



**KALINGA
UNIVERSITY**

RAIPUR | INDIA



**KALINGA INCUBATION
FOUNDATION**



IDEATHON 4.0

Business Plan Competition 2024

22nd -23rd November 2024

ABOUT IDEATHON

What is Ideathon 4.0?

Kalinga University seeks to nurture creativity and entrepreneurial skills amongst early-stage entrepreneurs. IDEATHON 4.0 is a platform for university and college students across the globe to develop their business ideas and compete for the opportunity to win cash prizes and certification. Kalinga University helps you to bring your idea from concept to pitch.

Vision: IDEATHON 4.0 aims to develop start-ups for creating a successful start-up, vibrant, and inclusive society.

Mission: To inspire students to adopt entrepreneurial endeavours to develop their innovation, work on profitable and socially responsible projects and adhere to high ethical standards.

Who Can Participate in IDEATHON 4.0?

The Students of Colleges/Universities (UG, PG, and Research Scholars) across the globe can participate.

Themes

- ▶ Digital Finance, Social Banking and Micro Finance.
- ▶ Smart Lifestyle & Sustainable Development.
- ▶ Food Agriculture and Rural Development.
- ▶ Environmental Issues, Waste Management, Clean Energy & Alternate Fuel.
- ▶ Swachhata Initiatives, Health Care, Hygiene.
- ▶ Smart Transportation and Traffic Management, Smart City and Urban Development.
- ▶ Scientific and Technological Developments.
- ▶ Education and Online Teaching-Learning System.
- ▶ Hospitality, Travel and Tourism.
- ▶ E-Governance, E-Commerce and Digital Marketing.
- ▶ Robotics, IoT, ICT, Cyber Security Systems, Blockchain, Cognitive Computing, AI and ML.
- ▶ Any Other Area Like Fashion, Art, Entertainment, Retail Etc. (Please Specify)

How To Apply

Click the Link to register:

<https://forms.gle/SGNUrKzfwfaGPtdS6>

OR

SCAN TO PAY



Note - Accommodation facility is available on a chargeable basis: INR 1800/- for 2 days inclusive of food (Air-cooled room for 4 students, 3 meals per day & other amenities).

Fill out your details and register yourself to participate in IDEATHON 4.0.

Registration fee has to be paid by using the QR Code and Accounts details in the registration form.

- ▶ **Indian Participants: INR 699/- (per team)**
- ▶ **International Participants: \$10 (per team)**

▶ **In Round 1** – The individuals/teams have to register themselves through the registration link after making the payment of Rs. 699/- OR \$10. All registered individuals/teams will share their Business Plan in the PDF format (maximum 20 pages). The email address for submitting the plan: ideathon@kalingauniversity.ac.in.

The Business Plan to be made as per the given template.

A Panel will screen the submitted Business ideas and will choose the finest ones for the second round.

▶ **In Round 2** – All selected individuals/teams have to present their detailed business plan in front of the panel members.

Note:

→ Maximum presentation time: 15 Minutes per team

→ Maximum No of members in a team: 5

Panel will decide the best business plan. The winners of Round 2 will receive cash prizes and the best ideas as deemed by the panel will also receive Incubation opportunities from Kalinga University, Naya Raipur.

Business Plan Template

Here is a basic template that any team can use when developing its business plan:

Section 1: Executive Summary

- ▶ Basic introduction of the company.
- ▶ Present the company's mission and vision.
- ▶ Describe the company's product and/or service offerings.
- ▶ Give a summary of the target market and its demographics.
- ▶ Summarize the industry competition and how the company will capture a share of the available market.
- ▶ Give a summary of the operational plan, such as inventory, office labour, and equipment requirements.
- ▶ Describe the technological adoption and IPR issues.

Section 2: Industry Overview

- ▶ Facts explaining present industry scenarios.
- ▶ Describe the company's position in the industry.
- ▶ Describe the existing competition and the major players in the industry.
- ▶ Provide information about the industry that the business will operate in, estimated revenues, industry trends & government influences.

Section 3: Market Analysis And Competition

- ▶ Define your target market, their needs, and their geographical location.
- ▶ Describe the size of the market, the units of the company's products that potential customers may buy, and the market changes that may occur due to overall economic changes.
- ▶ Give an overview of the estimated sales volume vis-à-vis what competitors sell.
- ▶ Give a plan on how the company plans to combat the existing competition to gain and retain market share.
- ▶ Conduct a SWOT analysis.

Section 4: Sales And Marketing Plan

- ▶ Describe the products that the company will offer for sale and its unique selling proposition.
- ▶ List the different advertising platforms that the business will use to get its message to customers.
- ▶ Describe how the business plans to price its products in a way that allows it to make a profit.
- ▶ Give details on how the company's products will be distributed to the target market and the shipping method.
- ▶ Explain the major bottlenecks the company will face and how the company plans to overcome them.

Section 5: Management Plan

- ▶ Describe the organisational structure of the company.
- ▶ List the owners of the company and their ownership percentages.
- ▶ List the key executives, their roles, and remuneration.
- ▶ List any internal and external professionals that the company plans to hire and how they will be compensated.
- ▶ Include a list of the members of the advisory board, if available.
- ▶ Mention the major highlights of the company's HR policy.

Section 6: Operating Plan

- ▶ Describe the location of the business, including office and warehouse requirements.
- ▶ Describe the labour requirement of the company. Outline the number of staff that the company needs, their roles, skills training needed, and employee tenures (full-time or part-time).
- ▶ Describe the manufacturing process and the time it will take to produce one unit of a product.
- ▶ Describe the equipment and machinery requirements, and if the company will lease or purchase equipment and machinery, and the related costs that the company estimates it will incur.
- ▶ Provide a list of raw material requirements, how they will be sourced, and the main suppliers that will supply the required inputs.

