

## The PSG-UT Fourth Annual Business Plan Competition

If you have a great business idea, now is your chance to win up to Rs. 50,000/- and help you establish your business. PSG Institute of Management and University of Toledo invites all the students from B-Schools, Engineering and Arts and Science Colleges to participate in a business plan competition detailing your unique technology-based or market based business idea.

This competition reflects PSG and UT's belief in innovative thinking and is intended to advance a creative culture of growth in all areas of the State.

Innovation Enterprises at The University of Toledo is providing prize money of:

**First place: Rs. 50,000**  
**Second place: Rs. 25,000**

PSG & UT reserves the right to not provide a particular cash award if no qualified proposal is received. In addition to cash prizes, selected awardees may receive assistance in areas such as intellectual property and business consultation.

[Click here](#) to read the rules and regulations for the competition.



### Calendar for B-Plan contest 2017

November 06, 2017	First Draft of B-Plan due
November 20, 2017	Intimation of short listed candidates
December 08, 2017	Workshop and Mentoring Services
December 12, 2017	Second Draft of B-Plan due from selected Teams
December 13, 2017	Declaration of the Finalists
December 15, 2017	Final B-Plan Presentations

### REGISTRATION

For Registrations & Submission Guidelines, please visit [www.psgim.ac.in](http://www.psgim.ac.in) or contact us at **0422-4304400**

Submit your Executive summaries to:

Dr. B.Uma Maheswari, Co-ordinator, Entrepreneurship Cell

PSG Institute of Management, Coimbatore e-mail : [ecell@psgim.ac.in](mailto:ecell@psgim.ac.in)

Please note that the First Draft of B-Plan & Registrations are due by **November 06, 2017**

# The PSG-UT Fourth Annual Business Plan Competition

## Official Rules and Requirements

The PSG-UT Business Plan Competition is intended to provide the current undergraduate and graduate student community in Tamilnadu, support and consultative assistance, as well as, unique opportunities to network with industry experts, mentors, and potential investors to move innovative ideas and research into commercialization.

## The Spirit of the Competition

This competition hopes to:

- Stimulate and nourish the entrepreneurial spirit in current students
- Encourage innovation and entrepreneurial thinking among undergraduate and graduate students to develop and grow new ventures based on their own ideas, research, and technologies.
- Provide those in the competition with assistance and exposure to entrepreneurial resources. The competition will provide feedback and guidance on moving these great ideas towards the successful launch of new ventures.
- Provide avenues and opportunities for research and ideas and generate opportunity for development.

## B-Plan Competition

- The Business Plan Competition is open to students of all disciplines who are interested in technology-focused innovation and commercialization and innovative business ideas.
- Teams or individuals present their products or services to a panel of judges.
- Entries should be unique and innovative, be feasible to implement, and address an identified market need.
- Teams or individuals are encouraged to focus on the benefits of their technology or service and it's associated market potential.
- Awards include up to Rs. 50,000/- in cash.
- The ultimate goal of the competition is to provide business commercialization opportunities and increase the creation of sustainable entrepreneurial ventures.
- Each Business Plan submission will be evaluated based on:
  - Strength of the innovation proposition
  - Potential market size and opportunity for sustainable revenues/earnings
  - Ability to differentiate proposed business concept from its competition
  - Potential viability of the proposed new business

Selected Finalists will be invited to present to a panel of expert judges (entrepreneurs, venture capitalists, private investors, faculty, and leading consultants) during the final phase of the competition.

Based upon the judges' recommendations, a series of cash awards and in-kind commercialization support as appropriate will be offered as follows:

## Cash Awards\*

- 1st Place Rs. 50,000
- 2nd Place Rs. 25,000

\*PSG and UT reserves the right to not provide cash awards in a given category if no qualified proposals are received

## Eligibility and Criteria

### 1. Team Composition

Students from any college in Tamilnadu may be members of the team and may participate in planning the venture, presenting the plan, and answering questions from the competition judges. Maximum of 4 members can comprise in a team. Participants in the competition are encouraged to submit only one business plan as we feel this is the most effective way for an individual or team to learn from the competition process in a focused manner. Any number of teams from one college can participate.

### 2. Nature of Ventures

The competition is for new, independent innovate ideas in the seed, start-up, or early growth stages. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing technologies from universities or a research lab is not excluded and is encouraged (assuming these technologies have not been previously commercialized).

### 3. Prior Activity

- B-Plans receiving an award in a prior academic year should not be submitted.
- The business plan must represent the original work of members of the team.

### 4. Intellectual Property

The only persons with access to the entry materials will be judges and select members of the organizing committee. Materials will not be distributed to any other party, unless requested by an entrant team.

# The PSG-UT Fourth Annual Business Plan Competition

## Registration

All team members must review and abide by the PSG-UT Official Rules and Requirements. The PSG-UT B-Plan Committee reserves the right to disqualify any team that does not meet all eligibility requirements and rules.

Proposals should be limited to eight (8) pages and should answer the following questions:

1. What is the product or service and what does it do?
  - Provide a clear description of the product or service.
  - Explain the features of the product or service.
2. How is the product/service unique and/or innovative?
  - Describe how it is different or innovative from what exists in the market today, new features or functions it offers that currently are not available, benefits the target customers will receive as a result of the features or functions.
3. What is the current state of the technology?
  - Describe the technology and what it does (NOT how it works).
  - Discuss where it is in the development phase.
  - Identify the steps needed to get to a prototype and how much it will cost.
4. What is the likely intellectual property (IP) protection for the product/service idea?
  - Describe status of patents (if applicable), including who owns them and the licensing terms.
  - Include discussion of copyrights and trademarks.
  - Be careful not to disclose anything proprietary not yet patented.
5. What need does the product/service address in the market?
  - Describe the problems being faced by customers that will be solved by the product/service.
  - Explain how the technology is being uniquely applied to solve the needs of the target market.
6. What are the barriers to entry associated with this market?
  - Discuss obstacles that may be encountered when trying to enter the market with this product/service (e.g., investment required, economies of scale, governmental regulations, environmental issues, customer loyalty, etc.)
7. Who are the first customers and what are they like?
  - Identify the market segments
  - Discuss your entry into the market and growth strategy
  - Provide a description of the customers and what will drive the typical customers towards your product/service
8. What is the estimated total size of the initial customer group? Will this segment be adequate to support the business associated with the product/service idea?
  - Discuss the size of the total market and the target market (in either rupees or unit sales) along with its growth.
  - Identify trends (e.g., growth, regulatory, consumer, etc.) that will help sustain the market over time.
9. Who are the current competitors in the market?
  - Describe who they are and their strengths
  - Identify their weaknesses that can be exploited by your product or service.
  - Explain how your product or service is different and better than competitive offerings.
10. How will you use funds that are given to the business?
  - Describe the milestones you need to achieve and over what timeframe
  - Outline how much money it will take to achieve each of the milestones
  - Please provide a detailed venture schedule

## Evaluation

- 1) Each Business Plan submission will be evaluated based on:
  - a) Strength of the innovation proposition
  - b) Potential market size and opportunity for sustainable revenues/earning
  - c) Ability to differentiate proposed business concept from its competition
  - d) Potential viability of the proposed new business

## Selected Finalists - Pitch

- 1) Selected Finalists will be invited to give a twenty (20) minute oral presentation of their business plan followed by a ten (10) minute question and answer session with the panel of expert judges.
- 2) Judges will select the winners based on the merits of the proposal and the quality of the oral presentation.