

Business Plan Showcase

Rules and Regulations

1. The event will be held in 3 stages. The first two rounds will involve online submissions while the third round will be held on campus at IIM Ahmedabad on the 6th of February, 2009.
2. A minimum of two members must be part of the team. There are no constraints on the maximum team size though it is recommended that only founders of the project are mentioned in the entry as this will be an evaluation criterion for the judges.
3. Each team can send in only one entry and no person can be a part of two different teams.
4. Existing business must be registered and headquartered in India.
5. All entries must be composed by and be the original work of the team members and must not violate the rights of any third party.
6. Entries of businesses with around/over a year of operations or proof of concept will be preferred by the evaluators.
7. The intellectual property of the participants will remain protected unless the party enters into any legal obligations with judges/investors as part of receiving funding. Also, IIM-A may, after consultation with the participants, publish a summary of entries making it to the final round in any medium (radio, television, Internet or other).
8. Students and working professional from different institutes/organizations can come together to form team(s).
9. There is no registration fee for sending in entries in the first round. The final teams shortlisted to present in the third round at IIM Ahmedabad will be required to make a payment of INR 2,000.
10. Two people from amongst the founding team members must be appointed to present to the investors at IIM-A.
11. Participants will have to bear all expenses including, but not limited to: all costs of transportation to IIM-A, taxes of any kind and personal expenses. Select meals and beverages will be served by IIM-A,
12. Should a team make any false statement, they shall be automatically disqualified from the contest.
13. By entering this contest, all entrants agree to abide by the contest rules which shall be applied by the IIM-A. All its decisions are final.
14. Stage wise rules are mentioned below.

Queries

Please direct all queries to Leverage@iimahd.ernet.in

LEVERAGE

The Venture Capital & Private Equity Conference, IIM-A



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AHMEDABAD

6th & 7th Feb, 2009

Event Coordinators

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Stage 1 –Executive Summary

Registration

Register for the event by sending in an executive summary as per the format guidelines given below. You would receive a mail confirming the acceptance of your entry within 24 hours.

Format of Executive Summary

All entries should be in word (.doc - Word 97-2003) or pdf format. They should be in Arial or Garamond font with a font size of 12 and minimum line spacing of 1.15

The first round entry should contain the following sections.

- A **one page cover sheet** which contains information such as the business title, names of team members, contact information, email addresses etc.
- A **one page team profile** which should include educational background, experience, presently working /studying/other and all other such information regarding the team It should address questions like - What makes the team capable of executing the plan successfully? What are the key skill sets each member brings? What is the nature of involvement of the key people?
- An **executive summary of maximum three pages**. Guidelines for this section are given below. It may include any tables/figures as well (within the three page limit). At this stage, we expect an introduction to the plan and the second stage would expect a more detailed business plan.

Entries not adhering to this format would be disqualified. Entries should strictly follow the page limit.

Please include the following sections in the three page executive summary. This is the preferred structure of the entry suiting our pattern of evaluation. If you think it's limiting the expression of your ideas, you're free to add more information.

- **Overview**
 - Problem that the idea is solving
 - Competitive edge you have over other substitutes in the market
- **Concept: Product/Service Description**
 - Detailed description of the product or service that your team is trying to sell
 - Uniqueness and innovativeness
 - How will the product/service be manufactured/developed and delivered

- Projected financials – income statement, cash flows, sources of funding, returns etc.
- **Major Threats and Critical Factors**
 - Critical success factors with respect to the venture
 - Response plan to adverse scenario in these critical areas
- **Marketing Plan**
 - Potential customer segment targeted and total market size
 - Marketing plan
 - Competitor analysis
- **Financing Requirements**
 - Total funding needed
 - Funding resources currently available
 - Key needs and requirements of the business
 - Returns projections
- **Other Requirements**
 - What other kind of assistance is the team looking for – e.g. access to customer base/ operational advice/ finance function talent?

Criteria for shortlisting

The following primary criteria will be applied while drawing the shortlist for entries into the next round:

- Clarity of concept – i.e. whether the product/ service concept is well defined; if the product is live/ there is a working prototype, whether it is adequately designed.
- Clear identification and size of addressable market – whether the target customers are clearly identifiable and of a sufficient size so as to provide a reasonable return on investment.
- Team capability – i.e. credentials of team members to play a significant role in the execution/ continued execution of the business idea (weaknesses that can be typically addressed by investor capability – e.g. affording market reach – will be ignored)
- Severity of risk factors – i.e. the extent of vulnerability of the business to external factors, both controllable and uncontrollable
- Secondary criteria (i.e. aspects that are important but can be refined in negotiations with potential investors):
 - Clarity of financing requirements and related terms.
 - Clarity of other requirements.

Deadline

All entries must be mailed to Leverage.Showcase@iimahd.ernet.in strictly before **23:59:59, 10th January, 2009**. Teams shortlisted after Stage 1 would be notified by the 17th of January, 2009



Stage 2 - Business Plan Submission

Shortlisted teams will be asked to submit their expanded business plan entries. All entries should be in word (.doc - Word 97-2003) or pdf format. They should be in Arial or Garamond font with a font size of 12 and minimum line spacing of 1.15. The page limit for the document will be 10 pages.

The key criterion for shortlisting of entries for the final round will be overall robustness of the business plan as determined using a more stringent standard (as compared to Stage 1).

Other rules will be intimated to the teams after they clear Stage 1.

Deadline

The final Business Plan document must be submitted by **Wednesday, January 24th, 2008, 23:59:59 hrs.** All entries must be mailed to Leverage.Showcase@iimahd.ernet.in.

Teams selected after stage 2 will present their business plans to a panel of industry experts and Venture Capitalists at IIM Ahmedabad on February 6th, 2009. Teams would also be required to submit their final presentations before arriving on campus.