



The Entrepreneurship Cell
National Institute of Technology
Raipur, India



IGNITION

THE BUSINESS MODEL COMPETITION

01

**WORKSHOP ON EFFECTIVE BUSINESS MODEL
WRITING
1 SEPTEMBER, 2018**

**SUBMISSION OF ABSTRACT
E-MAIL TO: BMODEL.ECELLNITRR@GMAIL.COM
BEFORE 6 SEPTEMBER, 2018**

02

03

**TEAMS ARE REQUIRED TO FILL UP A
QUESTIONNAIRE BY
19 SEPTEMBER, 2018**

**SHORTLISTED TEAMS WILL BE
MENTORED FOR A PERIOD OF
15 DAYS**

04

05

**FINAL PRESENTATION OF MODEL
IN FRONT OF INVESTORS & JUDGES
7 OCTOBER, 2018**

**WINNING TEAM RECEIVES SEED FUND
TO IMPLEMENT THEIR BUSINESS MODEL**

06



First Prize: ₹ 18000

Second Prize: ₹ 12000

For Detailed Rules & Regulations

Visit Our Official Website: <https://ecell.nitr.ac.in>

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IGNITION - THE B-MODEL COMPETITION 2018

E-Cell, NIT Raipur

OVERVIEW & PURPOSE

“You either act on ideas or you set them free. You don’t dwell on ideas”. **Ignition –The B-Model competition** is the place where you actually transform your ideas into something big. E-Cell, NIT Raipur in its aim to glorify the entrepreneurial culture, brings this event, Ignition- The B-model competition. E-Cell is in lookout for ingenious venture ideas through this competition which have capability to convert their ideas into a successful startup. This Competition provides platform for students to get first rate mentorship from our experienced mentor pool, and connects budding entrepreneurs and burgeoning startups with angel investors and venture capitalists by creating a direct channel between them. IGNITION B-MODEL competition is to promote the passion of entrepreneurship that is present in the minds of the students and people who want to start their own businesses. If you have an idea and you have the boldness to pursue it, the determination to realize it, here is where you belong. With the major motive of connecting the budding entrepreneurs with the investors, this is our endeavor to help you conquer the dream of being an entrepreneur. Ignition is a two month long competition which has six phases.

PHASES

Phase 1

This is the workshop round where eminent people equipped with the knowledge about business models tell the participants the crux of writing a business model draft. In the workshop, students and all the enthusiasts ask their queries related to their startup idea. Highly acknowledged panel of people tells the students the various key notes to keep in mind while writing the report on their business model.

Phase 2

This is the round where the participants submit their business model **report** (abstract) after including all the important points about their idea by mailing it to our official mail id : bmodel.ecellnitrr@gmail.com

Details about the team members should be clearly mentioned in the mail.

(for more details please refer the rules and regulations)

Phase 3

This is a very important round as it tests the various skills of the participants. In this phase, the shortlisted candidates have to fill a **questionnaire** based on their business idea and submit a **presentation**(ppt) of their b-model. This round is very important as the judges analyze which idea has the potential to grow into a business. The selected teams move to the next phase.

Phase 4

The teams selected after the questionnaire round are provided with mentors, accomplished and successful in their domains. These mentors guide the teams so as to know the little flaws and correct them, so the business idea is effective not just on paper but in the market world as well. This intensive one month long **mentorship** programme is very important for the teams as it leads to the final rounds where investment and seeding are provided to the startup idea.

Phase 5

The teams after the mentorship programme present their B-Model in front of a panel of investors. This **final presentation round** is a golden opportunity for the teams to get the seed fund to implement their Business Model. An exhaustive, exhilarating and nail biting round where each pitch and business idea is better than other.

Phase 6

The winner gets an initial funding of INR 18000 while the runner up receives INR 12000.

RULES AND REGULATION

Registration

- Registration for workshop:
NIT students: Contact the helpdesk.
NON-NIT students : Fill the google form provided in our E-cell,NIT Raipur fb page.
- Registration for competition:
For registration of your team you have to send your abstract to our official mail id : bmodel.ecellnitrr@gmail.com
Along with the abstract include the following details in your mail:
 1. Name of the team
 2. Name of all the team members with their branch and semester
 3. Name of your college
 4. Contact details of all the team members (mail id and phone number)

Further details are mentioned in the “Rules for Abstract Submission” and a format of abstract and a sample abstract is also included in this document

For more information :

You can follow our E-cell,NIT Raipur and E-summit,NIT Raipur fb pages.

Participation

1. Each team can have maximum of 4 members and minimum of an individual participant.
2. There is no restriction on any individual to participate. Anyone, from students to working professionals across the world, can participate.

