

BUSINESS PLAN COMPETITION



PAPER & PRESENTATION GUIDELINES

Gathering in Bali
2023

Dear Participants,

We are excited to announce our upcoming Business Plan Competition and invite you to showcase your entrepreneurial prowess. The topic of competition is "**Digital Transformation**". Feel free to interpret the terms anyway you see fit. We will be evaluating your business plans based on three key criteria: creativity, originality, and problem-solving. These guidelines are designed to provide clarity and set the expectations for your submissions. Please carefully review the following guidelines to ensure your business plan aligns with the competition's requirements:

Executive Summary

Provide a concise overview of your business plan, summarizing the key points of your venture, including its unique value proposition, target market, revenue potential, and competitive advantage. The executive summary should capture the attention of the reader and entice them to delve deeper into your plan.

Background

Introduce your business idea and its origin. Explain the inspiration behind your venture, any relevant personal experiences or market observations that led to its conception, and the purpose of your business in addressing a specific problem or need.

Market Analysis

Conduct a thorough analysis of your target market, including its size, growth rate, trends, and customer segmentation. Identify your target audience and provide insights into their needs, preferences, and purchasing behaviors. Analyze your competition, highlighting their strengths, weaknesses, and positioning strategies. Use credible data sources and market research techniques to support your analysis.

Business Model

Present a clear and comprehensive description of your business model, including the value proposition you offer to customers, revenue streams, cost structure, and key partnerships. Explain how your business creates, delivers, and captures value, outlining the core activities and resources required to operate successfully.

Marketing and Sales Strategy

Outline your marketing and sales approach, detailing how you will attract and retain customers. Define your marketing channels, promotional activities, pricing strategy, and customer acquisition plan. Showcase your understanding of your target market and how you will effectively reach and engage them.

Operation and Management

Provide an overview of your operational plan, detailing the activities, processes, and resources required to deliver your product or service. Outline your organizational structure, key team members, and their roles and responsibilities. Discuss any strategic partnerships or external resources necessary for your operations.

Financial Projections

Present a comprehensive financial forecast for your business, including revenue projections, expense breakdowns, and projected profitability. Include cash flow statements, balance sheets, and income statements. Use realistic assumptions and demonstrate a sound understanding of financial management principles.

Scalability & Growth Potential

Highlight the scalability and growth potential of your business. Discuss how you plan to expand your operations, target new markets, or introduce additional products or services. Explain the potential for long-term growth and the strategies you will employ to achieve it.

Competitive Advantage

Clearly define and articulate your competitive advantage. Identify what sets your business apart from competitors and explain how it provides a unique value proposition to customers. Showcase any intellectual property, proprietary technology, or strategic advantages that give you an edge in the market.

Risk Assessment

Identify and assess potential risks and challenges that your business may encounter. Discuss your strategies for mitigating these risks and ensuring the sustainability of your venture. Demonstrate a thoughtful and comprehensive understanding of the potential obstacles and how you plan to overcome them.



Paper Format

Please submit your paper in PDF format to ensure compatibility and ease of review. Other file formats will not be accepted.

Font and Formatting

Please use Calibri as the font style, with a font size of 12. Maintain a line spacing of 1.5 throughout the document. These specifications will enhance readability and provide a professional appearance to your paper.

File Naming Convention

When saving your PDF file, please use the following format: "Paper_University Name". This will help us easily identify and organize your submission during the evaluation process.

Presentation Formatting and Naming

You will have 15 minutes to make your presentation. Please keep it brief yet powerful. To reduce the inaccuracy on the displaying, avoid using excessive motion and noises in the presentation. Please save the file as .pdf and label it "Presentation_University Name".

We look forward to receiving innovative business plans from the talented students. Thank you for your support, and we anticipate a successful and engaging competition.

Jakarta, 03 July 2023

Sincerely,



Ade Melita

Executive Director

Comsnets Workshop Bali 2023

Secretariat:

Mobile : +62 812-675-60-600

Email : contact@gatheringinbali.com

Address: SkyView Apartment 7/26 South Tangerang, Banten 15310

Website: Gatheringinbali.com