



Register at :
bit.ly/ebootcamp15

1



YOUR IDEA: IS THERE A MARKET FOR IT?

Define the problem it solves.
Define the customer demographic.
Find out what motivates your target audience.

2



MARKET RESEARCH

Knowing the industry.
Analyse the market.
Research competitors.

3



FINANCE & BUDGETS

Identify your business type.
Write a structured business plan.
Set milestones and create a budget.

4



YOUR BUSINESS

Set up bank accounts.
Organise intellectual property.
Pick your team.

5



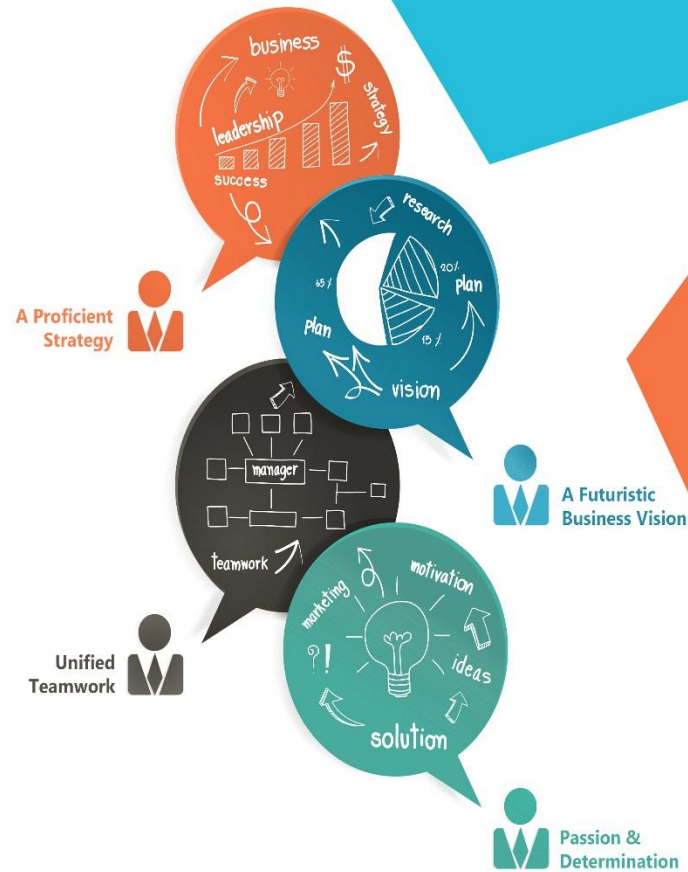
SETTING UP

Create a clear strategy.
Set milestones for return on investment.
Join the eboot camp 2015



