



ACTION PLAN

SOCIAL ENTREPRENEURSHIP
COMPETITION

PLAYBOOK MANUAL

SEP 2021



JAN 2022

A comprehensive guide to participating
in Abhyuday, IIT Bombay's Flagship
social entrepreneurship competition:
Action Plan 2021-22



ACTION PLAN PLAYBOOK



About Playbook

The purpose of this playbook is to help you (Teams) develop a deeper understanding of the opportunities you are trying to explore. The playbook would help build the team's layout, clear objectives for their project's ideas, identify metrics for measurements and risks involved, set out clear goals and provide a common framework & approach for reaching a logical conclusion within the constraints of time, space & resources.

Attach photos of the visits in the questionnaire only according to its relevance (Maximum of 5 photos). **You may refer to the following items as a checklist before you embark on the journey.**

Strictly adhere to the word limit mentioned in brackets for each part.

Objective

(300 words)

In what ways will the situation change after your idea is executed?

- Why does the problem exist even today?
- Who are the different types of people (stakeholders) associated with the problem one way or another?
- How do you plan to solve the problems?
- What problem your team is trying to solve?

Metrics

(300 words)

Business as Usual (BaU) scenario (you can use google)

What are the important figures/ numbers associated with your projects?

(eg. if your team has chosen the area of education, your BaU could use the current literacy rate relevant - 74.04% to 100%)

- How would the numbers identify in the previous question (BaU) change / affected if your idea is implemented?



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Drawing Board

Framework / Approach



When rubber meets the roads

- Identify various stakeholders for your startup and their role in your startup.
- Stakeholder interaction (optional): You may include instances of your interaction with stakeholders, but this has been kept optional in view of the pandemic situation, as such interaction may involve leaving the home which we do not advise given the COVID-19 situation. You can also arrange a telephonic conversation with the stakeholders and write down your findings under this tab.
- Identify the risks involved and arrange them in the order from highest to lowest as per the magnitude of risks.
- Realising the aim: Make a milestone chart, i.e. mention at least 3 important milestones you have set for your startup idea and briefly mention how you plan to achieve each one of them and in how long.

Major characteristics relevant to the playbook.

Should include (if relevant to the problem statement)

- Description of the stakeholders
- Different categories of stakeholders
- Profile of stakeholders' persona
- Education
- Expected income level

Geographic characteristics, the team feels relevant to the problem at hand, other relevant details the team came across in research.



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Do you really have it in you?

Why do you think your team is uniquely qualified to create the impact you proposed?
Have you done market validation? If yes, provide a brief report.
What will you do if this idea doesn't pan out the way you think so
Is money a concern in your venture? If yes, describe the short term and long term profit goals
Suppose you win the competition but you realise that you don't have the necessary resources to implement your idea, then what would you do with the cash and other incentives?

NOTE: The submission will include the following:

1. Answers of the above playbook in pdf format (including the photos)