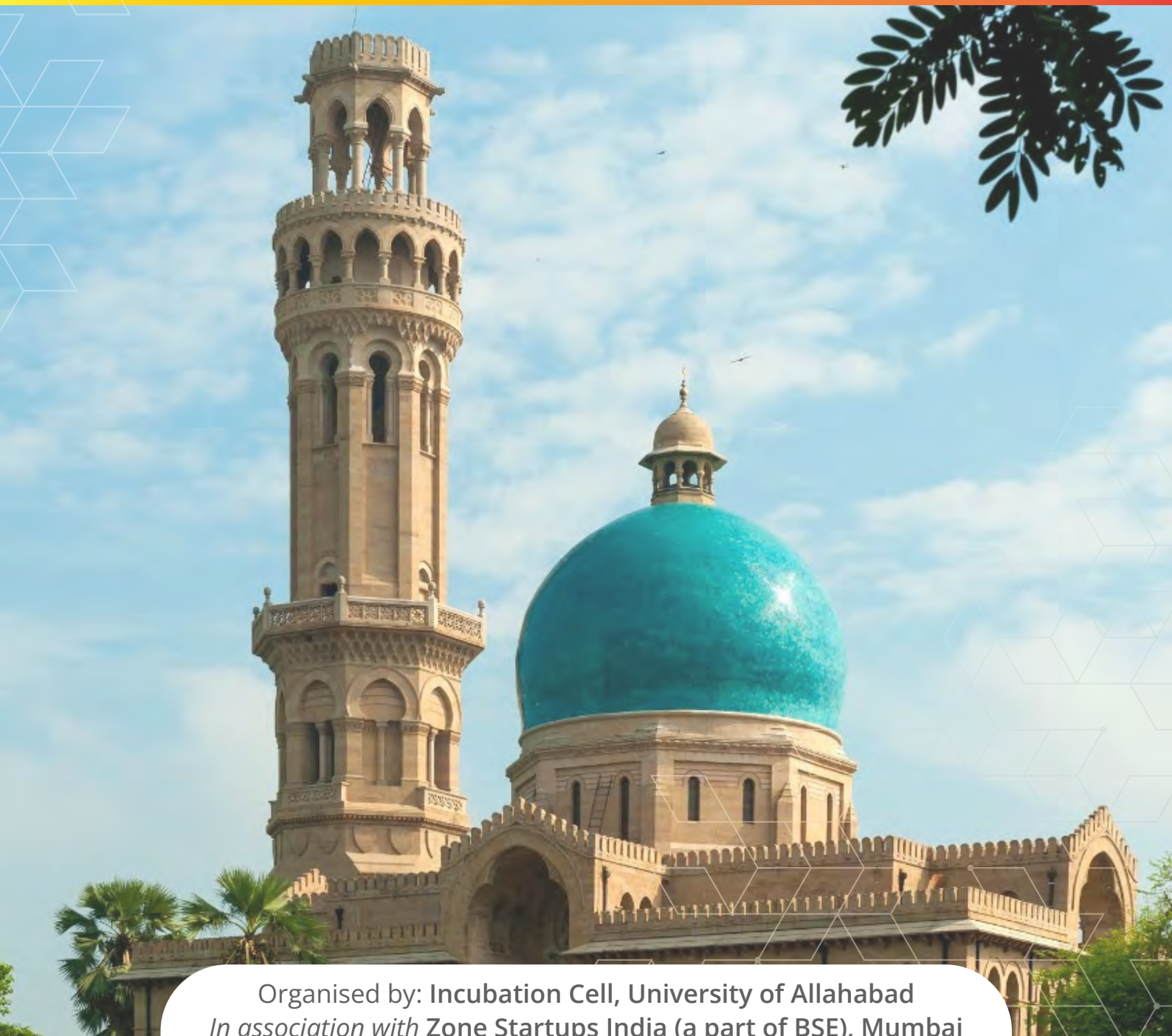




# BUSINESS PLAN COMPETITION 2022



Organised by: Incubation Cell, University of Allahabad  
In association with Zone Startups India (a part of BSE), Mumbai



