

PINNACLE-2012

(<http://infotsav.iiitm.in/#!/Event8>)

DESCRIPTION

If you have a unique idea that carves you out as a successful entrepreneur, then we welcome you to the most appreciated event of Infotsav. It provides your idea, a platform and eventually a spark just sufficient to ignite you. So what are you waiting for? It's show time.

Pinnacle is the flagship event of Infotsav'12 which is being conducted from 09th to 11th November 2012. The event is attracting students from the best B-schools and Engineering colleges around the country. Prize Money

First Prize : Rs.15000

Second Prize: Rs.10000

The winning Business Plan will be mentored by Incubation Centre ABV-IIITM.

GENERAL RULES

- There is no registration fee.
- **Executive Summary and all other documents/queries to be sent to pinnacle@infotsav.org**
- A team should comprise of a **maximum of 4 members**.
- Strictly **adhere to the format** mentioned below.
- Students and working professional from different institutes/organizations can come together to form team(s).
- Business plans on company/start up registered before 1st September, 2011 are not eligible to participate. Entries must contain the original work of participants.
- Any identified act of plagiarism will be immediately disqualified. All conflicts subject to the jurisdiction of Gwalior Court only.
- The teams should strictly adhere to the deadlines mentioned.
- The decision of the judges and organizers will be final and binding to all the participants.
- Any of the terms and conditions can be changed by the organizers anytime ensuring to give the participants appropriate time to respond to the changes.

EVALUATION CRITERIA

- The clarity and potential of the market opportunity.
- Innovativeness of business concept.
- Feasibility of the plan.
- The overall evaluation of potential reward to risk.
- Marketing Strategy.
- Financial Analysis.
- Sustainability & Scalability of Business Model.
- Quality of presentation.

TIMELINE

Phase 1: Executive Summary Submission (Online)

- Last date for submission: **12th oct 2012.**
- Entries submitted after the deadlines will not be considered.
- The Executive Summary will be submitted online in the PDF format only. Entries in any format other than mentioned will not be accepted.
- The PDF file can have a maximum of five pages excluding the cover page.
Format for submission of Executive summary :

I. COVER SLIDE

A) Each entry should have a cover slide stating the Team Information of **each member** stated below:

- Name
- Contact No

- Email-id

B) The cover page must also contain the Project/B-Plan name, team name and the name of the institution.

C) No reference of team members or their company/college is allowed anywhere in the executive summary except the cover slide.

II. DETAILS

The details of the executive summary should be in the following format :

A. The Purpose of the Plan

1. The problem you are trying to solve through your plan
2. Innovativeness of your idea (USP)

B. Market Analysis

1. The characteristics of your target market (demographic, geographic, etc.)
2. The products or services you will offer to satisfy those needs

C. The Company

1. The needs your company will satisfy
2. The products or services you will offer to satisfy those needs

D. Marketing and Sales Activities

1. Marketing strategy
2. Sales strategy
3. Keys to success in your competitive environment

E. Organization and Personnel

1. Key managers and owners
2. Key operations employees

F. Financial Data

1. Funds required and their use
2. Prospective financial summary (including a brief justification for prospective sales levels)

Results of selected Executive Summaries

- Will be declared latest by 15th October 2012

Phase 2: Submission of Final Business Plans (Online)

From 15th oct to 20th oct 2012

Results of selected Business plans

- Will be declared latest by 22nd October, 2012.

Phase 3: Presentation of final Business plans (On Campus)

- The shortlisted teams will be invited on the campus for the presentation of their Final Business Plans.
 - 15 minutes (13 minutes for presentation & 2 minutes for binding) will be allotted to every team to showcase their complete B-Plan to the Judges.
 - Time constraints are to be strictly followed otherwise negative marking will be followed.
 - Teams are restricted to use Microsoft Power Point for presentations.
 - Recorded dialogues or movie are not allowed. However Clips and Graphs can be used.
- *The above mentioned dates are less likely to be changed or get delayed.**

EVENT ORGANISERS:

Name	Mob. No.	E-mail id
Ankit Shukla	09795177839	ankit.shukla@infotsav.org
Sharnith Linga	08817051093	shranith.linga@infotsav.org
Pankhuri Agrawal		pankhuri@infotsav.org