

## Round 1: Submission of the executive summary

- Step 1: Register for Unicus! 2020 on the portal.
- Step 2: You will have to provide the necessary details to complete your registration. Every member of the team has to individually register on the portal. However, the idea has to be registered only once. The leader after registering his idea can add other team members to it using their registered email ID.
- Step 3: After confirming, you can proceed to the submissions page. Teams must answer each question in the questionnaire in order to be considered for evaluation.
- Entries submitted after the deadlines will not be considered. The name given to the Idea/Entry shall not be changed for the second round.
- An initial draft of the business plan is to be submitted through the Unicus portal after completing the questionnaire round.
- Guidelines for the format of the business plan:
  - Cover Sheet (Company Name, College/Organization/Company. Presenting Team Members, Team Leader's contact info)
  - Executive Summary
  - Product or service description (incl. current status of development – beta, prototype, etc.)
  - Customer/Market analysis (market size and potential market share)
  - Sales and Marketing Plan (how you will go-to-market)
  - Intellectual property status (e.g., patents, licenses, etc.)
  - Competitor Analysis (competitors and your competitive differentiation)
  - Management team and/or advisors, including relevant experience
  - Financial highlights (cash flow, income statement, & balance sheet)
  - Offering of the company (how much investment you are seeking, uses of funding, possible exits)
  - Business Plan Financial Data: Financial data should include a cash flow statement, income statement, and balance sheet.
- Participants are strongly advised to bring a hard copy of the initial draft to the Mentor's Meet held on 15th February
- The final business plan submission has to be made by **11:59 pm IST, 5<sup>th</sup> January, 2020** with exactly the same guidelines and format as mentioned above for the b-plan draft.
- The final b-plan must be submitted online through the [Unicus portal](#).

## Final round: Pitching Round

- Only teams that qualify for the second round are eligible for the pitching round.
- A Mentor's Desk will be held on 15th February 2020 during The SNC 2020.
- After the Mentor's Desk, teams will be allowed to make changes in their presentations upto **11:59 pm IST, 15th February 2020**. They have to submit their final presentation by this time through the [Unicus Portal](#).
- The format and other details regarding the oral presentation will be conveyed later.
- Judging Criteria :
  - The final round of Unicus 2020 will be judged by a panel of judges and an audience (which will include well known investors and venture capitalists of Mumbai)
- The format and other details regarding the oral presentation will be conveyed later.
- The rules and regulations can be changed under unavoidable circumstances by the organising committee of Unicus 2020.