

Rulebook

*The following are the required details to be included in the business plan. Additional information can be added as required.

*A Power Point Presentation will also be required for pitching purpose.

1. Cover Page

- Name of the company
- Nature/Market of Business
- Name of team members

2. Table of contents

3. Executive Summary

The summary of the idea must be presented in at least two pages.

It must include what the idea is, what problem it is solving and why the idea is more efficient than other similar existing ideas.

Additional information can be added as required by the idea.

The following questions must be necessarily addressed:

- Problem
- Solution
- Uniqueness

4. Description of Product and Service that is provided

Details about your idea, product or service, must be expanded beyond what has already been mentioned in the summary.

Description of how your product or service is unique and how you plan to position it in the market must also be stated.

Details on how the product or service will develop in the future adapting to future necessities.

Justify feasibility of the product/service –

The feasibility of the idea will depend upon the timing of the idea, i.e. when the start-up is introduced in the market, the location or area where the start-up has been introduced or any other particular reason.

It may include a production plan, manufacturing processes required, materials and machinery required in case of a product based start-up.

5. Industry Analysis

Mention the business trends, technological trends and advances in your industry in the present.

An analysis of the competition and its effect on your start-up must also be mentioned.

Understand the demand in your industry by expanding on:

- Recent trends in the market
- Analysis of Competitors
- Market Forecast/Industry Demand

6. Marketing Plan

Details regarding pricing, distribution as well as promotion/marketing must be given.

Marketing Strategy–

How will you position your product/service in the market .

How it differentiates itself from its competitors and how the marketing reaches out to its intended customers should be explained clearly.

7. Operational Plan

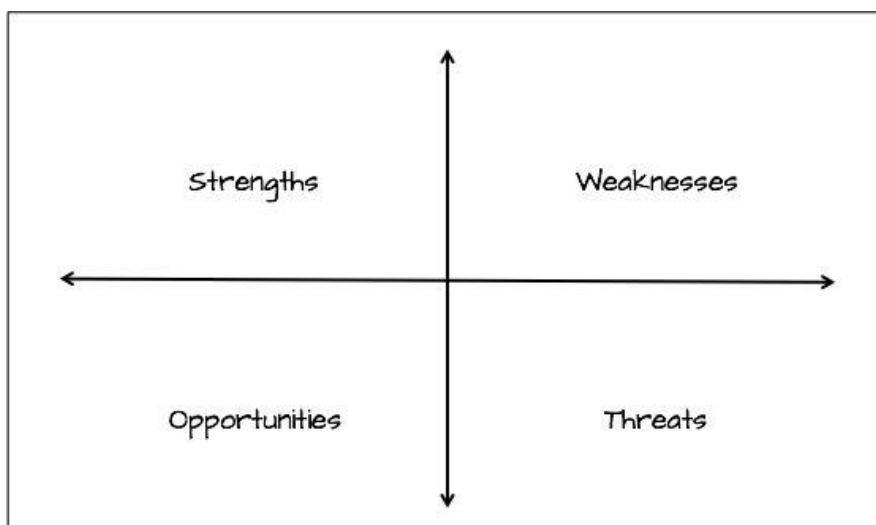
How your business will run and how your product/service will progress, must be described step by step.

If it is a product based start-up, details of how the product will be manufactured and sold at different stages need to be given.

Importance of geographical position of the company (if any)

- Description of company's operation
- Technology utilisation

8. SWOT Analysis



9. Financial plan

- Financial plan : 1 year in detail and 5 years estimate.
- *Breakeven point*: The break-even point is the point at which cost or expenses and revenue are equal: there is no net loss or gain, and one has "broken even."

10. Exit strategy

How do you plan to exit the business without any loss to investors, co-workers and customers must be explained.

11. Appendix (if any)

Appendix may include the following:

- Market research data
- Contracts
- Feedbacks
- Documentation of information
- Price list
- Prototypes