



AMITY UNIVERSITY

— UTTAR PRADESH —

AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT

Amity Youth & Innovation Forum

Presents



at

Amity University Uttar Pradesh, Sector 125, Noida

OBJECTIVES

- Educate and equip potential and early stage entrepreneurs across the nation to craft an innovative business plan
- Connect potential entrepreneurs to peers, mentors, incubators and angel investors
- Catalyse a culture shift to encourage entrepreneurship
- Foster social entrepreneurship and grassroots innovations
- Encourage participants to identify, innovate and nurture the skills for new ventures
- Promote Entrepreneurship among Women
- Make participants learn to speak the language of business and understand the probable challenges

TRACKS FOR BUSINESS PLAN

In the present socio- economic environment, the nation is going through many challenges in the area of economic disparity, health care, clean energy, sanitation, infrastructure, child labor, hygiene population control, ignorance, illiteracy, poverty, bias- gender/caste, etc. Business plans not limited to the above stated scenarios but also the startups initiated during pandemic are invited for presentation at Online Lakshya 2020. Desirous candidates may also opt for any sector related to the theme and sub themes of ICEIL'2020. For this, please refer ICEIL'2020 website: www.amity.edu/iceil

Major tracks shall be:

- Agriculture & Food Processing
- Energy & Infrastructure
- Retail & Commodity
- Rural Development
- Technology - all sectors
- Social Entrepreneurship –Health care, hygiene, sanitation, nutrition etc.
- Skill Based Business Ventures
- Startups and Ventures created during COVID-19 Pandemic
- Others

RULES FOR B-PLAN COMPETITION

- Prospective participants must read and comply with all the rules of “Online Lakshya: B-Plan Competition”.
- Individual team can be comprised of one to three members.
- Each team can submit one plan for the competition.
- Team needs to be submitted Detailed Business Plan & One Page Executive Summary (not more than 500 words) at lakshya@amity.edu.
- Participants must fill the Registration Form and pay fee online at www.amity.edu/iceil

Format of Lakshya at a glance



IMPORTANT DATES

Lakshya –B-Plan competition will be rolled out in the below mentioned phases:

Last Date of Online Submission & Registration	:	15 th December 2020
Short Listed Candidates to be intimated	:	15 th December 2020
Inaugural & participation in Panel Discussion	:	17 th December 2020
Online B-Plan Presentation	:	18 th December 2020
Valedictory Function cum Award Ceremony	:	19 th December 2020

Day II: Sectorial Presentation

Here the candidates are supposed to submit a Detailed Business Plan Proposal in a word document in Times New Roman, font 12 size. It must express:

1. The idea
 - a. Who is it for?
 - b. What will it do?
 - c. Is it a new Concept? If no, what kind of competition is existing? What are they offering? How is your product/ service going to be different/ unique?

2. Intended Customers and Market
 - a. Which are the potential markets?
 - b. Any unique features? Explain?
 - c. Is there enough demand?
 - d. Can customers afford it?
 - e. Why will they buy it?
 - f. If you have competitors, how are you going to sell your offerings?
3. Discuss the core competencies and the role of the Team Members
4. Sustainability and eco-friendliness of Business Idea.
5. Financials – Cash Flow, Balance Sheet and Break Even

Individual teams will present their Business Plans to the team of Judges comprising of academia, ministry personnel and venture capitalists the **Observer**. The teams will present their Business Plan in ppt format comprising of one slide each of above mentioned points on MS Teams Platform.

Instructions for the Presentation

- The shortlisted participants shall be invited on MS Teams of Amity University to present their business plan to the jury comprising of successful entrepreneurs, internationally leading mentors on startups, venture capitalists and academicians.
- A primary contact person for each team must be identified.
- Contest entrants understand that the contest is a public competition and that all information disclosed by them will be kept confidential. Further, entrants give permission to the ACED to use the materials they submit for educational purposes.
- Powerpoint presentations should be limited to 5 slides. It is recommended that presentations cover market, value proposition and product, competition, financials (financing needs, projections), timeline, and team.
- Presentation schedule - each team will be given 7 minute for presentation to a panel of judges (with no questions or interruptions). The panel will then have 03 minutes to ask questions and provide some on-the-spot feedback and reactions. All time limits will be strictly enforced.