B-Planner

The online business plan competition

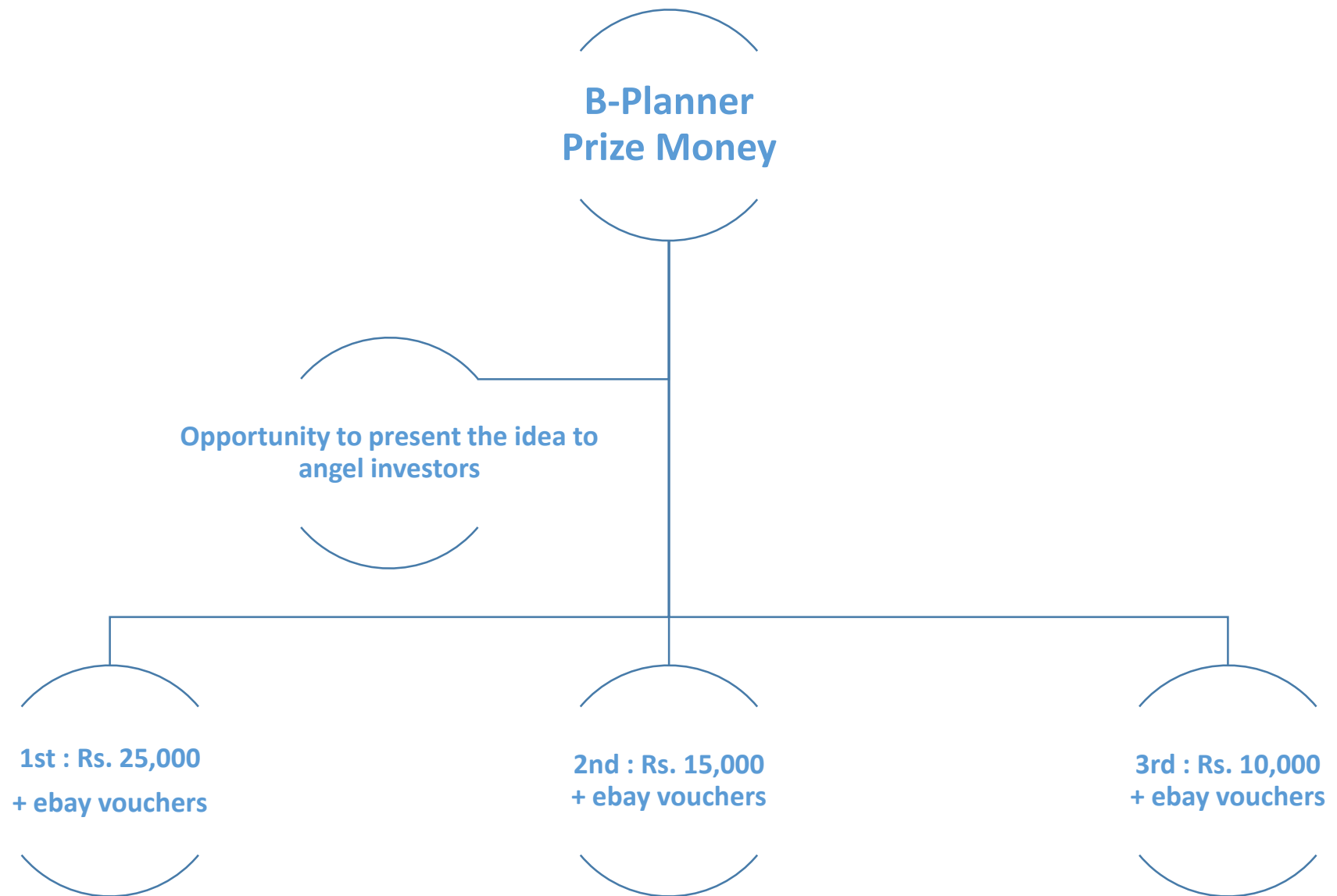


for more details visit
flagship events at
www.bitotsav.in

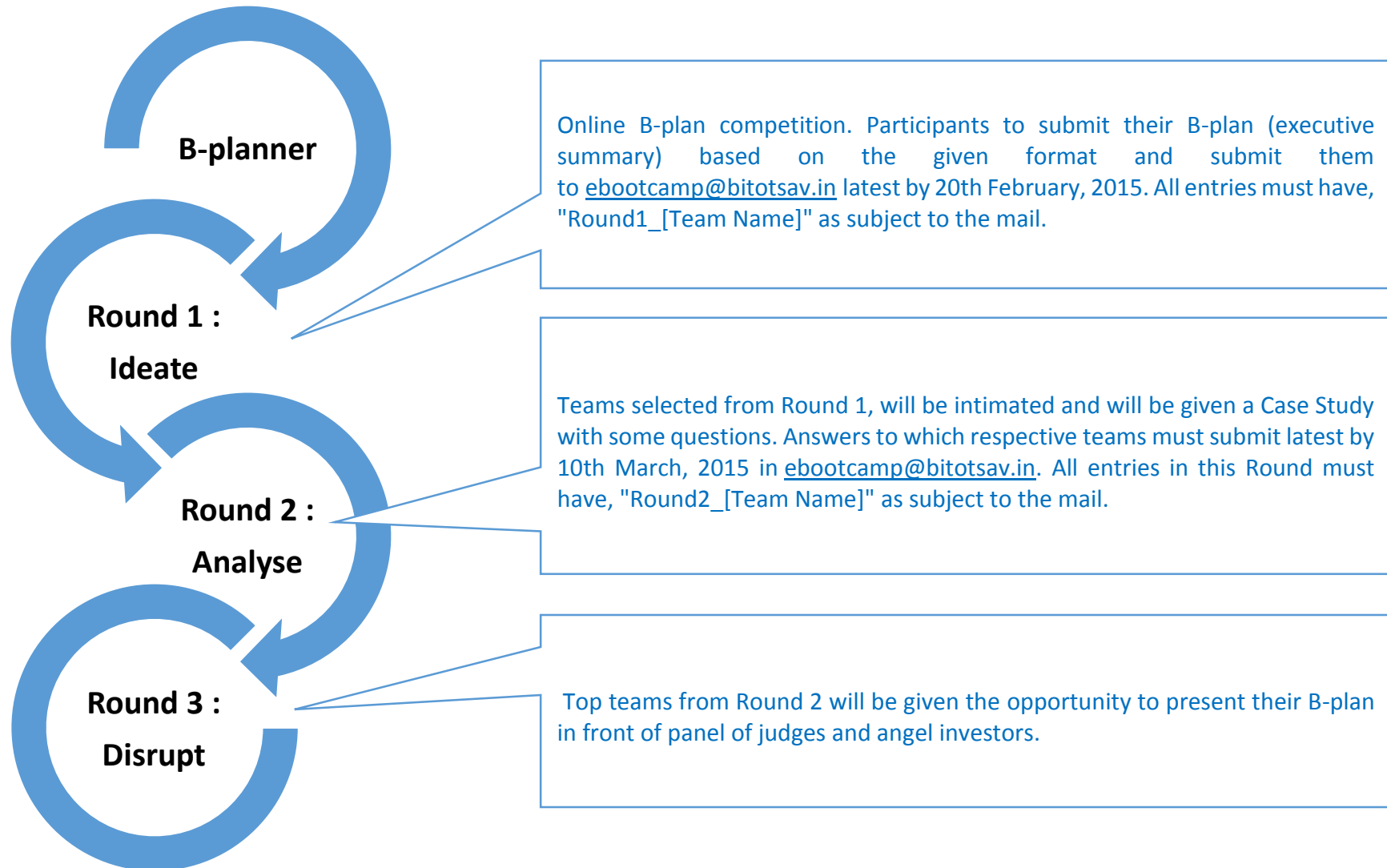
Prize money

Rs.
50,000

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Roadmap



Guidelines

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A team can contain **maximum of 5** members.

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All teams participating in E-boot Camp must register themselves at the given link:-
bit.ly/ebootcamp15

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If a team is selected for the final round, the team should bear all its expenses and accommodation fees as per **BITOTSAV '15** norms.

E

Plagiarism is strictly prohibited and sources have to be clearly stated.

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Every contestant must agree with the rules of the contest and must accept the declaration of confidentiality during registration in order to participate. Please make sure you are aware of the **Terms and Conditions** of the competition before registering.

Terms and Conditions

1

- The decision of the organizing team would be final and binding.

2

- The format and structure may change subject to the requirement of the event.

3

- A team can submit their answers only once. In case of multiple submissions, the first one would be evaluated.

4

- All decisions in matters of eligibility, authenticity and final judgment will be with the organizing committee of E-boot Camp, BIT Mesra.

Eligibility

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- 1 Event is open to students from all the B-schools pursuing Masters in Business Administration (full-time) or an equivalent degree and undergraduate students pursuing a bachelor's degree (e.g. B. Tech., B.Com.etc).
 - 2 The Business Plan should not have been incorporated or operational for more than 18 months.
 - 3 Any working professional below the age of 30 years can participate in the competition.
 - 4 There is no limit to the number of contestants/teams that can participate from a particular institute.
 - 5 Any material content or work presented in the business plan should not violate the copyright act.
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For any queries contact:

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