

“GOOD GOVERNANCE”

Business Plan Contest

December 22nd, 2014

Time: 02:00 PM

Venue- 207, B-Block, ABV-IIITM

In order to facilitate the vision of “Good Governance” in India, Technology Innovation and Incubation Centre (TIIC), ABV-Indian Institute of Information Technology and Management is organizing a Business Plan Contest to present creative ideas. The primary goal of this contest is to open a door to a new facet of exploration and exploitation. This will encourage students to take their innovative ideas further as a new business.

The information package consists of the following:

1. Contest description
2. What can you win?
3. Entry fee
4. Who can enter?
5. Competition guidelines
6. Business Plan Submission format

For further details please contact:

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Why a Business Plan Contest?

The Contest has five objectives:

- (a) To stimulate interest in students about.....,
- (b) To give individuals the opportunity to develop their ideas,
- (c) To allow the best ideas to be presented for financing further through TIDE activities,
- (d) To allow the best submissions to win prize money for their idea, and
- (e) To expose individuals to the resources available that encourages entrepreneurship.

1. CONTEST DESCRIPTION

The Business Plan Contest is divided into two parts:

- Part 1 is a CASH award for the best selected Business Idea.
- Part 2 takes the best business idea winners, mentor them on writing a delayed business plan for that idea and forward it for its possible incubation under TIIC.

For Part 1,

Contestants submit their idea on the “Submission Form” and present it in form of PPT in the next round. Entries will be judged on the basis of:

- Innovativeness – how innovative is the approach (e.g. in terms of content, design)?
- Viability – how realistic is it to implement the idea
- Impact – how many people / organizations can be reached with the idea and how it improves their life / business?

Judges will decide the first, second, third places, with each winner receiving a CASH award.

In Part 2,

With the assistance of business professionals, these three winners will be encouraged to write a business plan for their business ideas. Their business plans will be forwarded for further evaluation for the support from TIDE funding.

2. WHAT YOU CAN WIN?

Total CASH award of worth Rs. 30,000 INR.

3. IS THERE AN ENTRY FEE?

No entry fee and you can participate as you wish.

4. WHO CAN ENTER?

All the students of ABV-IIITM, Gwalior are eligible to participate in this contest.

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COMPETITION GUIDELINES

1. You can participate in the contest as an individual or with team of two to three people.
2. The idea presented should not be an existing one.
3. There will be a format attached with the guidelines. The idea has to be presented in that format.
4. There are four required elements for the good governance idea to be presented:
 - The Idea should be on the topic “Use of Technology and Innovation for Good Governance”
 - Description of the technology based product/service;
 - Indication of the relevant market problem the technology based product/service solves; and
 - The unique value of the technology based product/service;
5. The judges’ decisions are final and cannot be appealed.
6. Last deadline for submitting the presentation – December 20th, 2014 (till evening).

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(Submission format)

When presenting your idea, please use the following template/format. See the “Sample” for an example of the information needed.

1. Name of idea: _____
2. Submitted By: _____
3. Description of Idea (not to exceed 200 words):
4. Product/Technology or Service overview:
5. How do you plan to Market Your Product/Service?
6. In What Community/Town would you locate the business?
7. How unique your idea is?
8. How many people would the business employ when fully operational?
9. What potential revenue you estimate when fully operational?
10. How would this idea impact the local community?
11. Will this idea have any competition?
12. Any other points:
13. Presentation of the idea in form of document as well as PPT.

