

Ideathon 2.0

BUSINESS PLAN COMPETITION, 2022

ORGANIZED BY:

FACULTY OF COMMERCE & MANAGEMENT

Start Date:
16.11.2022

End date:
18.11.2022

VISION:

IDEATHON 2.0 aims to develop start-ups for creating an innovative, vibrant and inclusive society.

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ABOUT IDEATHON 2.0

Kalinga

University, seeks to nurture creativity and entrepreneurial skills amongst early-stage entrepreneurs.

Ideathon

2.0 is a platform for school and college students 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.

MISSION

Inspire

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

IDEATHON 2.0 CATEGORIES

Category A

SCHOOL STUDENTS

From Class

9th to 12th

Category B

COLLEGE /UNIVERSITY

STUDENTS

Under Graduate Program,
Post Graduate Program &
Research Scholars



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SUGGESTED THEME AREAS

- ☐ Digital Finance and Banking
- ☐ Cyber Security
- ☐ Blockchain and Data Security
- ☐ Smart Lifestyle
- ☐ Digital Marketing
- ☐ Sustainable Development
- ☐ Creative and Design Thinking

- ☐ Artificial Intelligence and Machine Learning
- ☐ Social Banking and Micro-finance
- ☐ Food, Agriculture and Rural Development
- ☐ Clean Energy and Alternate Fuel
- ☐ Clean Water and Water Management
- ☐ Environmental issues and Waste Management
- ☐ Sports Management and Technology
- ☐ Smart Transportation and Traffic Management
- ☐ Smart City and Urban Development
- ☐ Social Issues and Security System
- ☐ Scientific and Technological Developments
- ☐ Education and Online teaching-learning System
- ☐ Hospitality, Travel and Tourism
- ☐ E-Governance, E-Commerce and Digital Marketing
- ☐ Robotics and Drones
- ☐ ICT, Cyber security systems, blockchain, cognitive computing, AI and ML
- ☐ IoT based Technologies
- ☐ Any other area like Fashion, Art, Entertainment, Retail and Banking, etc. (Please specify)

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BUSINESS PLAN TEMPLATE

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

SECTION 1 - EXECUTIVE SUMMARY

- Basic Introduction to 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 and labour, and equipment requirements.
- Describe about the technological adoption and IPR issues.

SECTION 2 - INDUSTRY OVERVIEW

- Facts explaining present industry scenario.
- 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 as well as the demographics of the target market.

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 about the major bottlenecks to be faced by the company and how the company plans to overcome them.

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BUSINESS PLAN TEMPLATE

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

SECTION 5 - MANAGEMENT PLAN

- Describe the organizational 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 HR policy of the company.

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

Category A – School Students (IX-XII)

- Describe the financial projections of the company (Must include Income Statement, Balance Sheet, Cashflow Statement and Funds Flow Statement)

Category B – College/University Students (UG, PG, Research Scholars)

- Describe the financial projections of the company, by including the projected income statement, projected cash flow statement, and 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.

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HOW TO APPLY





LOGIN :

Fill in your details and register yourself to participate in IDEATHON 2.0 by scanning the QR Code given on page no. 15

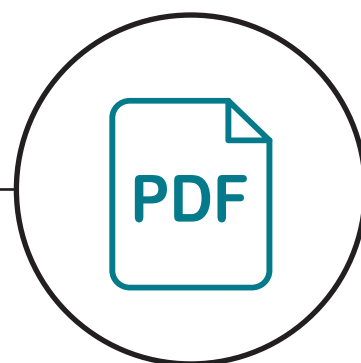
ROUND 1

All registered teams will share their Business Plan in the pdf format (maximum 50 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.



ROUND 2

All selected teams have to present their detailed business plan in front of the panel. (Maximum Presentation Time: 30 Minutes per team)

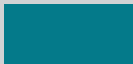

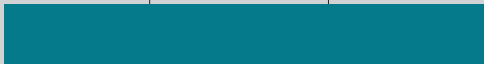
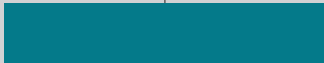
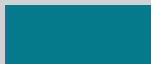
Panel will decide the best business plan team from both the categories Category A (School) and Category B (College/ University).

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



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TIMELINE AND PROCESS GUIDE

MONTH/DATE	27/09	25/10	05/11	16/11	17/11	18/11
Registration start date						
Last date for submission of Business Ideas						
Announcement of shortlisted teams						
Presentation of Business Plan (Online/Offline)						
Result announcement						

CASH REWARDS



₹ 25,000



₹ 15,000



₹ 10,000



₹ 5,000

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TEAM**ORGANIZED BY**DR. ABHISHEK TRIPATHI

Dean, Faculty of Commerce & Management,
Kalinga University

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FOR REGISTRATION

Scan the QR Code



Notes

Accommodation facility is available on a chargeable basis : Rs 1800/- for 3 Days inclusive of Food (Air Cooled Room- 4 Students/Room, 3 Meals per day & other amenities).



THANK YOU.

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