

Initial Entry Overview and Questions:

Initial entries are succinct summaries of the enterprise. Submissions include an overview of the problem being addressed, the nature of innovation, and the basic framework of the proposed/existing enterprise. The submission from this stage will be available for viewing and feedback to the general public (on the Piramal Prize website) once submitted by the applicant. Entries may be edited until application deadline of 11:59 PM GMT – April 1, 2008.

Initial Entry Questions:

The Problem

- **What specific problem(s) in the Indian health context does your innovation address?** Please be specific. Identify the problem(s) your enterprise will aim to solve, and discuss the opportunity for intervention (use data where helpful). Talk only about the problem, you will talk about your solution later in the application. Please limit your response to 1000 characters.
- **What community will your initiative serve?** Identify the size and nature of your target community. If applicable, be specific about region, class, gender, etc. Please limit your response to 500 characters

The Innovation

- **What is your solution?** Describe how you will address the problem(s) you identified earlier in the application. Please limit your response to 2000 characters.
- **What makes your enterprise innovative?** In your own words, discuss the context and nature of your innovation(s). Please limit your response to 1000 characters.
- **How does your initiative “democratize” healthcare?** Describe how your enterprise meets the goals of the Piramal Prize and enables access to better health for the masses. Please limit your response to 1000 characters.

The Enterprise

- **What is your leadership team and organizational structure?** Provide names, a brief 1-paragraph profile for each person, and organizational roles for your leadership team. Please limit your response to 2000 characters.
- **Provide a summary of your implementation plan. How do will you turn this idea into action (or how have you already)?** Walk us through the process of getting this enterprise started. Include anticipated challenges to implementation and a strategy to overcome them. Please limit your response to 1500 characters.

- **Discuss the current market conditions for your innovation.** Please address market size, existing and potential demand, and opportunities for growth of your innovation. Please limit your response to 750 characters.
- **Please describe your basic financial model.** Be sure to address sources of revenue and your total estimated annual budget for the first three years. Please limit your response to 1000 characters.
- **What is your five-year objective for this innovation?** Be BOLD. (i.e. to deliver by-order prescription medicines to the doorstep of 100,000 villages) Discuss how do you intend to achieve this objective. Please limit your response to 1000 characters.
- **What is the minimum size of the market required for your enterprise to be sustainable?** Discuss how and when you will reach critical mass. Please limit your response to 1000 characters.
- **How will you measure the impact of your enterprise?** Discuss your metric for measuring the social and economic impact of your idea. Be specific about how you will assess its impact on the healthcare crisis. Please limit your response to 1000 characters.
- **What is the origin of your idea?** Discuss the genesis of your innovation. How did you team come up with this initiative? Please limit your response to 1000 characters.