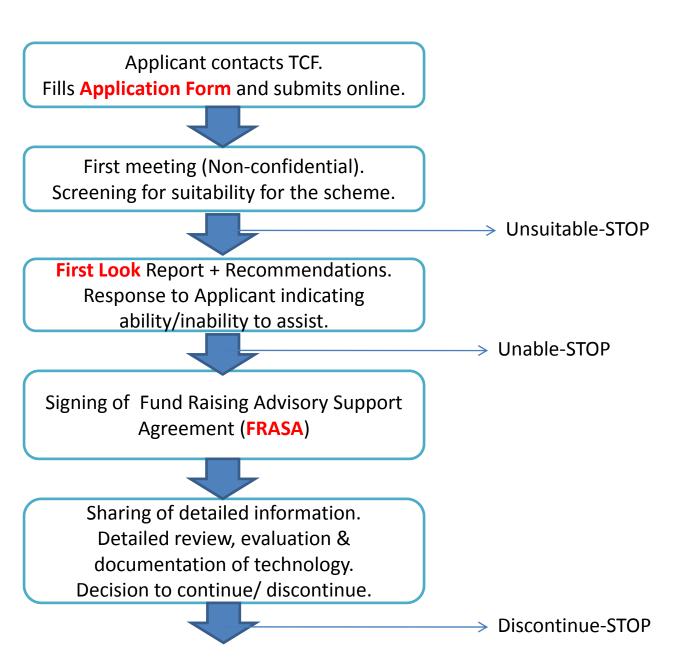
## Process flow and TREMAP algorithm for entrepreneurs raising funding (Page 1):



## Process flow and TREMAP algorithm for entrepreneurs raising funding (Page 2):



# Technology Refinement and Marketing Plan (TREMAP Plan)

- 1. Technology & IP assessment
- 2. Market review & assessment
- 3. Industry/ competition assessment
- 4. Comments of potential investors or mentors with experience raising finance
- 5. Technology refinement plan
- 6. Find raising plan and strategy

Budget provided by TIFAC to TCF: Rs 5L max (Sub-cap on patent costs: Rs 50K)

Send TREMAP plan to TIFAC for review, approval and funding support (End of STAGE 1)

One-page flyer

Marketing Portals and forums

Not approved. STOP.

#### Process flow and TREMAP algorithm for entrepreneurs raising funding (Page 3):



## Value proposition detailing and primary market research report.

- Refine & articulate value proposition clearly with data
- Discussion with potential buyers of technology; market inputs.



#### **Action by applicant**

- 1. Data generation/ demonstration to illustrate value proposition
- 2. Fine tuning prototype to meet market needs/ demonstrate value proposition.



#### **Business Plan**

(plan for creating value using the technology by entrepreneur or licensing industry)

Including technology, markets, industry, financials, also illustrating valuation etc

Process flow and TREMAP algorithm for entrepreneurs raising funding (Page 4):

