

Campus Tycoon - Madhya Egro Food

Judge Questions & Perfect Answers

BUSINESS MODEL & REVENUE QUESTIONS

Q1: "How exactly will you make money? What's your revenue model?"

Perfect Answer: "हमारे पास multiple revenue streams हैं:

- **Direct-to-Consumer (60%):** Amazon, Flipkart, अपनी website से
- **Retail Partnerships (30%):** Modern trade, grocery chains, health stores
- **B2B Sales (10%):** Gyms, schools, corporate cafeterias
- **Initial target:** Month 1 में ₹50,000, Year 1 में ₹25 लाख
- **Gross margin:** 35-40% maintain करेंगे"

Q2: "What's your pricing strategy? How will you compete with cheaper unhealthy snacks?"

Perfect Answer: "हमारी pricing strategy value-based है:

- **Premium positioning:** ₹100-150 per 100g (compared to ₹20-30 junk food)
 - **Value proposition:** Health benefits worth the extra cost
 - **Target customers:** Health-conscious middle class (willing to pay 3x for nutrition)
 - **Cost justification:** Doctor visit = ₹500, हमारा healthy snack = ₹100"
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MARKET & COMPETITION QUESTIONS

Q3: "Who are your main competitors and how will you beat them?"

Perfect Answer: "Main competitors:

- **Haldiram's:** Traditional but not health-focused
- **True Elements:** Expensive, limited variety
- **Yoga Bar:** Premium pricing, urban-only

हमारा advantage:

- Direct farmer connection = lower costs
- Regional flavors + health benefits
- Tier 2,3 cities focus
- Better price-to-nutrition ratio"

Q4: "How big is your target market? Who exactly are your customers?"

Perfect Answer: "Primary Target Market:

- Health-conscious families (25-45 age)
- Tier 1 & 2 city residents
- Monthly income: ₹50,000+
- Total addressable market: 15 crore households

Secondary Markets:

- Fitness enthusiasts, working professionals
- Parents buying for children

- Diabetic/health condition patients"
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OPERATIONS & SUPPLY CHAIN QUESTIONS

Q5: "How will you source from farmers directly? What's your supply chain strategy?"

Perfect Answer: "Direct Sourcing Model:

- Madhya Pradesh में 500+ millet farmers के साथ contracts
- Minimum guaranteed price देंगे (market rate + 30%)
- Quality training और organic certification help
- Cold storage facilities 3 locations पर
- Processing unit Bhopal में setup"

Q6: "What about food safety, licensing, and regulatory compliance?"

Perfect Answer: "Compliance Strategy:

- FSSAI license already applied
 - ISO 22000 certification plan
 - Third-party quality testing labs tied-up
 - Nutritionist on advisory board
 - Insurance coverage for product liability
 - All packaging will have proper labeling"
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FINANCIAL & FUNDING QUESTIONS

Q7: "How much funding do you need and what will you use it for?"

Perfect Answer: "Total Funding Required: ₹25 लाख (18 months)

- Equipment & Setup: ₹10 लाख
- Working Capital: ₹8 लाख
- Marketing & Branding: ₹4 लाख
- Team & Operations: ₹3 लाख

Revenue Projection: Month 18 तक break-even"

Q8: "What if you don't get funding? Do you have a backup plan?"

Perfect Answer: "Bootstrap Strategy:

- Phase 1: Home-based production (₹2 लाख investment)
 - Local market testing
 - Pre-orders से cash flow generate करेंगे
 - Profits reinvest करके scale करेंगे
 - Government schemes भी explore कर सकते हैं"
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TEAM & EXECUTION QUESTIONS

Q9: "Do you have the right team to execute this? What's your background?"

Perfect Answer: "Team Strengths:

- मैं: Business development + market research background

- Co-founder: Food technology/nutrition expert
- Advisory board: Experienced farmer, CA, marketing professional
- Plans to hire: Operations manager, quality control expert"

Q10: "How will you scale this business? What's your 5-year vision?"

Perfect Answer: "Scaling Roadmap:

- **Year 1:** Madhya Pradesh में establish
 - **Year 2:** North India expansion
 - **Year 3:** South India entry + export trials
 - **Year 4:** Pan-India presence
 - **Year 5:** International markets (Middle East, Europe)
 - **Target:** ₹100 crore revenue by Year 5"
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PRODUCT & MARKETING QUESTIONS

Q11: "How do you know customers will actually like your products?"

