**UW BUSINESS INCUBATION CENTER APPLICATION FORM FOR STARTUP REGISTRATION**

**PERSONAL INFORMATION**

Full Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
D.o.B: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Degree: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CNIC#: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How Did You Find Us?

* UW Website
* Social Media
* Friends/Family
* Other

Are you current student of UW or an Alumni?

## Current Student (If current student mention department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

* Alumni, Please mention the year \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PROPOSED STARTUP INFORMATION**

Business Name  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Area/Field of your Business Idea (Select one from the advertised areas):   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Business

* Manufacturing
* Designing
* Servicing
* Technology

Type of Ownership

* Sole Proprietorship
* Partnership

Can you comment on what type of financing you will use for your business? Any comment on the amount (PKR) that you may be able to finance.  
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Owner Investment

Self

Family

What is your primary objective at UW Business Incubation Center?

* Start your own Business
* Accelerate your existing business

**Business Plan**

The following questions are part of the startup company’s initial assessment. Please fill out to the best of your ability.   
Briefly summarize scope of business (at least 100 words).  
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Can you describe the problem your company wishes to solve? (Without a problem or need, there is no business opportunity).  
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Describe your solution. (Describe how your product(s) or service(s) will solve the problem and meet the desired solution?) (No more than 100 words).

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Describe your target market: (Who are the customers and how big is the market? Identify who will buy your product or service. Would you be able to provide the supporting documents/data for the size of the market?)

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Describe your Value Proposition: (Why would customers buy your solution? Describe the benefits to the customer).  
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Describe the Business Model. How will the business generate money? Describe all possible revenue streams and briefly explain how it will strive to capture the revenue profitably.   
For example, a simple content-based website generates revenues by selling products, banner ads, merchandise, and click stream data.  
  
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Are you aware of Competition and Risks involved? Can you identify significant risks and the way to cope with them?  
  
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Describe what is your sales potential?  
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Describe how you can manage your business and execute your plans?  
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How will your presence be useful to BIC UW?  
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Please take a printout of the filled form and submit at UW BIC ORIC Directorate along with the CNIC copy.  (Cohort-1 to be stared from 31ist)

Note: There is a bench fee of Rs. 2000/month during the period of incubation.

Applicant’s signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_