



**PAK-KOREA NUTRITION CENTER (PKNC) TO
IMPROVE CHILD AND COMMUNITY NUTRITION
UNIVERSITY OF AGRICULTURE FAISALABAD**



**A SPECIMEN OF
START-UP FORM/APPLICATION FORM 2023**

**Deadline for Start-up Proposal Submission (Online & Hard Form)
02/10/2023**

**Submit online form including all required documents (Endorsement form, CVs etc.)
till 02/10/2023.**

**One Hard Copy of proposal also reach at PKNC Office, Faculty of Food, Nutrition &
Home Sciences, University of Agriculture Faisalabad till last date.**

Details of the project:

Profile Image of Founder/ Entrepreneur



Title of Proposed Project: _____

Business address: _____

Domain of Proposed Research:

- Nutrition and Public Health
- Food Fortification
- Food Processing
- Product Development & Value Addition
- Compositional Analysis & Database
- Policy Advocacy and Outreach

Details of Applicant:

Full Name: _____

Highest Degree: _____

Department: _____

University/Institution: _____

CNIC/Passport: _____

Email: _____

Telephone: (Area code, Number, Extension): _____

Mobile/ WhatsApp No: _____

Postal Address: _____

Tehsil: _____ City: _____ District: _____

Problem addressing and how will startup solve it? (Maximum 500 words)

Tell us about product(s) and/or service(s) you are offering? (Maximum 500 words)

**What are the unique benefits and value being offered to your target population?
(Maximum 500 words)**

Brief details about your proposal (Maximum 500 words)

Technological/product interventions you're bringing (Maximum 500 words)

Team members (Founder and Co-founders with their Name, Role in Start-up, Qualification, Year of experience), (Maximum 4 Members)

Have you launched/managed any project/product before:

- Yes
- No

In case of yes, write the name of previous start-up

Have you received any funding before?

- Yes
- No

In case of yes, write the details of funding source

Return on Investment (ROI) of the project along with 5 years' business plan

Budget: (It should not exceed 0.5 million rupees)

Equity Distribution Model: (How will you distribute profit among the founder and co-founders)

Market(s) for your services/products: _____

Advertisement strategies:

- Website
- Social Media
- Online selling sites
- Direct retailing
- Middle man
- Sales Force
- Print Media/pamphlets
- Other (Please specify)

Unique Selling Proposition: (Why should consumer use your product)

Top Competitors in market:

1 _____

2 _____

3 _____

Competitive advantage of your startup: (How your product will outcompete your competitors)

Current Status of Project:

Currently working / New Startup / At Planning Phase

Capital already invested: _____

Office/Business Place: _____

Number of employees: _____

Return on Investment: _____

Why Should PKNC Fund your Project:

Fate of IP/Patent Registration:

SIGNATURE OF FOUNDER/ENTREPRENEUR

Date

SIGNATURE OF TEAM MEMBERS

Team member 1:

Name:

Signature:

Date:

Team member 2:

Name:

Signature:

Date:

Team member 3:

Name:

Signature:

Date: