

Welcome to the Idea Submission Form for NIB III! This guide will walk you through the process of submitting your innovative ideas effectively. Please follow these steps carefully:

1. Visit the NIB III official website at [www.nibpk.org].
2. Navigate to the "Idea Submission" or "Submit Your Idea" page.
3. Click on the "Idea Submission Form" link to access the form.

Few things to know before you start:

1. You can save your form any time and come back again to edit what you saved. To take advantage of this, click on "Save and Resume Later" option at the end of any page.



2. Use an email address that you use regularly.
3. The last date to submit the ideas is November 23, but do not wait for the last date. Mark your calendar for November 19 or 20, giving you a few extra days.
4. Prepare your answers using this document as a template. This way you will be able to complete the data entry within 15 minutes.

NIB III Scoring Criteria

Criterion	Description	Max Score
Innovation	Is the technology needed is developed by you or available locally, patented, protected, difficult to copy	15
Market	Clearly defined customer, market size, market growth, and market data	10
Idea Maturity Level	How far along you are in developing this idea, Idea, MVP, Launch, Growth	10
Availability of Raw Material	Whatever is being manufactured, how much of raw material or parts are available locally	10
Capital Intensity	For every dollar saved in imports or increased in exports, how much capital is needed, less capital need means more score	10
Team	Number of team members, their commitment to the idea, and their relevant experience	15
Access to the Market	For export, access to buyers in the foreign markets, and for imports, access to the local buyers	10
Business Plan	How well defined is the business plan, capital cost, operating cost, sales projections, etc.	10
Annualized ROI	Expected return on initial investment on an annual basis for the initial capital investment	10

Basic Information - Step 1 of 6

1. Choose Title

Select the right title that you would like to see with your name.

Title *

Select One

Select One

Mr.

Mrs.

Ms.

Engr.

Dr.

Prof.

2. Enter your Name (Name on CNIC)

This is the name exactly as it appears on your CNIC

Your Name *

Muhammad Ali

Please type your name as it appears on your CNIC

3. Enter your Email

Please use the email address that you have on your mobile phone, and you check it regularly.

Email *

example@gmail.com

example@gmail.com|

Email

Confirm Email

4. Enter your Country

Select the country where you live. Pakistanis from all over the world can participate in NIB so please select the correct country.

Country of Residence *

Pakistan

5. Confirm & Go Next

You need to check this box to confirm that you are a Pakistani with a valid CNIC or NICOP

Confirm Pakistani *

I'm a Pakistani (Only Pakistanis with a valid CNIC or NICOP can apply from anywhere in the world)

Idea Information - Step 2 of 6

1. What are you building?

Think for a minute, if your idea was successful, what would you have built?

- A machine or equipment to be used by industry, like a new boiler, a new motor, etc.
- A physical product to be used by consumers, like a watch, new kind of stove, etc.
- A platform to connect buyers and sellers of some kind, like Uber or Daraz
- A software or design that can help individuals or businesses, anything that is in a computer and can be replicated.
- Aggregator of data from diverse sources to help with decision making, like Google Maps, or Yelp
- An app or add-on to be used by the masses like Chrome Extension, an Android App, etc.
- Buying and Selling with no value-add which is called Trading, like buying dates from Sukkur and selling them in Karachi or Dubai.
- Constructing a building or a complex with unique design or purpose, for example a new type of home with zero carbon footprint, or 3D printing a house.
- Extract Natural Resources that are untapped in Pakistan like mining Lithium.
- Growing something new in Pakistan or growing with better quality and/or yield, like growing Palm in Pakistan or using Drones to improve Yield of Cotton per acre.
- Innovative business model instead of buying a property alone, having a crowd to own a property, or instead of a restaurant with cooked food, bring your food and let the chef cook it.
- Providing unique services to individuals or businesses like solar panels cleaning service for maximum electricity generation.
- Selling something online like an e-commerce site
- Setup an industrial production unit to produce something that is in demand, like producing mobile phones, or making pet food.
- Industrial processes or tools that improve or automate production, for example automating the garments stitching or laser cutting of precious stones.
- Value-add to something that Pakistan is already producing, for example using textiles to produce garments, or using apricots to make jam or marmalade.
- Something not covered in this list. While this list is comprehensive and most of the ideas shall be covered in the unlikely event that you cannot find any suitable category, please select this.