Perfect Answer: "Market Validation Done:

- 200+ samples distributed in 3 cities
- 85% positive feedback received
- Pre-orders worth ₹50,000 already confirmed
- Taste testing events in colleges
- Social media engagement: 1000+ interested followers"

Q12: "What's your marketing strategy? How will you reach customers?"

Perfect Answer: "360-Degree Marketing:

- **Digital:** Instagram, YouTube food bloggers collaboration
 - **Offline:** Health/fitness events participation
 - **Influencer:** Nutritionists, fitness trainers partnerships
 - **Content:** Recipe videos, health awareness campaigns
 - **Budget:** ₹30,000/month initially"
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CHALLENGES & RISK QUESTIONS

Q13: "What are the biggest risks to your business?"

Perfect Answer: "Key Risks & Mitigation:

- **Supply Risk:** Multiple farmer contracts, backup suppliers
- **Competition:** Strong branding, customer loyalty programs
- **Scaling:** Gradual expansion, local partnerships
- **Funding:** Bootstrap capability, multiple investor options
- **Regulatory:** Legal compliance team, proactive approach"

Q14: "What if farmers don't cooperate or demand higher prices?"

Perfect Answer: "Farmer Relations Strategy:

- Long-term contracts with price escalation clause
- Training programs for better yield

- Advance payment system
 - Alternative crops guidance
 - Community building approach
 - Backup supplier network ready"
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SOCIAL IMPACT & SUSTAINABILITY QUESTIONS

Q15: "How exactly will you improve farmer income? Can you prove this 30-40% increase?"

Perfect Answer: "Farmer Income Model:

- **Current:** ₹15/kg millet (through middlemen)
- **Our Rate:** ₹20/kg direct + ₹2/kg quality bonus
- **Additional:** Organic premium ₹3/kg
- **Total:** ₹25/kg vs ₹15/kg = 67% increase
- **Proof:** Pilot project with 50 farmers documented"

Q16: "Is this really sustainable or just a trend?"

Perfect Answer: "Sustainability Proof:

- Millets need 70% less water than wheat/rice
- Government promoting millets (National Millet Year)
- Rising health awareness is permanent shift
- Export demand growing 20% annually
- Climate change making millets more important"

FINAL/WRAP-UP QUESTIONS

Q17: "Why should we invest in you over other food startups?"

Perfect Answer: "Our Unique Edge:

- **Dual Impact:** Health + farmer empowerment
- **Market Timing:** Millet year, health consciousness
- **Regional Advantage:** MP millet hub connection
- **Scalable Model:** Proven supply chain approach
- **Personal Commitment:** This isn't just business, it's mission"

Q18: "What's your biggest learning from preparing this business plan?"

Perfect Answer: "Key Learnings:

- Market research की importance समझी
- Farmer-consumer connect की power realize की
- Financial planning की complexity समझी
- Team building की necessity feel की
- Social impact के साथ profit possible है"

Q19: "If you had to restart, what would you do differently?"

Perfect Answer: "Improvements:

- Earlier market validation करूंगा
- Stronger team building focus

- More detailed financial projections
 - Better technology integration plan
 - Stronger backup strategies"
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CONFIDENCE BOOSTERS - PRACTICE THESE!

Opening Strong Statement:

"Madhya Egro Food sirf snack company नहीं है - यह farmers की life change करने का mission है, जहाम consumers को health भी मिल रही है और farmers को fair price भी।"

Closing Strong Statement:

"आज जो decision आप लेंगे, वो सिर्फ हमारी company को नहीं, बल्कि हजारों farmers और lakhs health-conscious consumers की life को impact करेगा।"

Key Numbers to Remember:

- Market Size: ₹33,000 crore by 2030
 - Farmer Income Increase: 30-50%
 - Target Revenue: ₹25 lakh Year 1
 - Funding Need: ₹25 lakh
 - Gross Margin: 35-40%
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PRO TIPS FOR JUDGES:

1. Always smile and maintain eye contact
2. Use both English and Hindi confidently

3. Have backup data ready for follow-up questions
4. Show passion, not just business knowledge
5. Be honest if you don't know something - offer to find out
6. Connect every answer back to social impact
7. Use storytelling - mention specific farmer/customer examples

Remember: Judges want to see **passion + planning + potential**. You have all three! 🔥