

## Annexure – 4

### Startup Product Development and Marketing Plan

#### (A) Marketing Plan

#	Media Type	Publisher	Duration / Time Frame	Amount	Objective	Nodal Agency's Remarks	
1							
2							
3							
4							
5							
6							
7							
8							
<b>Total</b>							
#	Exhibition Name	Location	Stall Requirement	Dates	Amount	Objective	Nodal Agency's Remarks
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
<b>Total</b>							
#	Name	Designation					
1							
2							

<p><b>Nodal Agency's Remarks / Recommendation</b></p> <p style="text-align: right; font-size: small;">(Name and designation of officer of Nodal Agency recommending the proposal)</p>
<p><b>Recommendation / comments of IED (Startup Secretariat)</b></p> <p style="text-align: right; font-size: small;">CEO, IED</p>

# Name(s) of the person & designation participating in the exhibition/ conference/ seminar.

- 1) **Media Type:** Digital, Print, TV, Radio, Out of Home, Others.
- 2) **Duration / Time Frame:** e.g. number of days, etc.
- 3) **Amount:** Total amount for that media type.

- 4) **Exhibition Name:** Name of the conference / exhibition / seminar.
- 5) **Location:** City & Country
- 6) **Stall requirement:** Yes / No
- 7) **Dates:** Duration of the event

**(B) Product Development Plan**

**Describe your Product with possible uses/applications of product(200 words)**

**Explain detailed product development process with emphasis on various cost heads being incurred at all stages of the product development lifecycle (1000 words)**

Sl. No.	Cost Head	Cost	Nodal Agency Recommendation
<b>Total</b>			

**Nodal Agency's Remarks / Recommendation**

**Name and designation of officer  
of Nodal Agency recommending the proposal**

**Recommendation / comments of IED (Startup Secretariat)**

**CEO, IED**