What are you building? *

Select One

Every idea has an end product or service. Please select the most relevant from the list. Think a lot before picking the last choice.

2. Title of the Product or Service

Provide the name of your company or product. If you have not named it yet, name it like what it does, for example "Lithium Production Unit" or "Help Students Learn ChatGPT". Keep it simple and short.

Title of the Product or Service you plan to offer *

3. Brief Problem Statement

What is the problem you are trying to solve? This is just a brief introduction. You will fully define the problem later in this form.

Brief problem statement *



Learn how to write a good problem statement here: [wikihow.com/Write-a-Problem-Statement](https://www.wikihow.com/Write-a-Problem-Statement)

4. Define your Customers & Market

Define your customers, who will pay money to get the problem solved. Please learn about TAP, SAM, and SOM before you answer this question. To learn more, [watch this video](#). You can also [read this article](#) to get a deeper understanding of how the market can be defined.

Define your customers and market *

Briefly explain who your customers are and provide TAM, SAM, SOM

5. Write the Problem your Idea Solve

What is the problem you are trying to solve? This is the full problem statement. To learn more about how to write a good problem statement, please [read this article](#).

What is your idea to solve this problem? *

Brief Summary required. Please do not provide any confidential information: [Learn how to talk about your idea without giving it away](#).

6. Choose How your idea is Different

It is important that you select the right reason, and you shall be able to defend this in the presentation. If you fail to defend your claim, you will be removed from the competition. Here are your choices:

- Completely original or novel concept, nobody in the world has it, like inventing Penicillin, or making the first car engine. Be incredibly careful in selecting this option, you must have clear proof.
- Extension of existing concept/idea, there are other similar ideas, but my idea is different. For example, you produced an idea to create an app for sending goods just like Uber/Careem.
- New device idea that I have designed myself. For example, you produced a device to monitor blood glucose without the need to draw the blood.
- New and improved design of an existing device, for example, you improved the electricity meter to sense the overall load and send updates on a mobile phone.
- A new and unique industrial process that I designed myself. For example, producing Graphene using paint manufacturing plant by adding only more machines.
- Improvement in an existing industrial process. For example, producing Graphene with better quality by washing Graphite with Gasoline before sending it to the gasification chamber.
- Something is already being produced in Pakistan; I can do it better. For example, Pakistan currently produces low-quality Banana Fiber, but you believe that you can produce higher-quality banana fiber in Pakistan, increasing the overall profitability.
- Something that is not produced in Pakistan currently and I can produce it locally. For example, steel blades Pure Terephthalic Acid is currently imported but you can produce good quality PTA in Pakistan.

How your idea is different? *

Select One

Select One

- Completely original or novel concept, nobody in the world has it
- Extension of existing concept / idea, there are other similar ideas but my idea is different
- New device idea that I have designed myself
- New and improved design of an existing device
- New and unique industrial process that I designed myself
- Improvement in an existing industrial process
- Something already being produced in Pakistan, I can do it better
- Something that is not produced in Pakistan currently and I can produce it locally

Please provide enough evidence that your idea is completely novel or examples of similar ideas/devices. If your

7. Idea Novelty

Whatever you selected in Field 6, describe the reason. For example, if you selected a completely Original or Novel concept, please provide some details on how you can claim your idea to be completely novel. Or, if you think that your idea is an extension of an existing idea, you can provide further details in this box.

How is your idea completely novel or examples of similar ideas or devices

Please provide enough evidence that your idea is completely novel or examples of similar ideas/devices. If your idea is novel, please describe what you did to find out about other similar ideas.

8. Balance of Trade Contribution

Would your idea increase exports or decrease imports? If it does both, select Decrease Imports because we will first have to substitute imports before we start exporting.



