



# LAKSHYA

## Innovation Support Program (2013-2014)

### **Abstract Guidelines**

Font size: 12, Times New Roman

Line Spacing: Double

Margins: 0.5 inch on all sides

File Format: PDF

**The idea:** Describe your product/technology/service in one line.

**Problem statement:** Give a detailed report of what your problem you are trying to solve. Support your argument with reliable statistical/experimental data.

**Technical Details:** Clearly state technical details and calculations of proposed innovative technology. Support this with images, models and diagrams wherever possible. Technical details are also required to show how your product/technology/service is better than existing solutions.

**Market, USP :** What is the market for your product/technology/service? What is its unique selling point, why will a consumer choose you over existing options?

**Cost:** Give an overall cost estimate of building a prototype/technology demonstrator or the actual product.

For queries, send a mail to [info@TheLakshyaFoundation.org](mailto:info@TheLakshyaFoundation.org)