Rules for abstract submission

1. The deadline for submission of abstract in prescribed format is 6th of September 2018 midnight 00:00 hrs.
2. The abstract should be in IEEE format only.
3. E-mail your entries to bmodel.ecellnitrr@gmail.com
4. The subject of the mail should be “Abstract Submission”.
5. The Report file name should be of the form **TeamName_ignition18.pdf**
6. You will be informed about the results via message and call. Also follow the official E-Cell app and FB page for all the updates.
7. E-Cell NIT Raipur hold all rights to change and abolish any rule if necessary.

Required Abstract Format

Document: No more than one page in length.

Format: 2 cm margins on top and bottom; 2.5 cm margins at both sides, single-spaced.

Paper Title: Provide a short descriptive title of no more than 20 words.

Format: Times New Roman, 14 point font, bold, centered.

Do not write the heading "Paper Title".

Leave one line space.

Authors' Names: Include first name in full, middle initial and family name in full. Do not include any titles or degrees.

Format: Times New Roman, 12 point font, bold, centered.

Do not write the heading "Authors' Names".

Authors' Affiliations: Affiliations should include the city, but not the street or postal/zip code. When more than one author is listed, use superscript letters to match authors and affiliations. One affiliation should be given per line, prefixed with the relevant superscript letter.

Format: Times New Roman, 11 point font, centered.

Leave two lines.

Abstract: In no more than 300 words, summarize what your presentation will be about.

Format: Times New Roman, 12 point font, justified on both sides.

Do not write the heading "Abstract".

Leave two lines.

Sample Abstract

Academic Self-Concept, Interest, Grades and Standardized Test Scores:

Reciprocal Effects Models of Causal Ordering

Herbert W. Marsh^a, Ulrich Trautwein^b, Oliver Lüdtke^c, Olaf Köller^c and Jürgen Baumert^b

^a SELF Research Centre and University of Western Sydney, Australia

^b Max Planck Institute for Human Development, Berlin, Germany

^c University of Erlangen-Nuremberg, Germany

A growing body of research shows that academic self-concept is both a cause and an effect of achievement. In structural equation models of longitudinal data, prior self-concept influences subsequent achievement beyond the effects of prior achievement, and prior achievement influences subsequent self-concept beyond the effect of prior self-concept. Based on two large, nationally representative samples of German 7th Grade students (Study

1: $N = 5,649$; Study 2: $N = 2,264$), we expand this design to include academic interest and two different measures of achievement (school grades and standardized test scores) as well as self-concept. Extending previous results, prior self-concept significantly influenced subsequent measures of academic interest, school grades, and achievement test scores beyond the effects of earlier measures of each of these constructs. In contrast, prior academic interest had small effects on subsequent academic self-concept and little or no effects on either school grades or test scores. More strongly than previous structural equation modeling research, the results of the present investigation demonstrate the positive effects of academic self-concept on a variety of different academic outcomes.

2: $N = 5,649$; Study 2: $N = 2,264$), we expand this design to include academic interest and two different measures of achievement (school grades and standardized test scores) as well as self-concept. Extending previous results, prior self-concept significantly influenced subsequent measures of academic interest, school grades, and achievement test scores beyond the effects of earlier measures of each of these constructs. In contrast, prior academic interest had small effects on subsequent academic self-concept and little or no effects on either school grades or test scores. More strongly than previous structural equation modeling research, the results of the present investigation demonstrate the positive effects of academic self-concept on a variety of different academic outcomes.

3: demonstrate the positive effects of academic self-concept on a variety of different academic outcomes.

Essentials of a Business Model

Your business model must cover all the following points.

- **Customer segment**

For whom are we creating value? Who are our most important customers?

- **Value Proposition**

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundles of products and services are we offering to each customer segment?

- **Channels**

Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

- **Customer Relationship**

What type of relationship does each of our customer segment expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with the rest of our business model?

- **Revenue Streams**

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?

- **Key Resources**

What key resources does our value proposition require? Our distribution channels? Customer relationships? Revenue Streams?

- **Key activities**

What key activities does our value proposition require? Our distribution channels? Customer relationships? Revenue Streams?

- **Key Partners**

What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?

- **Cost structure**

What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?

Note: 1) Use of graphs, pie-chart and other quantitative representation are appreciated.

2) The Total number of slides should not be more than 15.

TIMELINE

Workshop- B-model report writing	01-09-2018
Deadline of abstract submission	06-09-2018
Result of previous round + start of Questionnaire round	13-09-2018
Questionnaire submission deadline	20-09-2018
Mentorship	23-09 to 06-10-2018
Final Presentation and pitching round	07-10-2018

PRIZE MONEY

- ★ First prize : Rs. 18000
- ★ Second prize: Rs. 12000

FOR ANY QUERIES

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