Balance of Trade Contribution *


Increase Exports

Reduce Imports

9.Import Reduction Area

If you selected “Reduce Imports” in the previous field, you will see this box. It contains a list of items that we import in massive quantities. You can select from the list or if you do not find your item in the list, select “Other, not in the list.” You will also see another drop-down based on what you selected from this list to further clarify the exact area of import reduction.



Import Reduction Area *  

Select One 

If you select “Other, not in the list”, you will see the following box to type the commodity or service we are importing that is not in the list. Please provide the eight-digit customs code for the commodity or service along with a short title.

Import - Name of the other item not listed above *

If you selected “Other, not in the list”, you would see the following box to enter the total imports amount in millions of dollars every year. Ideally, you should use 2021-22 data for this purpose. If you need to access the data, [please click here](#).

Pakistan's current import of the above item in millions of dollars per year *  

If you select “Reduce Imports”, you will see this option. Select a good reason we are currently relying on imports. Select all the reasons that apply. This is an important assumption, and you must be able to provide more details.

Why Pakistan has to import this currently? Select all that apply. *  



- We don't have access to the technology
- Technology requires heavy upfront investment
- We are producing locally but low quality
- We don't have the raw materials or parts needed to manufacture
- We don't the right expertise or skilled labor to produce it in Pakistan
- Our consumption is too low to setup a manufacturing unit
- No one has tried to produce it in Pakistan
- Something Else, please describe below


If you selected “Something Else”, in your previous question, you would need to provide the information on what is that something else.

Other reason for Pakistan to import or not export *

10.Increase Exports

If you select “Increase Exports” in Field 8 (Balance of Trade Contribution), you will see this box. It contains a list of items that we currently export. You can select from the list or if you do not find your item in the list, select “Other, not in the list.”

Area to increase exports *  

Select One 

If you selected “Other, not in the list”, you would see the following box to type the commodity or service we can export but it is not in the list. Please provide the eight-digit customs code for the commodity or service along with a short title.

Export - Name of the other item not listed above *

Please provide the annual export potential in millions of dollars for the item you selected within five years. Consider all factors like global demand, global supply, availability of raw materials, availability of skilled resources, availability of technology, etc.

Export Potential for the above item in Millions of Dollars *

Please provide the global market growth over the next five years in the percentage of the current market. Please be sure about the data you are providing, and will we be able to provide reliable reference to the source of this data? Please do not guess and provide a reference link for what number you provide above. Enter 0 if you do not know.

Projected Global Market growth in percent over the next five years. *

Enter Here

Provide the reference link from where you extracted the market growth data

Reference Document Link for Global Market Growth Projections *



If you selected "Increase Exports", you will also see this option. Select a good reason we are currently not exporting or exporting less. Select all the reasons that apply. This is an important assumption, and you must be able to provide more details.

Why Pakistan is not exporting this currently? Select all that apply. *



- We don't have access to the technology
- Technology requires heavy upfront investment
- We are producing locally but low quality
- We don't have the raw materials or parts needed to manufacture
- We don't the right expertise or skilled labor to produce it in Pakistan
- International Market is highly competitive
- Market is very established and a new player in the market faces serious challenges
- No one has tried to produce it in Pakistan
- Something Else, please describe below

If you selected "Something Else", in your previous question, you would need to provide the information on what is that something else.

Other reason for Pakistan to import or not export *

1. Application Type

You can apply as an individual person, or as a team that may or may not be formalized as a startup or company. We encourage people to form strong teams that can execute their ideas. If you apply as an individual, you will not receive a team score.

You can also apply as an established or as part of an educational or research institution.

Application Type

- I am applying as an individual person
- I am applying as a team but we have not formed a startup yet
- I am applying on behalf of a startup that is registered
- I am applying on behalf of a company/business
- I am applying on behalf of an organization or institution

Depending on what you select in the above list, you will see some of the fields described below:

Legal Name of the Startup, Business, Organization or Institution *



Please provide the name of your company, organization, or school where you currently study or work.

