



**AMITY UNIVERSITY**  
UTTAR PRADESH

**AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT**

**Amity Youth & Innovation Forum**

**Presents**

**Lakshya 2018**

**(A National Level Business Plan Competition for Students & Startups)**

**as a part of the**

**2<sup>nd</sup> International Conference on**

**Entrepreneurship Innovation & Leadership (ICEIL'2018)**

**19-21 December, 2018**

## The Challenge

**“When you find an idea that you just can’t stop thinking about, that’s probably a good one to pursue”**

Amity Youth and Innovation Forum along with NSIC organizes **LAKSHYA- A BUSINESS PLAN COMPETITION as a part of the 2<sup>nd</sup> International Conference on “Entrepreneurship Innovation & Leadership (ICEIL’2018)”** at Amity University Campus, Noida, U.P., India for students of Pan India on starting up their own venture. In higher education students needs to experience various facets of business ownership. At this stage of learning, the focus is on understanding the basics of our economy, the business opportunities that result and the need to master basic skills and competencies to be successful in a free market economy. The Event is a sequel to “Fostering Entrepreneurship”, providing the participants an opportunity to present their business idea.

**Lakshya is an Annual B-Plan competition** for budding student entrepreneurs and aspiring start-ups for nurturing their ideas from start-up to growth.

### **1. OBJECTIVES**

- To encourages students to create a unique business and carry the decision-making process through a complete business plan
- To make the students learn - to speak the language of business, and see the problems from the small business owner's point of view. This is particularly needed to develop the pupils holistically when they are being catered for career development and technical education.
- To enable students to actually experience the operation of a business.
- To motivate students to learn, innovate and nurture the skills of new ventures. Motivation to learn and a sense of individual opportunity are the special outcomes of this competition for a lifelong learning.
- To help serious students access real help

### **2. TRACKS FOR BUSINESS PLAN**

Business Plans are invited in the present socio- economic environment, the nation is growing through in the area of Population control, Ignorance, Illiteracy, Poverty, Bias- Gender/caste, Economic disparity, Health care, Clean Energy, Sanitation, Infrastructure, Child labor, Hygiene etc., These sectors are not the limited sectors. Desirous candidates can opt for any sector related to the theme and sub themes of ICEIL’2018. For this, please refer ICEIL’2018 website: [www.amity.edu/iceil2018](http://www.amity.edu/iceil2018).

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
- Others

### Who should participate?

- Any student/ start –up with a bright Idea of NCR
- Students/ start -up in Family Business who have yet another great Idea

### 3. RULES FOR B-PLAN COMPETITION

- Prospective participants must read and comply with all the rules of “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 send One Page Executive Summary and Detailed Business Plan by e-mail at [bplan@amity.edu](mailto:bplan@amity.edu)
- Any candidate who is submitting a B-Plan proposal for Lakshya has to determine the cluster representation and specify it in the subject bar.
- Participants must fill the Registration Form and pay fee online at [www.amity.edu/iceil2018/lakshya](http://www.amity.edu/iceil2018/lakshya)

## Format of Lakshya at a glance



## **Important Dates:**

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

Marketing & Advertisement	:	01 <sup>st</sup> October 2018
Online Submission & Registration	:	15 <sup>th</sup> November 2018
Skype Interview	:	26 <sup>th</sup> November 2018
Short Listed Candidates to be intimated	:	04 <sup>th</sup> December 2018
Detailed B-Plan Presentation	:	19 <sup>th</sup> December 2018
Final Presentation	:	20 <sup>th</sup> December 2018

### **Day I – 19<sup>th</sup> December 2018**

1. Inauguration
2. Phase I: Sectorial Presentation

### **Day II- 20<sup>th</sup> December 2018**

1. Short-listed Presentation

### **Day III – 21<sup>st</sup> December 2018**

1. Panel Discussion / Investors meet & Conference Participation
2. Valedictory Function cum Award Ceremony

### **Phase I: Sectorial Presentation**

Individual teams will present their Business Plans to the Panel of Judges comprising of academicians, ministry personnel and venture capitalists with a member of NSIC as the **Observer**. Here the candidates are supposed to prepare a brief synopsis of Business Proposal up to 500 words in a word document in Times New Roman, font 12 size. It must express:

1. The Idea
2. Intended customers and Markets
3. Why do you think this idea is unique?
4. Team

The teams will present their Business Plan in closed room presentation format. Shortlisted candidates will then have to compete within their cluster. Top three business plans will be selected from each cluster amounting to 18 teams. (6X3=18). This phase will be held in parallel session for one day in Amity.

Three shortlisted teams from each sector shall participate in the Phase II.

## **Phase II : The Final Business Plan**

The shortlisted participants shall be invited to the Amity University Campus or a pre designated venue to present their Lakshya to the jury comprising of successful entrepreneurs, internationally leading mentors on startups and venture capitalists, academia and NSIC officials

- A primary contact person for each team must be identified.
- Contest entrants understand that the contest is a public competition and that no information disclosed by them will be kept confidential. Further, entrants give permission to the ACED to use the materials they submit for educational purposes.
- Entrants will be invited to present their plan at the various phases of competition.
- Powerpoint presentations should be limited to 10 slides or less. It is recommended that presentations cover market, value proposition and product, competition, financials (financing needs, projections), timeline, and team.
- Presentation schedule - each team will give a 8-10 minute presentation to a panel of judges (with no questions or interruptions). The panel will then have 10 minutes to ask questions and provide some on-the-spot feedback and reactions. All time limits will be strictly enforced.
- Deliberation by the judges will take place before an audience. Teams are invited to sit in the session but may not participate in any conversation with the judges at that time.
- Final presentation of the B-Plan will be in a closed room format.