Section 7: Financial Plan

College/University Students (UG, PG, and Research Scholars)

- ▶ Describe the financial projections of the company by including the projected income statement, projected cash flow statement, and the balance sheet projection.
- ▶ Fundraising from Venture Capitalists, etc.
- ▶ Details of loans/debt and sources.

Section 8: Appendices And Exhibits (optional)

- ▶ Quotes of building and machinery leases.
- ▶ Proposed office and warehouse plan.
- ▶ Market research and a summary of the target market.
- ▶ Credit information of the owners.
- ▶ List of products and/or services.
- ▶ Sources and Uses of Funds.

LIST OF REPUTED INSTITUTIONS WHO PARTICIPATED:

Manipal
Bangalore

IIT
Guwahati

IIT
BHU

IISCR

SRM

IIIT
Pune

Delhi
University

NIT
Hamirpur

MANIT
Bhopal

La Trobe
University,
Melbourne,
Australia

Christ
University
Bangalore

IIM
Ahmedabad

IIM
Bangalore

IIT
Kharagpur

University
of
Mumbai

University
of Madras

SKUAST,
Kashmir

Chandigarh
University

Cash Rewards

Winning Team **INR 25,000/-**
First Runner-up **INR 15,000/-**
Second Runner-up **INR 10,000/-**
Third Runner-up **INR 5,000/-**

Important Dates

Round 1 Registration Start Date: **04/09/2024** | Closing Date: **15/10/2024**

Last Date for Submission of Business Ideas: **04/11/2024**

Announcement of Shortlisted Teams: **15/11/2024**

Presentation of Business Plan (Online/Offline): **22/11/2024 & 23/11/2024**

Result Announcement: **23/11/2024**

*Terms & Conditions: The teams should get a minimum score of 50% to be eligible for the reward.

GLIMPSE OF PREVIOUSLY HELD IDEATHON



LEVELS OF SPONSORSHIPS

PARAMETER	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Sponsorship Amount	INR 1,00,000/-	INR 50,000/-	INR 25,000/-
Brand Promotion	Promotion as Title Sponsor on all Fest Related Material/Regular Announcements about Title Sponsors, Entrance Gate branded completely by Title Sponsors, Slideshows through projectors, Privilege to organise an event on location (T&C apply).	Backdrop, Posters on the University's Notice Boards & other Regular Announcements throughout the Fest Collaterals	Backdrop/ Regular Announcements throughout the Fest.
Booth Space/ Canopy	2	2	1
Standees	5	3	1
Digital Media	Prominent Display	Prominent Display	Basic Display
Branding at Website	Banner Display	Banner Display	Banner Display

To learn more about the available sponsorship packages and the associated benefits, please contact our Sponsorship Coordinator at [ideathon@kalingauniversity.ac.in] or [+91-7024116975]. We are more than happy to customise a sponsorship plan that aligns with your marketing and promotional goals.

Let's come together to celebrate excellence, innovation, and diversity at Ideathon 2024. Your sponsorship will not only make a significant impact on our event but will also leave a lasting impression on the minds of all participants. Thank you for considering our proposal. We look forward to the possibility of collaborating with your esteemed brand.

CONVENOR

Ms. Shinki K. Pandey

HoD, Faculty of Commerce & Management, Kalinga University

CO-CONVENORS

Ms. Deepti Patnaik

Assistant Professor,

Faculty of Commerce & Management, Kalinga University

Mr. Bipin B. Pradhan

Assistant Professor,

Faculty of Commerce & Management, Kalinga University

Mr. Satvik Jain

Assistant Professor,

Faculty of Commerce & Management, Kalinga University

Mr. Tushar Ranjan Barik

Assistant Professor,

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SCAN THE QR CODE



IDEATHON WINNERS

IDEATHON 2.0

BUSINESS PLAN COMPETITION 2022

WINNER

₹ 25,000/-



MR. AHMER BASHIR SHAH

Shere Kashmir University of
Agricultural Sciences and Technology
of Kashmir

1st RUNNER UP

2nd RUNNER UP



₹ 15,000/-

MR. PRESHIT GUJAR
College of Engineering, Pune



₹ 10,000/-

MR. AMAN SINGH
IIT BHU

3rd RUNNER UP

₹ 5,000/-



MR. AKASH PATEL
NIT, Andhra Pradesh



MR. AMAN KUMAR
MANIT, Bhopal



MR. ANUJ PRAJAPATI
MANIT, Bhopal



MR. ANURAG DUBEY
MANIT, Bhopal

IDEATHON 3.0

The Winners of the Competition in the School Category:



Mr. Deepansh Sabharwal

Team Algorithm Alchemist (St. Francis School, New Delhi) - Winner



Mr. Rishi Ahuja



Mr. Atharva Mishra

Team Inno Vision
(KPS, Naya Raipur) - Runner Up

The Winners of the Competition in the College Category:



Mr. Rutvik Dnyaneshwar Mehenge
Team VacSaver (Trinity College, Pune) - Winner



Mr. Sanjiv



Mr. Kishor

Team Pip Install (St. Joseph College, Chennai) - 1st Runner-Up



Ms. Sneha



Ms. Sanjana



Mr. Partha Majumdar

(Kalinga University, Naya Raipur) - 2nd Runner-Up



Mr. Karnayina Nikhil Sai



Mr. Munagala Hemanth Kumar



Ms. Sathvika



Ms. M. Vedavathi Sai Priya

Team Stylin (NIT, Agartala) - 3rd Runner-Up