

BMU PITCHERS

Do you have a knack for entrepreneurship? Are you always into start-ups? Show your talent and impress our investors and build your start-up.

They say, an idea can change your life. But why just let it change your own life? Why not make an impact on other's lives too. **BMU Pitchers** offers the perfect platform for all **young student entrepreneurs** to make their dreams come true.

If you have any start up at your campus or you wish to start a new venture, then BMU Pitchers is the perfect platform to begin your journey with. Get a chance to win thousands in cash and mentorship from our expert panellists.

The timeline for BMU Pitchers consists of the following rounds

- **Round 1 – Online Submission**

Registered teams will compete against each other in a display of creativity and clarity of thought. In this round participants have to submit their **Business Plan Presentation** which will be covering specific aspects such as financials, operational issues, marketing, HR strategy and contingency plans.

The format of the presentation will be as follows:

1st Slide: Introduction

It should include the following:-

- Start-up name
- Logo
- Team members
- Institution to which the team belongs

2nd Slide: Executive Summary

Provide an enthusiastic snapshot of your idea explaining the following things:-

- Who you are?
- What you want to do?
- Why you want to do it?

3rd Slide: Mission Statement

Mission statement should include your goals and objectives.

4th Slide: Definition of the market

Describe your business industry and outlook by including the following:-

- Define the critical needs of your perceived or existing market.
- Identify your target market.
- Provide a general profile of your targeted clients.



5th Slide: Marketing and Strategy

- Identify and describe who your market is and how you will reach it.
- Explain your sales strategy, specific to pricing, promotion, products and place (4Ps).

6th Slide: Achievements

If you have already started out with your business plan then list out the achievements in terms of marketing, campaigns, revenue generated and seed funding received (if any).

Rules and Regulations

- The teams can register themselves by sending the following details with their Business Plan Presentation to the following e-mail id - Umang.jain.14cse@bml.edu.in

	Name	Contact Number	E-Mail ID
Team Lead (Member -1)			
Member - 2			
Member - 3			
Member - 4			
Member - 5			
College Name :-			

- Deadline for Online Submission round is **15th February 2017**.
- There is no entry fee for the 1st Round that is the Online Submission Round.
- However, the teams that will clear the 1st round have to pay a registration fee of Rs. 1000/- only to enter into the final round that is the On Campus Presentation Round.
- The mode of payment of registration fee will be communicated to the Team Lead member of respective teams personally via e-mail.
- Entries reaching us after the deadline will not be entertained for evaluation under any circumstances.
- Strictly adhere to the format.

Round 2 – On Campus Presentation

Selected qualifiers from round 1 will be invited to BML Munjal University campus during 67th Milestone.

2nd Round consists of On Campus Presentation where the team has to showcase their B-Plan presentation in 10 minutes which should consider the following:

- Executive Summary Description
- Description of your company, including your products and/or services



- Mission statement
- Business's management
- Overview of the marketing and sales
- Competitive advantage
- Achievements

Rules and Regulations

- The teams which will complete the registration process by submitting a fee of Rs. 1000/- only will be eligible for the Final Round that is the On Campus Presentation round.
- The registration fee of Rs. 1000/- has to be submitted only after the Online Submission Round clearance (Round-1).
- The mode of payment will be communicated to the final teams personally via e-mail.
- Only 1 member will be allowed to deliver the presentation that they submitted during Round-1.
- The presentation will be of 8-10 minutes only.
- No extra time will be allowed to any team.
- The results will be purely based on the judge's decision.

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