### **FIRST SUBMISSION**

Your Business Plans will be evaluated on the basis of which business is most likely to create significant economic value. The AY&I Forum & NSIC believes that businesses which are likely to be successful will have the following characteristics:

- **Team** – founders or other team members who can operate a quickly growing business successfully. Experienced entrepreneurs, early stage sales and marketing executives and engineers on the existing team are all a plus. A well thought out plan that specifies the team members required to grow the business to scale and exit along with a realistic strategy to recruit those team members is also a plus. Members of the board of directors or advisors or scientific advisors that can be shown contribute to the growth of the business are also a plus.
- **Big, growing market** – a realistic addressable market for the startup’s product or service that is large and growing gives a startup venture a better chance to succeed than a small, stagnant market does. Being able to define the realistic addressable market for the company’s product or service well is a plus. Being very knowledgeable about the competitors in the target market is a plus.
- **Innovation - Solid product or service** – a product that is built and has paying customers is the gold standard for a solid product or service. A product in beta testing is next best, a product in alpha next, then a product in development, lastly a concept or idea. An innovative or breakthrough product is a plus.

- **Sustainable business model** – a business model that will allow the startup company to efficiently scale to a size that makes it attractive to acquirers . A business model that will allow the company to exploit a sustainable competitive advantage is a plus.
- **Realistic Finance –“deal”** – the “deal” refers to the amount of financing that the startup proposes to raise and the terms on which the company proposes to raise it. The deal is realistic if the amount of capital that the team proposes to raise will:
  1. allow the team to build enough value and achieve enough milestones such that the next round of financing will be an up round,
  2. be based on a pre-money valuation (the amount the company is worth before financing) that is acceptable to investors.

## **SECOND SUBMISSION**

### **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

### **Registration Fee :**

Students : Rs 1500

Industry/ Start-ups : Rs 5000

How to Register : Log on to [www.amity.edu/aced/lakshya2018](http://www.amity.edu/aced/lakshya2018) or

[www.amity.edu/iceil/lakshya2018](http://www.amity.edu/iceil/lakshya2018) , fill up the form, attached Executive Summary and Detailed Business Plan. Payment of registration fee may be done by On-line transfer or by sending Demand Draft drawn on any Nationalized bank in favour of “Amity University Uttar Pradesh” payable at Noida.

**Prizes:**

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

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

**Organizing Team**

Chairperson: Professor (Dr.) Balvinder .Shukla, Vice Chancellor, Professor of Entrepreneurship & Leadership, Amity University Uttar Pradesh, India

Co-Chairperson: Dr. Neelam Saxena, Head, Amity Centre for Entrepreneurship development, Amity University Uttar Pradesh, India

Co-Chairperson: Ms. Nitasha Hasteer, Professor, Amity School of Engineering and Technology, Amity University Uttar Pradesh, India

**Mentoring Team**

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Mo:

## **Organising Committee**

<b>S.No.</b>	<b>Name</b>	<b>Email id</b>	<b>Contact No.</b>	<b>Sectors</b>
1	Dr. Nidhi Gupta	ngupta2@amity.edu	9910218167	Agriculture & Food Processing
2	Dr. Sanjeev Thakur	sthakur3@amity.edu	9891474600	Energy & Infrastructure
3	Dr. Bhawna Sharma	bsharma@amity.edu	7838389896	Retail & Commodity
4	Prof. Garima Wadhwa	gwadhwa@amity.edu	8447527256	
5	Dr. Varsha Goyal	vgoyal@amity.edu	9910400282	Rural Development
6	Prof. Monica Suri	msuri@amity.edu	9891404035	
7	Dr. Sujata Pandey	spandey@amity.edu	9871543368	Technology - all sectors
8	Prof. Seema Rawat	srawat1@amity.edu	9958975227	
9	Dr. Garima Agarwal	gagarwal@amity.edu	9818213655	Social Entrepreneurship – Health care, hygiene, sanitation, nutrition etc.
10	Prof. Sumit Chauhan	sumitc@amity.edu	9560866577	Skill Based Business Ventures
11	Dr. Meera Singh	msingh9@lko.amity.edu	9838715736	Lucknow Campus (all sectors)
12	Mr. Ojasvi Babber	obabber@aii.amity.edu	9911310000	Incubation Support

If you have an idea and a passion to develop it, please feel free to Contact Us

<b>Sr. No</b>	<b>Name of the Faculty</b>	<b>Mail id</b>	<b>Mobile Number</b>
1.	Prof. (Dr.) Sujata Pandey	spandey@amity.edu	9871543368
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Website: [www.amity.edu/iceil2018/lakshya](http://www.amity.edu/iceil2018/lakshya).