Type of Business or Organization *

Select One



Annual Operating Budget of your Company/Organization/Institution/Department *

Select One



City where startup, Business, Organization or Institution is registered *

Stage of your Startup

Select One



2. Target Customer Type

Select which type of customer you would have for the end-product or service that you will produce. Business to Business means that your company will provide products or service to another business, government, or institution. Business to Consumer means that you will offer your product or service to individual buyers.

Target Customer Type

Select One ▼

- Select One
- Business to Business or Business to Government
- Business to Consumers**
- Both

3. Business Model

There are various common business models that a company may adopt. Here is the list of common business models with an example. If you do not know these models, look for the example company.

Business Model

Select One ▼

- Select One
- Advertising Model - Example: Google
- Affiliate Model - Example: Amazon Associates
- Consulting Model - Example: McKinsey & Company
- Crowdfunding Model - Example: Kickstarter
- Direct Sales Model - Example: Avon
- E-commerce Model - Example: Amazon
- Franchise Model - Example: McDonald's
- Freemium Model - Example: Spotify
- Marketplace Model - Example: eBay
- On-Demand Model - Example: Uber
- Razor and Blade Model - Example: Gillette
- SaaS (Software as a Service) Model - Example: Salesforce
- Subscription Model - Example: Netflix
- Trade - Buying and Selling
- Something Else

4. Industry or Sector

Select which industry or sector will buy most of what you will produce in Pakistan. There may be multiple industries that will buy your product or service but select the biggest one.

Industry or Sector in Pakistan that will buy most of what you produce *

Select One

- Select One
- Automotive
- Agriculture (Including livestock & Aquaculture)
- Banking, Finance and Insurance
- Cement
- Chemical
- Communications, Media & Entertainment
- Construction
- Education & Learning
- Energy
- Engineering
- Food Processing
- Pharmaceuticals & Nutraceuticals
- Information Technology
- Natural Resources (Water, Mining, Environment, etc., not including Energy)
- Manufacturing
- Services (Hospitality, Tourism, Retail, Logistics)
- Textile

5. Area you need help in

Considering the nature of your endeavor, help us understand what kind of do you need the most.

Currently, what kind help do you need the most? *

Select One

- Select One
- Funds
- Strategic partnerships
- Expert advice/guidance
- Government policy supports
- Regulatory changes
- Other

6. Investment

Help us understand the current stage of your investment needs by selecting the right level.

Are you looking for investment right now

- Yes, early stage angel investment
- Yes, Venture Capital
- No, I don't need investment
- No, I am not ready for investment yet

How much investment do you need in US Dollars *

Please Provide

7. Select all that you have already completed.

It is critical to work on your ideas to bring them to reality. Depending on how long you have been working on this idea, you may have done some initial work. We would like to know what you have already done. Please select only the areas where you have completed the work and not the things that you are currently working on.

Select all that you already have completed

- Minimum Viable Product Design
- Lean Canvas
- Competitor Analysis
- Go to market strategy
- Capital Investment/Startup Cost Assessment
- Financial Projections
- SWOT Analysis
- Technology Sourcing Plan
- Patent Application
- Copyrights
- Trademark Registration
- Pitch Deck

8. Competitive Landscape

Provide details on who you would be competing with when providing your product or service to your clients.

Define competitive landscape. *

Name at least 3 competitors with their weaknesses & strengths, how do you discriminate from competitors.

9. Go to Market Strategy

Provides us with some insights on how you find your early customers and how you would reach out to them.

What is your marketing plan or Go-to market strategy? *

11. High-level financial plan

Provide us a summary of your financial plan, including capital investment, operating expenses summary, breakeven point, and profitability.

What is your high-level financial plan? preferably showing 3-5 year projections with break-even and profitability points. Also show financial scalability. *

12. Key Risks and Opportunities

Every business has risks and potential new opportunities. Provide us with some insights on how you see risks associated with the idea you are proposing and what opportunities you see for investors beyond the initial idea.

