

ELIGIBILITY CRITERIA

- The competition is open for teams comprising of undergraduate and postgraduate student

TEAMS RULES

- Maximum 2 members permitted in a team (plan can be submitted individually as well)
- More than 1 team can participate from a college.
- One participant cannot be a part of more than one team.
- No change of team structure is permitted after the team is registered.
- One of the team member should be Registered as Team Leader
- All correspondences will be done through his/her email-id

ROAD MAP

REGISTRATION	<ul style="list-style-type: none">• Starts from 12 march 2018• Ends on 12 april, 2018
PHASE I	<ul style="list-style-type: none">• 12 march 2018 to 12 april, 2018• Requires submission of Business plan in Word format• Result 13 april 2018
Phase II	<ul style="list-style-type: none">• Top teams will face Question answer round (related to your idea)• Result 13th april 2018
Phase III	<ul style="list-style-type: none">• Top teams will be interviewed by panel of judges on 13th April, 2018.• The result of FINALE will be displayed in evening on 13th April, 2018.

GUIDELINES FOR SUBMISSION

- The teams must submit their presentation in MS Powerpoint.
- A team can make submission on only one topic
- The team must mail their Business Plan to] before 11:59 on **15th March , 2018**, also mention your Team Leader and company Name in the subject column.
- name, college, team members on the first page of the business plan
- No request for deadline extension shall be entertained.
- The team can use pictures, info graphics in their business plan. However, we would appreciate that you put relevant sources in Appendix.

REGISTERING PROCESS

PHASE I

- The participants are required to e-mail a detailed business plan. The business plan should not exceed **20 pages** . excluding executive summary , cover page and index
- The participants must follow the font of 12 in Times New Roman for the main body and of 14 for the headings with a line spacing of 1.5"
- The Result of Phase 1 will be announce on **13th april, 2018**

The business plan must be organized in the following manner

1. Unique Selling Preposition (USP)
2. Market/Customer Survey
3. Different Concepts & Variants
4. Plant Layout for Mass Production
5. Cost of Product in Mass Production
6. Break Even Analysis (In term of time & quantity)
7. Marketing Strategies

PHASE II

- The Top teams selected in Phase I are required to sit in a written question answer session (Max. word limit 60 words)
- The Result of Phase 2 will be announce on **the same date**

FINALE

- Top team will have to give presentation in front of panel of judges on 13th April, 2018.
- Result of Finale will be displayed in evening on the same date .