

## **INDIPRENEUR '2016**

### **The Business Plan Competition**

SRMS-CET aims to bring together the brightest of minds to compete, collaborate and connect. Serving this purpose we intend to organize an inter-college competition “**INDIPRENEUR'2016-the Business Plan Competition**” that brings to students the best platform to test the business acumen. This Inter- College competition offers to student an unparalleled opportunity to put forth new ideas and receive guidance as you launch a new venture.

The objective of this event is to encourage student entrepreneurship and cultivate out-of-box thinking amongst the budding talent across various professional institutions. The proposed date for the semi-final round of the event is October 5, 2016 (Wednesday) from 10.00 am onwards. The finals will be held on October 22, 2016 (Saturday) from 10.00 am onwards.

Top three winners will be awarded with prize money of Rs 5000, Rs 3000 and Rs. 2000 respectively. The SRMS Trust will reward them by providing an opportunity to convert their business ideas into working business through the incubation cell established under the aegis of the Trust.

#### **Relevance and Background of the Event for Students:**

Half way through education career, are you ready to initiate and run the company? You think you have learnt your bookish concepts well? Test your acumen in real life! Discover the true managerial potential within you. Step forward and try yourselves as a team, and compete for the revered position of the Business Icon of the future. Put your best foot forward in an event involving the brightest business minds and see if you have the gravitas to succeed in today's dynamic business domain.

If you think you have what it takes to shape future organizations, and if you truly believe you can prepare a business plan and can translate theory into practice then “INDIPRENEUR” is the platform to prove your mettle.

#### **Event Rules:**

- Any candidate pursuing Under-Graduate or Post –Graduate program in any stream is eligible to participate.
- Maximum 2 teams can participate from each college/Institute.
- Team Composition: Each team must consist of a minimum of two and a maximum of four members, belonging to the same school/institution.
- A participant cannot be a member of more than one team
- Teams should submit *soft copy* of the business plan on email id [fms@srmscet.edu](mailto:fms@srmscet.edu) and *Hard copy* before commencement of both the rounds.
- The presentation format is 30 minutes running clock (including Query Handling), but judges may interrupt at any time with questions.
- Each member of the team present at the competition must participate fully during the formal presentation of the plan.
- Registration fee: Rs. 200 per team

**The plan will be judged according to the following criteria:**

- ✓ Uniqueness of the Concept/ Business idea
- ✓ Clarity, completeness, and persuasiveness of the proposed plan ( Presentation and written)
- ✓ Quality and Usefulness of products, services and/or solutions
- ✓ Market opportunities and competitions
- ✓ The financial and/or social return of the proposed venture
- ✓ The marketability of the proposed venture (does demand of concept exist).
- ✓ Contingency planning and risk assessment – include plan for mitigating risk factors.
- ✓ Overall attractiveness of the venture
- ✓ Team qualifications and Team-Work
- ✓ The decisions of the judging panel will be final.

**Important dates:**

Last date of Registration: **October 3, 2016**

Submission of Draft of the plan for semi-final round: **October 3, 2016**

Submission of Draft of the plan for final round: **October 20, 2016**

**The Semi-finals:** October 5, 2016 (Wednesday) from 10.00 AM onwards.

**The Finals:** October 22, 2016 (Saturday) from 10.00 AM onwards.

**Note:** Outstation participants can avail the lodging facility on prior intimation.

**Event Coordinators**

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