

Rowad Incubation Pitch Guide:

The applicant pitch should include the following:

- Clear description of project idea/concept (in technical and non-technical terms).
- Customers or users of the product/service.
- Uses, functions, or benefits of the product/service offered (Is it solving a problem?)
- Value addition to the market.
- Future potential of this concept. Illustrating this in figures would be a good addition.
- Way forward. What is needed to establish and run the project? or to progress from the stage you are at now? How will the incubator unit be utilized?
- Sources of funding to the project.

The committee will consider the following factors while assessing the incubator applications:

- The entrepreneur's pitch.
- The economic impact of the project (economic parameters).
- The project potential and feasibility.
- The value addition of incubating the proposed business
- Any demonstrated entrepreneurial traits.