

ECOHUB.IN

Upskilling Entrepreneurs | Upscaling Enterprises

A CSR Initiative of Re Sustainability Limited | Implemented by Foundation for Resilience Actions.

Pitch Application Form

This form is for reference only.

Actual applications will be accepted through EcoHub.IN website which will be launched on 22 June 2026

SECTION 1

Company Details

Tell us about the applicant and the company

1.Full Name

Max 50 Characters

2.Contact Number

3.Email Address

This email will be used for all further communications.

4.Are you the primary point of contact?

☐ Yes, I am the primary contact ☐ No, someone else is

5.Company Name

Max 250 Characters

6.Describe your company in one sentence

Tweet-length pitch. No jargon. e.g. 'We make solar-powered cold storage affordable for smallholder farmers in India.'
(Max 140 characters)

7.Important Details

Country of Registration

State of Registration

Year of Establishment

Current Operational Geography

Legal Status (Private Limited Company, LLP, Section 8 Not-for-Profit, Partnership, Registered Society, Unregistered, Trust, Others)

Primary Domain (Climate and Clean-tech | Pollution Management | Circularity)

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Stage (MVP Ready for Market Deployment | Early Market Deployment | Revenue Stage -Seeking Scale Capital)

Tentative Current Valuation of the enterprise (<50 lakh | 50 lakh to 1 crore | 1 crore to 5 crore | >5 crore)

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Please provide current ownership/cap table details, including founders, investors, ESOP pool, and any institutional shareholders

Shareholder Name	Category (Founder / Angel / VC / ESOP / Institution / Advisor etc.)	Equity Holding (%)	Fully Diluted? (Yes/No)	Active Role in Company?

8. Website or Social Media Link

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9. Were/are you part of any other Incubation program?

If yes, mention the program name, year, and cohort. Otherwise write 'No'.

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10. Describe the overall team and their relevant experience (please note that there is a separate section on founding team details – therefore please limit this answer to overall team only)

Team size, professional capacities / domain expertise etc.

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SECTION 2

Founding Team Details

We value the founding team above all else. Be specific about names, backgrounds, and domain expertise.

11. Describe your founding team and their relevant experience

Names, professional backgrounds, domain expertise, prior entrepreneurial experience, and how the team came together. Add LinkedIn profile(s), if available.

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Max 500 Words

12. How long have the founders known each other?

☐ Less than 1 year ☐ 1 - 3 years ☐ 3+ years ☐ Co-founders met recently

13. Tell us about gender diversity in your founding team?

☐ Yes ☐ No

14. Tell us about any skill or capacity gaps currently exist in your team

Provide an honest assessment of missing expertise, roles, or capabilities needed to scale effectively.

Max 500 Words

15. Tell us something about each founder that shows he or she is an 'animal' in the sense described in Paul Graham's essay on "How to Start a Startup"?

Provide example(s) of animal type determination. The "missing middle" is not a comfortable place to operate. Capital is scarce. Customers are sceptical. Regulations are evolving. Markets are immature. The science is hard. The timelines are long. And yet, as founders, the founding team must push through anyway.

Max 500 Words

16. Tell us about a moment when everything was working against you (the Founding Team) and you found a way forward anyway.

We are not looking for the most articulate answer. We are not looking for the most impressive obstacle. We are trying to evaluate if the founding team will still be dedicated in upscaling this enterprise five years from now, when certain context may become challenging in ways one cannot yet imagine.

Max 500 Words

17. Are the founders currently working full-time on this enterprise? If not, please explain current commitment and transition plan?

Max 250 Words

SECTION 3

Product, Problem and Idea

The core of your narrative: what problem, why now, and how you solve it

18. Problem Statement

Clearly define the problem using data and evidence. Include scale of the problem (for e.g., how many people face it), the economic/environmental cost, why existing solutions fall short.

Max 500 Words

19. Your Solution?

Describe your product or service clearly. What does it do? How does it work? What makes it different? How is it solving the growing climate change or environmental pollution or circularity challenges?

Max 500 Words

20. Why Now?

Explain recent changes (technology, policy, behaviour, infrastructure, regulation etc.) that make this solution timely and urgent.

Max 250 Words

21. What is your current business model?

Explain revenue streams, pricing strategy, and customer segments (e.g., B2B SaaS, B2C, marketplace, hybrid model).

Max 500 Words

22. What is your value proposition to customers?

Why do customers choose you over alternatives? What is the tangible value delivered — better service model, better business model, better technology, cost savings, innovation, compliance, etc.?

Max 500 Words

23. What is your unfair advantage?

Proprietary technology, exclusive data, regulatory approvals, partnerships, founder domain expertise - what makes you defensible?

