

5th National B Plan Competition EXUBERANCE - 2020



GNLU
Legal
Incubation
Council

GNLU Legal Incubation Council

organizes

5TH National B Plan Competition

Exuberance 2020

15th February 2020, Saturday

GUIDELINES OF THE COMPETITION

- Entries will be judged on the basis of submitted business plan proposals.
- Business plan can be submitted by an individual or team comprising of maximum 3 team members.
- Top 10 selected business plan proposers (individual/team) will be invited for presentation.
- Business Plan to be submitted as per format prescribed in Annexure 1
- Each business proposal presenters will get maximum 15 minutes for presentation including question answers.
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SUBMISSION GUIDELINES

- Detailed business plan in the prescribed format (as per Annexure 1) should be submitted in soft copy latest by 15 January 2020, 11:59 pm in ppt and word format.

PRIZES

- 1st Position, Cash prize of Rs. 25,000/-, memento & certificate of appreciation.
- 2nd Position, Cash prize of Rs. 15,000/-, memento & certificate of appreciation.
- 3rd Position, Cash prize of Rs. 10,000/-, memento & certificate of appreciation.

INCENTIVES

- Exceptional business ideas can get opportunity to be incubated and mentored under GNLU Incubation Council (GLIC).

Participation fee (for each team) : Rs. 600/-

Pay online at : <https://www.onlinesbi.com/sbicollect/icollecthome.htm>

ANNEXURE - 1 BUSINESS PLAN SUBMISSION FORMAT (max- 10 pages)

1. General background

- Introduction.
- Profile of the proposer(s).

2. Business proposition

- The Business Idea.
- Detail about the Product/Service.
- The USP of the Product/Service.

3. Marketing strategy

- The market segmentation or target market.
- The positioning strategy.
- Estimated size and value of the target market.
- The competitive landscape.
- Differentiation Strategy.

4. Execution plan

- Implementation Roadmap (detail flowchart of financial and operational milestones achieved based on timeline)
Milestones example – turnover / sales, profit targets, phases of operational growth...
- The Projected financial requirements of the first 5 years Submit specific details for all of the following for each year-
 1. Funding requirements,
 2. List of expected sources of these funds and
 3. Summary of where exactly the money would be used (application of funds)
- Snapshot of Projected Financial Statements for 5 years (Profit & Loss Account, Balance Sheet and Cash Flow Statement)

5. SWOC Analysis

- Strengths – Weaknesses
- Opportunities - Challenges
- Risk mitigation strategy

Note: Applicants are required to send the presentation also along with the plan in the following format.

Presentation Format (ppt)

1. Title & presenter details -1 slide.
2. General background, Introduction and profile of the proposer-2 slides.
3. Business idea, product details and USP-2 slides.
4. USP of the product-1 slide.
5. Marketing strategy-1 slide.
6. Execution plan, Finance or funding needed-3 slides.
7. SWOC analysis- 1 slide

Important Note:

1. No paragraphs allowed. Only one liners, phrases in slides. Please limit the slides as mentioned above.

For more details, contact

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Rules of the Competition

- Competition is open for all types of Business ideas.
- An individual or a team comprising of maximum three members can participate.
- A person can be a member of only one team. GNLU Students and GNLU Alumni can jointly be part of the same team.
- A plan must be an original creation of the participants. Any form of plagiarism will amount to disqualification from the competition.
- The plan must not be under consideration for financing before any other institution or must not have been submitted to any other competition.
- Any deviation from the above mentioned rules shall render disqualification for the team.
- Business plan should be submitted at glic@gnlu.ac.in in word document along with a power-point presentation including all necessary contents as mentioned in Annexure I.
- Submission in any other mode shall not be entertained.
- Time line shall be strictly adhered to.
- The decision of the jury shall be final.

Who can participate?

- Any individual or team can participate.

Process of Participation

The participants should e-mail business plan & register form provided link latest by January 15, 2020, 11 : 59 pm in the word document along with a power-point presentation including all necessary contents as mentioned in Annexure I.

Submission should be e-mailed to glic@gnlu.ac.in within the time line. Top ten business plans adjudged by the jury will be invited for presentation at GNLU.

Participation Fees (for each team): Rs. 600/-

Pay & Register : <https://www.onlinesbi.com/sbicollect/icollecthome.htm>