**Chief Patron**

**Shri. Ashish Kumar Chauhan**  
Hon'ble Chancellor, University of Allahabad



**Patron**

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University of Allahabad



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Mumbai



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# Business Plan Competition 2022

INCUBATION CELL, UNIVERSITY OF ALLAHABAD in association with ZONE STARTUPS INDIA (a part of BSE), is launching a Business Plan Competition 2022 open to the post-graduate students and research scholars who are presently enrolled with any department of the University of Allahabad with the aim of stimulating the spirit of entrepreneurship among students.

Participants will be challenged to conceive a novel business (product, solution, service) idea which can be developed into a commercial startup venture. The novel idea can either be a fresh innovation or an improvement over an existing product, solution or service.

This is a **Team Competition**, which will be held in 2 rounds.

- Round I : Screening of entries to select 10 finalists i.e. the Top 10 teams.
- Round II : Selection of Top 3 Winner teams for cash prizes

The 10 finalists will be expected to present a business plan to convince an independent jury and potential investors on the value and potential of their business plan. A comprehensive, feasible and viable business plan is required along with creativity in presentation.

## Objectives

To enable the students to learn and gain experience in:

- Problem/solution/business idea identification; exploring business opportunities; creating the lean business model canvas and creating a pitch deck; working as part of a team
- Performing market research and feasibility studies using primary and/or secondary data
- Present their idea to peers as well as entrepreneurs, innovators, business professionals and academicians
- Developing communicational and presentation skills

## Program Schedule

Mar 04, 2022 (Friday)	Opening of the Competition
Mar 12, 2022 (Saturday) 4:00 PM - 5:30 PM	Virtual Guide Session (Idea Generation, Business Model Canvas, Business Plan Template/Pitch Deck Template)
Mar 26, 2022 (Saturday)	Deadline to apply
Apr 04, 2022 (Monday)	Announcement of the Top 10 teams
Apr 12, 2022 (Saturday)	Presentation by Top 10 teams at the Business Plan Competition Finale to be held at University Campus and announcement of the Top 3 winners

**Participation Fee:** This Competition is free of any charges and there will be **no participation or application fees**

**For competition terms and conditions, please refer:** <https://bit.ly/3hyfhXd>

**Application Link:** [bit.ly/AUBPC2022](https://bit.ly/AUBPC2022)

**Organiser:** This Business Plan Competition is organized by the INCUBATION CELL, UNIVERSITY OF ALLAHABAD in association with and sponsored by ZONE STARTUPS INDIA (a part of BSE), Mumbai and the participation in this program for students of University of Allahabad is voluntary.

# Competition Rules and Guidelines

## 1. General Information

### 1.1 Participant Eligibility

The Competition is open to post-graduate students and research scholars who are presently enrolled with any of the Department of the UNIVERSITY OF ALLAHABAD and the participants should continue to be students of the university for the duration of the Competition.

### 1.2 Registration and Application

Each team will have to register using the Registration Link provided above. The Application Form must be filled completely to be eligible for the competition. The duly-filled Application Form complete in all respect is required to be submitted ONLY IN ONLINE MODE. Incomplete information will lead to rejection of the application.

### 1.3 Team Composition

Students will participate as teams where each team will consist of a minimum of 3 (three) and a maximum of 5 (five) student participants.

Each participating student can be a part of only one team.

Each team will have a Leader who will apply on team's behalf and represent the team in the competition.

Once selected as one of the top 10 teams for the Final Presentation Round, none of the team members can be changed. Any substitutions may lead to the disqualification of the team. In case some team members are unable to participate for some reason, the team must still have a minimum of 3 (three) students to be eligible to participate in the Final Presentation Round.

### 1.4 Program Queries

Applicants will have an opportunity to interact and get any queries addressed during the Virtual Guide Session.

