

# JAZBAA 4.0 | 24-Hour Startup Business Plan Challenge

## Introduction

Startup Name:

Tagline / One-liner:

Problem Statement: What real-world problem are you solving? Who faces it?

Homework Tip: Start with simple observations - 'We noticed...' or 'People struggle with...'

## 1. Market Research & Problem Validation

- Who are your target users/customers?
- How are they currently solving this problem?
- Talk to 3-5 real people and note key pain points.

Homework Tip: Use interviews, polls, or your own network to validate the need.

## 2. Your Solution & Value Proposition

- What exactly are you building?
- Why is it better or different?
- What is your Unique Value Proposition (UVP)?

Homework Tip: Focus on how your solution improves lives or saves time/money.

## 3. MVP (Minimum Viable Product)

- What will your MVP include?
- What tech/tools will you use?
- Timeline for MVP launch?

Homework Tip: Sketch wireframes on paper or tools like Canva/Figma.

## 4. Target Market & Opportunity Size

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- Who will use your product first?
- Estimate how many people face this issue (Google can help!)
- Clarify if it's B2B, B2C or B2B2C.

### **5. Revenue Model**

- How will you make money?
- Pricing model? (e.g., subscription, freemium, one-time fee)
- Who pays and how often?

Homework Tip: Even if it's free now, think of long-term revenue possibilities.

### **6. Go-to-Market Strategy**

- How will you reach your first 100 users/customers?
- Channels: Instagram, LinkedIn, campus, WhatsApp, etc.

Homework Tip: Think low-budget, high-effort strategies.

### **7. Founding Team**

- Names, roles, and key skills
- Why your team can build this?
- Mention mentors or advisors if any.

### **8. Milestones & Roadmap**

- What will you do in the next 30, 60, and 90 days?
- MVP Build -> User Feedback -> Iteration -> Soft Launch
- What support do you need (tech, mentors, marketing)?

### **9. Competitive Landscape**

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- Who else is solving a similar problem?
- Table idea:  
| Competitor | Key Features | Your Advantage |

Homework Tip: Use simple comparisons, don't overthink competition.

### **Final Submission Format**

- Format: Google Slides or PDF
- Slides: 10-12 max
- Include a title slide with Startup Name, College, Team Members, and Contact Info
- Use visuals, quotes, and minimal text for better impact.

### **Evaluation Criteria**

1. Clarity of Problem & Solution
2. Realism & Execution Plan
3. Market Understanding
4. Team Strength & Passion
5. Creativity & Original Thinking