

Case Study Format for Entrepreneurs

The author may add or remove any section as required.

A. Main paper

Abstract : 150-200 words. This should be a summary of the paper.

- **Keywords**
- **Introduction** - what this paper is about, objectives etc.
- **About the industry** - size, challenges and opportunities
- **Company/organization details**
 - About the founders
 - Opportunity details
 - How the opportunity was sighted
 - Market research, Opportunity assessment
 - How finance was raised
 - Innovation if any
 - Team building
 - Operations
 - Challenges and how they were overcome e.g. loan provided by banks, support provided by government institutions, clearances required, team, access to market
 - Sales strategy
 - Market share / revenue/ profitability/ Social Impact
 - Future plans
- Learnings
- Advice for entrepreneurs
- Appendix : Any supporting graphs or images.
- References

Image resolution: Atleast 300 dpi. Image should be clear.