

MAKE AN ENTREPRENEUR

Presented by Votecab & SkylarkInternationalAerospace

Sub: Startup Event Proposal Plan

Venue & Time: MLRIT, 02th APRIL, 2016

To

The Principal,

Greetings

We would like to invite you and your students to join us for a start up event called “Make An Entrepreneur” which gives opportunity for students to submit their business model. Students will also get opportunity to hear what successful speakers speak about their success stories.

The purpose of the Start-Up Business Plan Event is to provide an opportunity for the student to develop and present a proposal to form a business. The event provides an opportunity for a student to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity. Best start up model will be funded with **Rs 100,000** after evaluation and also mentor them to reach high level investments.

Registration

Registration Last Date for submission of business models: 25th March, 2016

Registration Fees: Rs 2000/-

Event Overview

- This event consists of the business plan proposal describing a business the participant wants to develop.
- Participant team should consist of minimum one and maximum 5 students
- The body of the written entry must be limited to 11 numbered pages, not including the title page and the table of contents.
- Start-up pitches will be conducted to all participants before event day and top 10-15 teams will be selected who will demonstrate on event day for second round.
- The selected participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.

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- The oral presentation may be a maximum of 15 minutes in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of participant speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

Knowledge and Skills Developed

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Format Guidelines for the written entry

The written entry must follow these specifications.

Title page:

The first page of the written entry is the title page.

Name of Start up model

Name of College

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Address City, State/Province, ZIP/Postal Code of college

Name of participant

Date

Table of contents:

The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry:

The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and appendix (optional).

Follow this outline when you write your proposal. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix

EXECUTIVE SUMMARY

One-page summary of the business model

PROBLEM

List the top three problems your product/service is addressing.

CUSTOMER SEGMENTS

Who are the target customers?

UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why your product/service is different and worth buying?

SOLUTIONS

What are the top three features of your product/service?

CHANNELS

What are the pathways to customers?

REVENUE STREAMS

- What is the revenue model?
- What are the life time values?
- What is the revenue?

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- What is the gross margin?

COST STRUCTURE

- A. What are the customer acquisition costs?
- B. What are the distribution costs?
- C. What are the human resources costs?
- D. Additional costs?

KEY METRICS

What are the key activities that must be measured?

COMPETITIVE ADVANTAGE

What about your product/service means that it cannot be easily copied or bought?

CONCLUSION

Specific request for financing, summary of key points supporting the financial request

BIBLIOGRAPHY

APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc

Presentation Guidelines

The major emphasis of the prospectus is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.

The participant will present the business plan proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)

The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.

The participant will spend no more than 15 minutes (after introductions) setting up visual aids and presenting the proposal to the judge. The participant may bring a copy of the business plan proposal or note cards pertaining to the proposal and use as reference during the presentation.

If time remains, the judge may ask questions pertaining to the project.

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Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment.

Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge.

If any of these rules are violated, the adult assistant must be notified by the judge

Schedule

Time	Event
10:30 AM – 11AM	Welcome Speech
11AM – 1 PM	Startup Entrepreneurs Speech
1PM-2PM	Luncheon
2PM – 4PM	Student Startup Pitch
4PM – 4:30PM	Interview with top 3 models
5PM	Best Model announcement