



## **BUSINESS PLAN GUIDELINES**

***The best way to predict the future is to create it."***

***- Abraham Lincoln***

This presents a momentous opportunity to venture into the realm of establishing an empire centered around electric vehicles. The SEVC's Business Plan event offers students a chance to acquire invaluable real-world experience in transitioning a conceptual proposal into an actual product—a crucial skill set necessary for bringing ideas from inception to fruition, culminating in pitching them within the competitive landscape of the corporate arena. This initiative aims to instill an entrepreneurial mindset among students, fostering the ability to produce their own electric vehicles. The event encompasses an extensive exploration of the non-technical facets of crafting a business plan, complemented by technical proficiency and conjecture. It serves as a compelling and experimental platform that assesses students' abilities in presentation, innovative ideation, managerial acumen, and proficiency in fundamental business facets such as forecasting, financing, marketing, and management, among others.



## **OBJECTIVE:**

The goal of the Business Plan Presentation is to persuade the "Executives" of a theoretical manufacturing firm to acquire the vehicle design crafted by the Team SEVC students, intending to initiate its production at a rate of **1000 units** annually.

## **BUSINESS PLAN PRESENTATION:**

- SEVC 2024, encourages participating teams to present themselves in front of industrial experts as a promising startup venture equipped with a well-defined and authentic business plan.
- In this round, each team embodies a company with a distinct vision centered around establishing an electric car manufacturing industry, with the current SEVC vehicle serving as the primary prototype.
- Teams are tasked with preparing a comprehensive PowerPoint presentation encompassing all facets of the business they aim to undertake, commencing from the initial investment to the projected annual turnover of the company. Additionally, teams are expected to provide a detailed comparative analysis highlighting the utilization of cutting-edge technology and its contributions to enhancing both profitability and efficiency.
- Teams must emphasize on the incorporation of sustainability aspects in their business model.



- The judging committee will comprise of the following types of evaluators:
  - Group 1 - Prospective Buyers.
  - Group 2 – Investors (who need to be convinced by the team to set up a factory that will make them profitable).
- Teams may use any photographs, videos, skits, slogans, drawings, plans, charts, posters, models and binders, example components, or other materials that they believe are needed to support the presentation.



## **JUDGING CRITERIA:**

### **1. Presentation Content:**

Sufficient information is provided to convince the audience to invest in the company. Content includes, but is not limited to the following areas of a business case:

#### **A. Visionary Conceptualization:**

- Begin with a compelling vision statement that outlines the purpose of your electric vehicle (EV) business empire. Emphasize sustainability, innovation, and solving specific mobility challenges in India.
- Develop a storyline showcasing how your business aligns with environmental responsibility while meeting the needs of consumers.

#### **B. Product Development:**

- Detail the specifications, design concepts, and innovation in your EVs. Emphasize eco-friendly materials, energy efficiency, and cutting-edge technology.

#### **C. Unique Selling Proposition (USP):**

- Define what sets your electric vehicles apart from existing competitors. It could be superior battery technology, affordability, longer range, faster charging, or innovative design features.
- Emphasize how your vehicles address specific pain points in the current market.



#### **D. Innovative Product Development:**

- Consider partnerships with renewable energy companies for charging Infrastructure.
- Think of customizable features that cater to various consumer needs.

#### **E. Team and Leadership Dynamics:**

- Outline the organizational structure and key team members' roles.
- Showcase the skill sets and expertise of the team that contribute to the venture's success.

#### **F. Plant layout & Project Execution Schedule:**

- Showcase your detail plant layout and mention its facilities in planned manner.
- Outline your project execution schedule, Starting from project kickoff to pilot production.

#### **G.Environmental Impact, Sustainability and corporate Social Responsibility(CSR):**

- Emphasize the environmental benefits of electric vehicles over traditional ones.
- Highlight the sustainability initiatives embedded in the manufacturing process.
- Detail CSR initiatives like recycling programs for batteries, carbon footprint reduction plans, or community outreach projects to promote sustainability.
- Sustainable Business Model: Stress the significance of sustainability in both the product (EV) and the business model. Emphasize the benefits of a circular economy approach, using renewable resources, and minimizing environmental impact throughout the vehicle lifecycle.



#### **H. Risk Analysis and Mitigation:**

- Identify potential risks (regulatory changes, supply chain disruptions, market competition) and propose mitigation strategies.
- Showcase flexibility and adaptability in your business plan to respond to unforeseen challenges.

#### **I. Financial Projections and Investment Strategy:**

- Create realistic financial projections, including costs of production, revenue forecasts, and break-even analysis.
- Outline your investment strategy—whether seeking venture capital, government grants, or partnerships—to fund research, development, and scaling operations.
- Create a realistic timeline for ROI (Return on Investment) and profitability.

#### **F. Plant layout & Project Execution Schedule:**

- Showcase your detail plant layout and mention its facilities in planned manner.
- Outline your project execution schedule, Starting from project kickoff to pilot production.



### **J. Operational Management and Logistics:**

- Outline the operational aspects of their business, including manufacturing, supply chain management, distribution, and after-sales services. Highlight the importance of efficient processes and customer support.
- Create a project schedule and journey map.

### **K. Marketing and Branding Strategies:**

- Innovative Marketing Strategies: Foster creativity in marketing approaches. How will they position their EV in the market? Encourage them to think beyond traditional advertising and explore digital, experiential, and community-based marketing initiatives.

### **L. Ethical and Social Responsibility:**

- Consider the social impact of your business. How will your EV contribute positively to society, beyond just being an eco-friendly vehicle?

### **M. Legal and Compliance Aspects:**

- Address legal requirements and compliance issues concerning electric vehicle manufacturing and sales in India.
- Show commitment to meeting regulatory standards and certifications.
- The proposal should be centered around the vehicle, but can include ancillary propositions to supplement the overall approach. All aspects of the business should integrate as an overall strategy and consider elements of location, costs, alternatives, and assumptions.



## **2. Effectiveness of Presentation and Visual Aids:**

- Information is communicated in a logical, consistent order.
- Structure supports what the speaker is saying and includes clear, pertinent information that integrates well with oral presentation.
- Distinct introduction and overviews as well as summary and conclusions given, with common theme throughout the presentation.
- Manage time constraints by utilizing the available time without being rushed.
- Visual aids provide the audience with compelling support material at the appropriate level of detail and design.
- A variety of mediums can be used to reinforce the main message and are integrated seamlessly

## **3. Speaker Delivery/Effectiveness:**

- Presenters clearly and concisely convey information in a manner appropriate to audience; speakers communicate in a focused and persuasive way at an appropriate pace.
- Communicate clear message with impact.
- Use appropriate language and adapt to audience.





## **Presentation:**

- Teams have the flexibility regarding the format of presentation but teams should ensure that the Presentation is explained within 20 Minutes.
- Each team will be evaluated over 30 Minutes time period which includes Setup of Presentation, Introduction, Presentation, Q&A and Feedback by the judges.

### **Total time for presentation:**

- Presentation: 20 minutes
- Q&A: 10 minutes

## **Note:**

- There is no separate report needed for Business Plan Presentation (ppt is mandatory). Teams must provide the hard copy of the presentation during the dynamic event.
- Team should submit the soft copy of the presentation on or before **12:00 pm** of **10th March 2024** through our **sevc.in** website.
- The document file should be submitted in .pptx file format and file name should be in **Team-id\_Team Name\_Business plan.pptx**