### 1.5 Business Plan Application Screening and Qualifying Round

All Applications which are complete in all respects along with the required attachments and uploads will go through a screening process to select the top 10 team applications for the Final Presentation Round. The screening shall be conducted by a panel constituted by ZONE STARTUPS INDIA.

### 1.6 Final Presentation Round – Business Plan Competition

The Final Round will be planned as an in-person presentation/pitching round and will be a part of the Business Plan Competition Finale to be held at the UNIVERSITY OF ALLAHABAD Campus. This may be held virtually in case the situation demands. The pitch evaluation and selection of Winners will be done by a jury panel constituted by ZONE STARTUPS INDIA. All team members need to be in attendance during the pitch session.

Each team will be given 10 minutes to pitch in front of the jury panel and the audience. There will be 5 minutes reserved for the jury Q&A. Jury will evaluate and score the pitches and select the Top 3 Winners who will be eligible for prize money.

### 1.7 Evaluation criteria for Qualifying and Final Presentation Round

- Significance of the identified problem and relevance/viability/feasibility of the proposed solution or the business/product/solution/service idea
- Reason/s for starting the business and practicality of the business objectives and plan
- Target market and value proposition
- Secondary and primary research and analysis to support the business plan
- Understanding and clarity with respect to Business Model elements
- Clarity of thought, expression and creativity in the Business Plan Presentation/Pitch Deck including infographics
- Creativity in pitching



## 2. Rewards and Prizes (Sponsored by ZONE STARTUPS INDIA)

The Top 3 Winner teams will be eligible for the following rewards:

- Business Plan Champion Team - Prize Money (INR 30,000) for the first-place holder and Digital Certificate with names of all team members
- First Runners-up Team - Prize Money (INR 15,000) for the second-place holder and Digital Certificate with names of all team members
- Second Runners-up Team - Prize Money (INR 5,000) for the third-place holder and Digital Certificate with names of all team members

**Digital Certificate of Participation to all the participating teams (one per team with names of all team members) and a special Digital Certificate to the Top 10 teams with names of all team members.**

## 3. Competition Rules

The rules and guidelines along with the program structure and schedule mentioned in the document will be applicable to all the applicants/participating teams and team-members. There will be additional terms and conditions related to the competition which will also need to be accepted and abided by the applicants/participating teams and team-members in letter and spirit. Scores/rankings will not be provided, shared or publicized for any of the rounds.

These rules have been established to ensure fairness. The organizers retain the right to disqualify any team from the Competition if the rules are not observed or if a team does not maintain proper standard of conduct in the professional and collegial spirit of the Competition.

Please note that the decision of the organizers is final and not subject to review.

## What is in store for the Winning Teams of Entrepreneurs?

**Solve a problem of your interest:** Choose the sector you are interested in. Pick a problem. Analyse all aspects of it. Come up with the right solution.

**Build your startup A-team:** Team building is extremely critical in starting your business. Get like-minded people with complementary skill sets to kick-start your venture.

**Learn from the best:** Learn the basics of idea generation business model canvas, and presentation from experts in the startup ecosystem.

**Pitch in front of a jury panel:** Weave an impactful story around your venture and present it powerfully to the jury panel.

**Rewards and recognition:** Get recognition and cash prizes (Top 3 Winner team) from Zone Startups India.

**Support from startup ecosystem:** Opportunity to join the first batch of the INCUBATOR being set-up at the UNIVERSITY OF ALLAHABAD and also be considered for the ZSINurtery Incubation program at ZONE STARTUPS INDIA.

### Contact Details:

■ Email: [incubationcell@allduniv.ac.in](mailto:incubationcell@allduniv.ac.in)

■ INCUBATION CELL, UNIVERSITY OF ALLAHABAD, Senate House Campus, University Road, Old Katra, Prayagraj - 211002, Uttar Pradesh

■ ZONE STARTUPS INDIA, 18th Floor, P. J. Towers, Dalal Street, Mumbai - 400001, Maharashtra