

PRATISHTHAN - A Business Plan Competition

Pratishthan, the national level B-Plan competition, welcomes future entrepreneurs with promising business ideas to compete and win prizes at Symbiosis Institute of Business Management, Bengaluru. We evaluate to appraise the entrepreneurial process starting with pre-venture stage and understand the aspects of creating & presenting a new venture business plan. The strikingly interesting part is the opportunity we are giving to the participants on how to improve their B-Plans before the day of the competition arrives. With the input from our judges and mentors, our aim is to help you convert your vision to a venture.

Eligibility Criteria

- Only students from undergraduate/postgraduate levels are eligible to apply.
- Each team should have either 2 or 3 participants.
- The team members should be from the same institute.

For deadlines, refer to Table 1.

Round 1: Registration and Submission I

- There will be online registration and submission of an Executive Summary and a detailed B-Plan.

<i>Executive Summary</i>	<i>B-Plan</i>
<ul style="list-style-type: none"> • It should not exceed 2000 words. • Font: Times New Roman • Size: 12 • Line spacing: 1.5 	<ul style="list-style-type: none"> • It should not exceed 5000 words (20 pages). • Font: Times New Roman • Size: 12 • Line spacing: 1.5
<p>The teams have the freedom to write it in any way they prefer. One suggestion could be -</p> <ul style="list-style-type: none"> • Problem Identification • Solution/Value Proposition • Target Market analysis • Marketing & Operational strategies • Business Canvas 	<p>The teams have the freedom to write it in any way they prefer. One suggestion could be -</p> <ul style="list-style-type: none"> • About your company • Problem Identification • Solution/Value Proposition • Target Market Analysis • Your business model/USP • Marketing & Operational strategies • Financial Projections

Round 2: Shortlisting and Feedback

- After shortlisting participants for the next round, our mentors will review the detailed B-Plans and provide them with feedback on their B-Plans for further improvement, if any. The intention is to increase the competition level so as to bring the best out of the best ideas.
- For the final day of the competition to be held at Symbiosis Institute of Business Management, Bengaluru, participants should come prepared with an Elevator Pitch (not exceeding 2 min; no PowerPoint Presentation required).
- Each team should send its final version of B-Plan in PowerPoint presentation (not exceeding 20 slides).
- Participants should keep in mind that there will be surprise rounds on the final day of the competition.

Table 1

Task	Deadline
Online registration	5 th January, 2017
Submission of Executive Summary and detailed B-Plan	5 th January, 2017
Result of Shortlisted Teams	7 th January, 2017
Feedback on B-Plans to Shortlisted Teams	10 th January, 2017
Submission of Final B-Plans	16 th January, 2017
Elevator Pitch, B-Plan Presentation and Surprise Rounds	20 th January, 2017

All the submissions are to be sent to the email id: apc@sibm.edu.in

General Rules

- Participation in all rounds of *Pratishthan* is mandatory, unless eliminated.
- Participants must be in business formals at all times during the event.
- Participants must mandatorily carry their own laptops, USB drives, normal/scientific calculator and internet dongles.
- Participants must carry their original college ID cards and valid Government photo ID (PAN, Driving License, Passport, Aadhar card) for the process of registration/accommodation purposes.
- If a participant does not have an ID, a bonafide letter duly signed by the Head of the Department, with the details of the participants, must be carried.
- Participants are requested not to leave the campus until the final results are declared.
- Participants should strictly adhere to the rules of the event and all decisions made by the judges shall be binding and irrevocable.
- The proposed plan by the participants would be verified for originality and participants would be disqualified if found otherwise.
- Any changes in the event structure will be at the discretion of the event coordinators.