



AMITY UNIVERSITY

— UTTAR PRADESH —

AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT

Amity Youth & Innovation Forum

Presents



at

Amity University Uttar Pradesh, Sector 125, Noida

Amity Centre for Entrepreneurship Development, Amity University Uttar Pradesh is organizing **ONLINE LAKSHYA 2022 - A NATIONAL LEVEL BUSINESS PLAN COMPETITION** as a part of the **4th International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2022)** on the theme *'Resilient Entrepreneurship, Disruptive Innovations, and Agile Leadership: Gearing up for Industry 5.0 for Economic Growth in VUCA World'* to be held from **20-22 January 2022** in the virtual mode.

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 / Differently Abled
- 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. So, the business plans are not limited to the above stated scenarios but also the startups initiated during pandemic are invited for presentation at Online Lakshya 2022. Desirous candidates may also opt for any sector related to the theme and sub themes of ICEIL'2022.

For this, please refer ICEIL'2022 website: **www.amity.edu/iceil2022**.

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 / Post 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 (Detailed Business Plan + Executive Summary) for the competition.

Detailed Business Plan & Executive Summary

Team needs to be submitted:

- Detailed Business Plan in word document in Times New Roman with 12 font size.
- One Page Executive Summary (not more than 500 words) in Times New Roman with 12 font size with recent passport size pic of all team members (individually) as it will be included in the souvenir.

Please note that both documents should only be in word format not pdf to be sent to lakshya@amity.edu.

- Participants must fill the Registration Form and pay fee online at www.amity.edu/iceil2022.

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	:	10 th January 2022
Short Listed Candidates to be intimated	:	15 th January 2022
Inaugural & participation in Panel Discussion	:	20 th January 2022
Online B-Plan Presentation	:	21 st January 2022
Valedictory Function cum Award Ceremony	:	22 nd January 2022

Day II: Sectorial Presentation

Here the candidates are supposed to submit a Detailed Business Plan Proposal. . It must express:

Ideas needs to be submitted with the following information:

☐

Sr No.	Ideas needs
1	Background for getting the idea ? a. Who is it for? b. What will it do? c. Which are the potential markets? d. Any unique features? Explain? e. Is there enough demand? f. Can customers afford it? g. Why will they buy it? h. What is your motivation for doing it? (Statement of Purpose)
2	Is it a new concept? a. If no, what kind of competition is existing? What are they offering? How is your product/ service going to be different/ unique? b. If yes, how can you stop competitors from introducing similar offerings?
3	How are you going to sell your product or service to potential customers?
4	How frequently will customers make “repeat purchases” of your product or service?
5	How simple or complex will the idea’s execution or implementation be? What are the risk factors involved in executing the idea?
6	How soon could the idea be put into operation?
7	What is the break-even point and estimated time-frame? Having deducted your costs what “margin” can you make on your product or service?
8	a. How much investment would you need to commercialise the idea. b. What seed funding support would you want from the Incubator? c. How will you raise the balance funding required ? d. What is the other support apart from financial you will need from the incubator ?
9	a. Why are you the best suited person to execute this idea? b. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?
10	How do you intend to protect your idea (i.e. your intellectual property or IP)?

*** Please explain the detailed economics, funding requirement expenses income plan over the next 3 years after start. Please include the Product/ service documentation also.**

Individual teams will present their Business Plans to the team of Judges comprising of academia, government 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.

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)

**All Winners shall get one year Free Membership of TiE Delhi NCR.

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/iceil2022.

MENTORING TEAM

Prof. (Dr.) Balvinder Shukla, Professor Entrepreneurship & Leadership, bshukla@amity.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, Professor & Head, Amity Centre for Entrepreneurship Development, Amity University Uttar Pradesh, India, Mob.: 9818998787, E-mail: nsaxena@amity.edu.

Co-Chairperson: Prof. (Dr.) Sanjeev Thakur, Professor & HoD – CS&E, Department of Computer Science & Engineering, Amity School of Engineering & Technology, Amity University Uttar Pradesh, India, Mob.: 9891474600, E-mail: sthakur3@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