

BUSINESS PLAN COMPETITION



GUIDELINES

**Gathering in Bali
2023**

Proposal Guidelines

Thank you for registering in our Business Plan Competition.

The business plan competition proposal criteria play a vital role in guiding participants to create compelling and well-structured business plans while providing a systematic approach for judges. Kindly review the following guidelines attentively to ensure that your business plan meets the competition's criteria.

What's in Proposal ?

- The Reason for Selecting This Business / Topic
- It's Relevance & Potential Impact
- Motivation that drove your decision
- Objectives and Expected Outcomes of this project

File Name	: Proposal_CampusName_Team name
Paper Format	: .pdf
Font	: Calibri / Arial
Font Size	: 12
Line Spacing	: 1.5
Max Pages	: 2 Pages + 1 Front Cover

Be sure to review all the guidelines and eligibility criteria before submitting your proposal.

If You have any question please don't hesitate to contact us through WhatsApp for faster response (+62 812 675 60 600)



Paper Guidelines

Congratulations! You have passed the preliminary round!

The guideline outlines the specific sections to be covered in the plan, such as :

- **Cover Page (Team Name, Campus Name & Title)**
- **Executive Summary**
- **Background**
- **Market analysis**
- **Business model**
- **marketing and sales strategy**
- **operation and management**
- **financial projection**
- **scalability and growth potential**
- **competitive advantage**
- **risk assessment.**

File Name	: Paper_CampusName_Team name
Paper Format	: .pdf
Font	: Calibri / Arial
Font Size	: 12
Line Spacing	: 1.5
Max Pages	: There are no Max Pages! However, keep things simple; less is more.

Please refer to the following pages for detailed guidelines and instructions.



Paper Guidelines – Extension

Executive Summary

Briefly summarize your business plan, highlighting its unique value proposition, target market, revenue potential, and competitive advantage..

Background

Introduce your business idea, its origin, and the problem it addresses. Share relevant personal experiences or market observations that inspired your venture.

Market Analysis

Thoroughly analyze your target market's size, growth, trends, and customer segments. Identify your audience's needs, preferences, and buying behaviors. Evaluate competitors and their strategies using credible data sources.

Business Model

Explain your business model's value proposition, revenue streams, costs, and key partnerships. Describe how you create, deliver, and capture value.

Marketing and Sales Strategy

Outline your approach to attract and retain customers. Define marketing channels, promotions, pricing, and customer acquisition. Demonstrate your understanding of the target market and effective engagement.

Operation and Management

Detail operational activities, resources, and the team structure. Discuss strategic partnerships or external resources.

Financial Projections

Present comprehensive financial forecasts, including revenue, expenses, and profitability. Use realistic assumptions and display financial management knowledge.

Scalability & Growth Potential

Highlight how your business can expand, enter new markets, or introduce products. Explain strategies for long-term growth.

Competitive Advantage

Define your unique advantage over competitors, showcasing proprietary technology, intellectual property, or strategic benefits.

Risk Assessment

Identify and assess potential risks and challenges. Explain mitigation strategies to ensure the venture's sustainability. Show a comprehensive understanding of obstacles and solutions.



Presentation Guidelines

Congratulations! You have passed the preliminary round! ! You will have 15 minutes to present your work in front of the judges and 15 minutes of question and answer session. please make your presentation beautiful and creative.

What is included in Presentation?

- **Overall Assessment of Your Project**
- **Keep it Creative and Be Concise. Visual and Graphics is recommended.**
- **Highlight all of the key details, especially the problem and answers.**
- **Remember to include your team's information on the presentation.**
- **Don't forget to create a clear structure or flow of the presentation.**

File Name	: Presentation_CampusName_Team name
Format	: any format

Be sure to review all the guidelines and eligibility criteria before submitting your presentation.

Please use high resolution images to avoid blurriness.



Poster Guidelines

Congratulations on being selected to participate in Bali! Please prepare your poster so that it can be displayed at the main event. In the venue, there will be a booth for your team and college. We will print the X-Banner for you to display, but please follow our terms and conditions.

What is included in Poster?

- **Overall Assessment of Your Project**
- **Keep it Creative and Be Concise.**
- **Highlight all of the key details, especially the problem and answers.**
- **Remember to include your team's information on the poster.**

File Name	: Poster_CampusName_Team name
Paper Format	: .pdf
Size	: 60 cm x 160 cm (Potrait)
Coloring	: Full Color
Max Pages	: 1 Pages

Be sure to review all the guidelines and eligibility criteria before submitting your Poster.

Please use high resolution images to avoid blurriness.



If you have any questions, please feel free to contact us at:

Organizing Committee COMSNETS Workshop Bali 2023

Secretariat

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