

## **Notice Inviting Business Ideas for Incubation at NFDI on 28th March 2022**

NIFT Foundation For Design Innovation (NFDI) is a Section 8 Company. The objective of NFDI is to develop an ecosystem enabling pre-incubation, incubation and accelerator support by assisting the fashion, textile, lifestyle accessories, and design community entrepreneurs including NIFT alumni & members, craftsperson, artisans, and external community entrepreneurs in commercializing their products/service ideas.

Focus Areas of NFDI are –

- 1) Home & Spaces Incubator
- 2) Smart Wearable Systems Incubator
- 3) Fashion & Lifestyle Accessories Incubator
- 4) Apparel & Athleisure Activewear Incubator

Therefore, if you have a passion to own your own start up, the Selection and Monitoring Committee is meeting at G-2 NFDI, NIFT Campus, Hauz Khas New Delhi on 28th Mar 2022, to help you achieve your goals. Kindly confirm your presence by end of next week for smooth planning. The aim of this first Monitoring & Selection Committee Meet is to determine the feasibility of the business idea that you have by meeting with mentors, experts and other stakeholders and making sure that the business model is set up correctly. The presentation that you will be giving must include -

1. Company Overview
2. Mission/Vision of the Company
3. The Team
4. The Problem (through Data)
5. The Solution (and how it closes gaps of current unmet needs)
6. The Product
7. The Customers
8. The Technology
9. The Competition
10. Traction
11. Business Model
12. The Marketing Plan
13. Financials etc.

A confirmation mail may be sent to [incubate.nfdi@nift.ac.in](mailto:incubate.nfdi@nift.ac.in) if you are interested in participating.

Thank you.

CEO, NFDI