Max 500 Words

SECTION 4 Target Market

Demonstrate the scale of the opportunity and your path to capturing it

24. Estimated size of your target market

Provide TAM, SAM, and SOM if known. Include estimates, assumptions, and sources/methodology.

Max 500 Words

25. Who is/are your primary customer(s)?

Be specific: who is the buyer, end user, and decision-maker? e.g. 'Procurement officers at mid-sized D2C brands in India generating ₹5–50 Cr revenue'

Max 250 Words

26. Go-to-market strategy

How do you reach or plan to reach customers? Include channels, CAC estimates, and any distribution advantages.

Max 500 Words

27. Who are your primary competitors?

List key competitors or substitutes, then explain why your approach wins.

Max 250 Words

SECTION 5

Traction and Fundraise

Show what you've built and validated. Numbers speak loudest here.

28. Key milestones achieved so far

Product development, pilots, paying customers, partnerships, awards, units deployed. Use numbers wherever possible.

Max 500 Words

Revenue last year (INR Lakhs)

Monthly active users / customers

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Additional financial details:

Current monthly revenue	
Burn Rate	
Runway	
Gross margin, if applicable	
Major cost drivers	

29. Have you raised funds before? Please include details of any current/ongoing funding.

☐ Yes — grants, prizes, or investments

☐ No, this would be our first

30. If yes — funding details

List each source: type (grant/angel/VC/prize), amount (₹ or \$), year, and lead investor or grantor and the broad objectives/goals associated with such funding.

Max 250 Words

31. What will you wish to do differently during or post the incubator program?

Where will your Enterprise be in 12 months post incubation? What milestones will this program unlock?
Be specific and measurable.

Max 250 Words

32. If you had to choose between a guaranteed INR 1 Cr capital investment and a 10% chance of a larger capital investment (with a 90% chance of receiving nothing), what's the minimum amount at which you would choose the higher-risk option? Please answer individually for each founder.

There is no right or wrong answer.

Max 250 Words

33. What are the current challenges (actual and perceived) that the company is facing?

Team size, professional capacities / domain expertise etc.

Max 250 Words

34. How can we help you?

Mentorship, partnerships, policy introductions, technical assistance, network access, piloting support, industry integration support, legal compliance support, IP support, F&A support etc.

Max 250 Words

SECTION 6

Climate and Social Impact

Quantify your environmental and social outcomes rigorously.

Reviewers weight quantified impact heavily. Use tCO₂e avoided, kWh generated, farmers reached, jobs created, or tonnes of waste diverted — with a timeframe and methodology.

35. Expected climate and social impact

Include: metric, current baseline, projected outcome, timeframe, and how you measure it. e.g. 'We will avoid 12,000 tCO₂e/year by 2026 by replacing diesel pumps with solar for 5,000 farmers in Rajasthan. Please mention your expected impact target(s) in 5 years' time.

Max 250 Words

36. How do you currently measure or track impact?

Describe your methodology — tools, frameworks (IRIS+, B Impact Assessment, etc.), third-party validation, or monitoring systems.

Max 250 Words

37. Do you face any ESG challenges in relation to your current business operation? How can we help you?

Policy introductions, technical assistance, regulatory support, piloting support, safeguard support etc.

Max 250 Words

SECTION 7

Uploads and Final Submission

Almost there. Attach your supporting documents and confirm agreement.

38. Latest Pitch Deck

PDF or PPT. Must cover: Problem · Solution · Market · Deal · Impact · Financials. Do NOT include confidential information.

[Attach Pitch Deck – PDF or PPT – Not More Than 15 Slides]

39. 60-second Founder Video URL

YouTube or similar link. Introduce yourselves and explain why you're building this. Unscripted is fine — we love authenticity.

40. Customer/User Reference

Provide 1 to 3 Customer/User Reference(s), if available

41. Upload Other Relevant Documents

Technology validation certificates, awards, recognitions, links to videos on the innovation being described / in action etc.

42. From where did you come to know about EcoHub.IN?

You can select multiple options.

- | | |
|---|---|
| ☐ Re Sustainability Website | ☐ Resilience Actions Website |
| ☐ Referred by an Employee of Re Sustainability Group | ☐ LinkedIn Communications |
| ☐ Instagram Communications | ☐ Others |

If Others, share the details

Declaration

- ☐ I confirm that all information provided in this application is accurate and complete to the best of my knowledge.
- ☐ I agree to the Terms & Conditions and Incubation Agreement (if selected) of EcoHub.IN.
- ☐ I understand that all information submitted here will be shared with evaluators, mentors and jury panel during various stages of the program, if shortlisted.

Signature

Date

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