Submission Pattern

Design the B-Plan in the following framework:

- Executive Summary
- Name/Company Details
- Concept/Brief Business Overview:
 - Whose/what problem is this solving?
 - What is the need that it is addressing?
 - Why is it important and what value it adds?
 - Product/Service Specification

- Technology
- USP / Competitive advantage
- Market Opportunity:
 - Target Market Segment
 - Addressable Market size
 - Potential Revenue per year/quarter
 - Geographies targeted and expansion plan
- Business Model:
 - Go-to-market strategy
 - Marketing Plan - Online/Offline
 - Sales Channel Development
 - Media Channels Used for Promotion
 - Advertising Mix used and money spent on each
- Manpower Planning:
 - Proposed Organizational Structure
- Competitive Analysis:
 - Competitive advantage
 - Existing / Potential Competition
- Go-To-Market:
 - Timeline and scope of product rollout
 - Target market for launch and the best way to reach them
 - Marketing communication plan
 - Sales channel strategy, sales targets
 - Risks and challenges
- Financial Projections: (for 3 years)
 - Cash Flow statement
 - Income Statement
 - Balance Sheet
- Motives For Business Plan :
 - What made you go for this venture and what's your motive?
 - Why do you think you will succeed?

FORMAT FOR SOCIAL ENTREPRENEURSHIP

You must specifically discuss, how you are addressing most of the following areas, but your plan does not need to excel in all of the areas to be considered.

- Community economic development
- Community involvement
- Environmental practices
- Governance
- Hiring and workplace practices
- Sourcing/Supply Chain

WHO SHOULD PARTICIPATE?

- Any student
- Student start – up
- Academicians
- Corporates / Entrepreneurs
- Research Scholars
- Alumni

PRIZES:

Prizes worth	Non-Collegiate / Start-ups	Collegiate		Women/Differently Abled
		Amity	Non-Amity	
1 st Prize worth Rs. 5 Lakh*	1	1	1	1
2 nd Prize worth Rs. 3 Lakh*	1	1	1	
3 rd Prize worth Rs. 2 Lakh*	1	1	1	

*Incubation & seed support which includes mentoring & networking (6 months incubation / 4 months incubation / 2 months incubation)

REGISTRATION FEE :

Academicians : Rs.5000/- per team

Corporates / Entrepreneurs : Rs.5000/- per team

Research Scholars : Rs. 2000/- per team

Alumni : Rs. 5000/- per team

Students : Rs.1500/- per team

Payment may be done at the time of registration at website – www.amity.edu/iceil

MENTORING TEAM

Prof. (Dr.) Balvinder Shukla, Professor Entrepreneurship &Leadership, bshukla@amity.edu.

Prof. (Dr.) Alka Munjal, Professor in Finance & Strategy, amunjal@mity.edu.

Prof. (Dr.) Neelam Saxena, Head, Amity Centre for Entrepreneurship Development, nsaxena@amity.edu.

Prof. (Dr.)Manoj Joshi, Professor of Strategy, Entrepreneurship and Innovation, mjoshi@lko.amity.edu.

Organising Committee

Chairperson: Prof. (Dr.) Neelam Saxena, Head, Amity Centre for Entrepreneurship Development, Amity University Uttar Pradesh, India, Mob. 9818998787, nsaxena@amity.edu.

Co-Chairperson: Prof. (Dr.) Nitasha Hasteer, Dy. Director – Academics, ASET, Amity University Uttar Pradesh, India, Mob. 9999100439, nhaster@amity.edu.

Co-Chairperson: Prof. (Dr.) Meera Singh, Professor and Head, Amity Entrepreneurship Cell, Amity University, Lucknow Campus, UP, India, Mob. 9838715736, msingh9@lko.amity.edu.

S.No.	Name	Email id	Contact No.	Sectors
1	Dr. R. Sujatha	rsujatha@amity.edu	9910735539	Retail & Commodity, Rural Development
2	Dr. Nidhi Gupta	ngupta2@amity.edu	9910218167	Agriculture& Food Processing
3	Dr. Ashish Mani	amani@amity.edu	9643249968 9219661545	Energy & Infrastructure
4	Dr. Sujata Pandey	spandey@amity.edu	9871543368	Technology - all sectors
5	Dr. Garima Agarwal	gagarwal@amity.edu	9818213655	Social

				Entrepreneurship – Health care, hygiene, sanitation, nutrition etc.
6	Ms. Nidhi Jain Mishra	njmishra@amity.edu	8826856085	Skill Based Business Ventures
7	Dr. Mahua Bhattacharjee	mbhattacharjee@amity.edu	9968655571	Startups and Ventures created during COVID-19 Pandemic
8	Mr. Ojasvi Babber	obabber@aii.amity.edu	9911310000	Incubation Support