Identify key risks and oppurtunities that may impact the business plan *

13. Patent/Publication Information

Please provide patent/publication/trademark/copyright details *

Team Information - Step 4 of 6

1. Select the Province.

Select the Province or Region from where you are applying. You do not need to be a resident of that region. Overseas Pakistanis must select one of the available provinces or regions.

Applying from which Province? *

Select One

If you are an Overseas Pakistani, please pick your home province/region in Pakistan

2. Select the Nearest City.

Select the large city near to you unless you already live in a large city. If you live in a large city, select your city from the list. If your city is not in the list, it means that it is not in the top 15 list.

Nearest Large City *

Select One

Select your own city if your city is in the list. If you live in Islamabad, pick Islamabad. If your city is not in the list, pick the nearest city.

3. Enter your LinkedIn Profile URL

This is your own personal profile URL on LinkedIn. To get the profile address, visit LinkedIn.com and click on your picture in the upper right corner and select "View Profile" button to go to your profile page. Copy the URL and paste it here.

Your LinkedIn Profile Address *

4. Gender

Your gender as you describe yourself.

Your Gender *

Select One

Your WhatsApp/Cell Number *

5. WhatsApp Number

Provide your WhatsApp number at which we can reach out to you.

Your WhatsApp/Cell Number *

6. University in Pakistan, last attended or currently attending

Select the name of the university in Pakistan that you last attended or currently attending. You can select "Not in the List" if your university is not on the list or select "None" if you have not attended any university.

Name of the University You Last Attended or Currently Enrolled In *

Please select the university form this list or select the last choice

7. Number of Teammates

Select how many people do you have in your team.

Total number of people in your team

Selected Value: 6

How many team members do you have, Include yourself too?

8. Are you the team lead?

Select the right answer. If you are not the team lead, you will need to provide more information about them.

Are you the team lead? *

- Yes
- No

The following fields will only show up if you select "No".

Your Team Lead Name *

Team Lead Email Address *

Email

Confirm Email


Team Lead WhatsApp/Cell Phone Number *

Team Lead's LinkedIn Profile URL *

9. Team Leader Profile Picture

If you are the team lead, add your profile picture, or add the team lead's profile picture. Please select a clear face picture, with a light background, ideally smiling. Please avoid pictures with sanitary masks. If you cover your face for religious reasons, please share your own picture with Niqab.

Profile Picture (Your or team lead) *




Click or drag a file to this area to upload.

Please make sure that it is a clear profile picture with your face visible and a light background.

10. Company Logo

If you are a startup or a company, attach your logo file. Please use PNG or JPG format.

Company/Startup Logo *



Click or drag a file to this area to upload.

Additional Information - Step 5 of 6

1. Sustainable Development Goals (Pick up to 3 relevant to your idea)

Select up to three SDGs that your idea could contribute towards.

Sustainable Development Goals (Pick up to 3 relevant to your idea) *

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 3: Good Health and Well-Being
- Goal 4: Quality Education
- Goal 5: Gender Equality
- Goal 6: Clean Water and Sanitation
- Goal 7: Affordable and Clean Energy
- Goal 8: Decent Work and Economic Growth
- Goal 9: Industry, Innovation, and Infrastructure
- Goal 10: Reduced Inequalities
- Goal 11: Sustainable Cities and Communities
- Goal 12: Responsible Consumption and Production
- Goal 13: Climate Action
- Goal 14: Life Below Water
- Goal 15: Life on Land
- Goal 16: Peace, Justice and Strong Institutions
- Goal 17: Partnerships

Submit Idea - Step 6 of 6

Confirm the details you entered and submit your idea.

Confirmation

I have read the application carefully and all the info provided is correct and I will be responsible for any incorrect information. I understand that I may be disqualified for providing false information or for omitting pertinent information. I also confirm that am not submitting any confidential information with my application. I also confirm that this idea was developed by me and my team and I have not copied this idea from elsewhere. I also confirm that I understand that the National Idea Bank is an independent body and it makes all the decisions without any political influence and without any influence from the partnering institutions. By checking this box, I give permission to the National Idea Bank team to share this details with the judges. I also agree that the decision by the National Idea Bank team will be final.

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