



B.I.T. SINDRI

***SANDHAAN '20***

"THE ANNUAL TECHNO MANAGEMENT FEST"



**PATRON**

Prof. (Dr.) D.K. SINGH

**PROF-IN-CHARGE**

(Dr.) R.P. GUPTA

**CHAIRMAN**

TRIDEV SINGH CHOUDHARY

## **T2B – TECHNOLOGY TO BUSINESS**

### **INTRODUCTION**

**T2B - TECHNOLOGY TO BUSINESS** is an extrusive platform for all business probing minds to come up with their innovative ideas and showcase their talent. Its endeavour is to expedite entrepreneurship development across India. The event involves access to cutting technology through online campaigns, discussions and competitions; business mentors, investors and enterprises that help to validate the participating ideas and scale the selected start-ups.

***SANDHAAN '20*** presents T2B, "NATIONAL STARTUP CONCLAVE".

### **RULES**

1. This is a team event. Each team consist of maximum 5 people.
2. The event includes online submission of the B-plans. The business ideas should have a creative marketing program and comprehensive distribution of requisites. Ideas emphasizing on solution of day-to-day social and technical issues are highly appreciated.
3. The participants are expected to send their B-plans at [esandhaan19@gmail.com](mailto:esandhaan19@gmail.com). The presentation time is 6 minutes and it should contain maximum of 12 slides.
4. Presentation must include: • A proper description of the business idea: what you do • Location of your firm and your target customers • Marketing campaigns, strategies and segmentations • Funding and revenue generation models and strategies • Competitors and SWOT analysis • Aim and objective of the firm: why to choose you?
5. Teams will be provided with the mentors having sound experience in the field of start-ups. Mentorship round will help the participants to have a **learning experience** as an entrepreneur in this competition.
6. After mentors grading and evaluation from the comprehensive pitch desk, top 5 teams will qualify for the finals.

7. In the finals, teams get an opportunity to present their B-plans in front of the jury panel comprising of guest speakers from esteemed start-up supporting ecosystems.
8. The organizing team reserves the right to change or modify any of the rules.

We assure you that this competition will bring to you the most captivating and intriguing opportunity which will help you to connect with preeminent personalities in the field of business.

**INCENTIVES: Prizes to be won worth INR 10000.**

**Event In-charges:** SIDDHANT SRIVASTAVA

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