

## 1. APPLICANT DETAIL

First Name:		Last Name:	
Postal Address:			
Mobile:		Phone:	
Email:			

### How did you learn about Cubator (check all that apply)

Website
  Newspaper
  Friends/Family
  Other (please indicate)

Is any of the Co-founders a CIIT graduate/student/faculty member?  Yes  No

## 2. BUSINESS DETAIL

Proposed Business/Startup Name:

### Type of Ownership

Sole Proprietorship
  Partnership  
 Limited Liability Company
  Other (please indicate)

### Type of Business

Manufacturing
  Service  
 R&D (Hardware/Software)
  System Integration  
 IT & Software
  Biotechnology  
 Engineering
  Other (please indicate)

Proposed date of Starting the Business:

### What type of financing will you use for your business? (Please indicate amount in (PKR) financed next to each source).

<input type="checkbox"/> Owner Investment	<input type="text"/>	<input type="checkbox"/> Loans/Investments	<input type="text"/>
<input type="checkbox"/> Bank Loan	<input type="text"/>	<input type="checkbox"/> Venture Capital	<input type="text"/>
<input type="checkbox"/> Angel Investor	<input type="text"/>	<input type="checkbox"/> Other (Please indicate)	<input type="text"/>

Please indicate the total amount to be invested (PKR):

Is your business registered? (with SECP/Registrar of firms)  Yes  No

If yes, what is your NTN?  Are you a tax payer?  Yes  No

### What is your primary objective at Cubator-1ne

Start your own Business
  Accelerate your existing business
  Other

## 3. BUSINESS PLAN

The following questions are part of the company's initial assessment. Please fill out to the best of your ability. Our staff can assist you in answering any of these questions. For this section, you may attach additional sheets.

**Briefly summarize scope of business (this will be used in our marketing materials: (at least 100 words).**

**Describe the problem your company wishes to solve?** (without a problem or need, there is no business opportunity).

**Describe your solution.** (Describe how your product(s) or service(s) will solve the problem and meet the desired solution?)

**Describe your target market:** (Who are the customers and how big is the market? Identify who will buy your product or service. Supporting documents/data for the size of the market will make the picture more clear.

**Describe your Value Proposition:**

(Why would customers buy your solution? Describe the benefits to the customer that will justify the price).

**Describe the Business Model.**

How will the business generate money? Describe all possible revenue streams and explain how it will be structured to capture the revenue profitably. For example, a simple content-based website generates revenues by selling products, banner ads, merchandise, and click stream data.

**Describe the Competition and Risks.** Describe your competition and assess the impact each competitor could have on your business. Additionally, identify significant risks and propose strategies for addressing them.

**Describe the Financial Model.** How much does the business need, how will the money be used, when will it be paid back and what will be the return?

**Describe the strengths of your management team, and your staffing plan.**

**What type of business assistance are you seeking from the Cubator?** (How will your presence be useful to Cubator?)

**FOR OFFICIAL USE ONLY.**

Date received:  Additional sheets (attached, if any):

Documents attached:  Application Fee  CNIC  Business Plan Presentation

Date for Application Review Committee Presentation:

Cubator-1ne, COMSATS Institute of Information Technology, Park Road, Chak Shahzad, Islamabad, Pakistan  
Tel: +92-51-8738196/7 Email: cubator@comsats.edu.pk Web: www.cubator.com.pk