



## Institute of Business Management & Research

Presents **evolve**

### BUSINESS PLAN COMPETITION

Let's break through the barriers to future

Institute of Business Management and Research (IBMR), IPS Academy Indore, has always endeavor to impart quality education and practical training that will help students in preparing themselves for the challenges of the competitive corporate arena. The emphasis is on the cultivation of a mindset that helps students to become proactive learner and positive catalyst to change.

Following this tradition, of a comprehensive student development & imparting skills & proper attitude along with knowledge, IPS Academy has taken various initiatives to promote entrepreneurship among young minds. IPS Academy has setup Entrepreneurship Cell & Incubation center to support & guide students for starting up.

**E-Cell Vision:** To establish ourselves as a complete Incubation Centre providing support across all facets of entrepreneurship and throughout all stages of entrepreneurial ventures.

**E-Cell Mission:** To bring the brightest ideas from around the world to the forefront by organizing timely Entrepreneurship Challenges assuring exposure to budding entrepreneurs.

To foster and sustain the spirit of Entrepreneurship amongst people across the world and provide them with a platform to convert their ideas to businesses.

E-Cell at IPS is an endeavor to provide every individual who desires these three ingredients at the same time and at the same place. Its aim is to create the requisite support structure that an individual needs in his quest for the unknown and unexplored zone of entrepreneurship.

#### RULES

- A team should comprise of at least two members and a maximum of four members.
- No student can be a part of more than one team.
- One team cannot submit multiple entries.
- Two Categories exist viz. Undergraduate, Postgraduate (including Research Scholars)
- Teams which have registered their company/startup before 1st Jan 11, are not eligible to participate
- There is no restriction on the number of teams from an institute/organization.
- Entries must contain the original work of participants.
- The teams should strictly adhere to the deadlines mentioned.
- The decision of the judges will be final and binding.
- The organizers hold the right to cancel or withdraw any prizes / prize money / certificates at any point in time.
- The teams, under no circumstances, are allowed to contact any E-Cell sponsors, knowledge Partners or mentors; failing their entries/prizes stand cancelled.

Additional instructions to the teams that get selected in phase-1 will be communicated in an ongoing basis as the event proceeds.



The final shortlisted 10 teams for presentation round should come with Power point presentation saved in a storage drive. Each team will be provided maximum of 15 minutes to present their plan in front of jury, followed by Q & A.

**For the executive summary Submission:**

- The document can be of a maximum of three pages excluding the cover page and rules page.
- Entries to be mailed to [evolve.bplan@ipsacademy.org](mailto:evolve.bplan@ipsacademy.org)
- This entry also serves registration purpose.
- Font details: Times New Roman, Size12, Single Line spacing.
- The cover page should contain team member’s details, college name & contact details (Mobile numbers & Email Ids)

**Table 1:** Sector of business plan from any of the below

Education	Environment	Banking & Finance	Energy
Travel & Tourism	Social Entrepreneurship	Rural & Agri-business	Technology
Knowledge Solutions	Information systems	Information Technology	Healthcare
Healthcare & Pharma	Media & Entertainment	Food & Beverages	Retail
<b>Other Services</b>	<b>Other consumer goods</b>	<b>Other hi-tech products</b>	<b>Others</b>

**Guidelines**

The event will proceed in three main stages as mentioned below:

**Stage I - Submission of Executive Summary & Team Registration**

- Registration of a team is confirmed once they submit the executive summary document.
- Refer to the [Rules](#) section for information on submission process of Executive Summary.
- Entries should reach [evolve.bplan@ipsacademy.org](mailto:evolve.bplan@ipsacademy.org) by 5th Feb 2012

**Stage II –Announcement of Short-listed Teams & Webinar for entry into final round**

- 20 Teams from various categories will be short-listed for this Phase on 6<sup>th</sup> Feb and all shortlisted teams will be informed by mails only.
- The 20 shortlisted teams will need to participate in a webinar session on 8<sup>th</sup> Feb. The webinar session will be conducted through Facebook by Judges.
- Short-listed teams would be expected to submit their Final Business Plans by 9<sup>th</sup> Feb
- The business plan to be submitted should not be more than 20 pages excluding appendix & should be in PDF

**Stage III - Announcement of Finalists & Presentations The second round result will be announced on 10<sup>th</sup> Feb 2012.**

10 teams from various categories will be short listed for the final round.

Other details for Final Presentations of the Business plan will be communicated to the finalist teams.

**Timelines**

Stage I	Last date for Team Registration and Submission of Executive Summaries	5 <sup>th</sup> Feb 2012
Stage II	20 Short listed Teams Intimation ( First round result announcement)	6 <sup>th</sup> Feb 2012
	Webinar session through Facebook	8 <sup>th</sup> Feb 2012
	Deadline of Final Business Plan report submission	9 <sup>th</sup> Feb 2012
	Announcement of top 10 teams for presentation round	10 <sup>th</sup> Feb 2012
Stage III	Final Presentation of Teams in IBMR IPS Academy, Indore	Feb 15 <sup>th</sup> 2012

**ACCOLADES**

**1st Prize: worth INR 10,000 2nd Prize: worth INR 50,00 Consolation Prize: INR 3000**

- All the finalists will receive Certificates.
- Potential “**Incubation Facility**” for the Deserving Team sponsored by Tekincube, IPS Academy.
- Chances to get funding of Rs.25 lack from Tekincube, IPS Academy
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