective smart bio-friendly edible and healthy utensils in a proper planned manner.

 **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
* Any other special facility being provided

**D. Start up plan**

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

Food Industries/Pharma-industries

**2. Specify role of each promoter**

To produce in bulk level and help in 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 do the complete setup of company with well equipped production and quality tested area

Financial Budget: approximately 50-70 lacs

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

Self –Funding

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

Existing company as Bakeys Edible Cutlery

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

Affordable, validated, healthy and natural material used, biofriendlly, recyclable

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

If it is success then it would be a revolutionary start-up

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

* Society
* In restaurant and Hotels
* Any party / event organized
* People stay to healthy (these products have nutritious value)

**F: Strategy**

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

Idea can’t be executed with financial support from DIIF

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

This will help to speed up the project initiation.

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

In order to collaboration 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, 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 approx. 30 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. Prepare the products and check the quality
2. Collaborate the idea to company for large scale production
3. Marketing 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.**