



**AMITY UNIVERSITY**  
UTTAR PRADESH

**Presents**

**LAKSHYA-BUSINESS PLAN COMPETITION**

**at**

**SECTOR 125, NOIDA, INDIA**

Amity University is a highly research-focused, innovation-driven and interdisciplinary University with over 35,000 full-time students at its main campus in Noida (Delhi NCR). The focus on quality has led the University to be ranked # 1 Private University since the last nine years by India Today and amongst the top 3% Universities globally by QS and Times Higher Education. Amity is also the only University in India to have US regional accreditation (by WASC) and be QAA (UK) accredited. It is part of the Amity Education Group with over 2,00,000 students across various campuses in 12 countries.

Our Hon'ble Prime Minister Modi's vision of Viksit Bharat@2047 is based on an ambitious and groundbreaking plan to achieve India's full potential and propel the country to unprecedented development and prosperity. To establish a more resilient and inclusive society where **Janbhagidari** is the basis of the nation's success story. Government of India launched numerous initiatives, including "Viksit Bharat: Voice of The Youth" and "Amrit Kaal Vimarsh: Viksit Bharat@2047," with an aim to gather the suggestion and views of different stakeholders on various aspects of development, including economic growth, social progress, environmental sustainability, and good governance.

The proposed **Viksit Bharat @2047** campaign is the vision of New India. Self-reliance will make globalization and human centric. Industry 5.0 focussing on **Sustainability, Human-Centric, and Resilience**, emphasizes a triple-bottom-line of economic, environmental, and societal impact, bringing ESG (Environment, Social and Governance) perspective and balance. It is necessary to engage youth in preparation of Global Excellence and include their aspirations, ideas and suggestions in Viksit Bharat campaign. Over the last few years, Government has rolled out various schemes dedicated to supporting startups. Taking the startup India Initiative ahead- capital formation, promotion of trade and businesses, and investments in MSMEs and startups are the keys in making India a Skill CAPITAL of the world.

In this context, Amity University Uttar Pradesh is organizing **LAKSHYA 2024-A NATIONAL LEVEL BUSINESS PLAN COMPETITION** as a part of the **6<sup>th</sup> International Conference on Entrepreneurship, Innovation and Leadership (ICEIL 2024)** on the theme **“Leveraging Emerging Technologies for a Self-Reliant Nation”** to be held from 09<sup>th</sup> to 11<sup>th</sup> October 2024.

## **OBJECTIVES**

1. To educate and make the potential startup participants aware about responsible governance and high-quality nation-building with holistic approach.
2. To connect the startup aspirants with peers, mentors, incubators and investors to help in financial support and strong networking.
3. To catalyze a cultural shift to make ‘Bharat- the Skill Capital of the World’.
4. To motivate participants towards self-reliance, strong cooperative ecosystem with economically sustainable and vibrant entities.
5. To foster conservation initiatives, climate-resilient infrastructure, renewable energy and grassroots innovations.
6. To encourage youth to be empowered Indians & showcase their strengths at international level in all fields- Affordable Health and Wellness for All, leading global destination for heritage.
7. To encourage participants to identify, innovate and nurture the skills for new ventures.
8. To promote Entrepreneurship based on Innovation, Science and Technology.

## **TRACKS FOR BUSINESS PLAN**

The business plans for presentation at Lakshya 2024 need to focus on these following areas:

- Health & Education
- Cultural & Sports Upliftment
- Green Economy
- Smart Cities
- Clean Energy
- Agriculture
- Financial Market
- Sanitation & Nutrition
- Sustainable Infrastructure
- Rural Development
- Skill Based Business

- Social Entrepreneurship and Sectoral Reforms
- Social Media
- Technology & AI Based Business
- Smart Tourism

## **RULES FOR B-PLAN COMPETITION**

- Prospective participants must read and comply with all the rules of “**Lakshya: B-Plan Competition**”.
- Each 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 submit:

- 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](mailto:lakshya@amity.edu).**

Participants must fill in the Registration Form and pay fee online at **[www.amity.edu/iceil2024](http://www.amity.edu/iceil2024)**.

## **FORMAT OF LAKSHYA AT A GLANCE**

### **Day I**

- Registration (Lakshya)
- Inauguration (ICEIL-2024)
- Mentoring Session

### **Day II**

- Introduction to Jury
- Presentation of Pitch Deck
- Mentoring Clinic

### **Day III**

- Valedictory cum Award Ceremony

**IMPORTANT NOTE: Selected Teams will have an opportunity to present their Pitch Deck to Venture Capitalists**

**IMPORTANT DATES**

**Lakshya competition will be rolled out in the below mentioned phases:**

**Last Date of Online Submission & Registration: 25<sup>th</sup> September 2024**

**Short Listed Candidates to be intimated: 30<sup>th</sup> September 2024**

**Inaugural Session: 9<sup>th</sup> October 2024**

**Pitch Deck Presentation: 10<sup>th</sup> October 2024**

**Valedictory Function cum Award Ceremony: 11<sup>th</sup> October 2024**

**INFORMATION REQUIRED IN IDEA SUBMISSION:**

The candidates are supposed to submit a Detailed Business Plan Proposal with ideas. The details for idea submission and presentation are mentioned below\*.

<b>Sr No.</b>	<b>Ideas needs</b>
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 timeframe? 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 support 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.**

### **INSTRUCTIONS FOR THE PRESENTATION**

- The shortlisted participants shall be invited 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.
- PowerPoint presentations should be limited to 10 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 minutes 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:

Position	Prize		Non-Collegiate / Start-ups	Collegiate	
	Non -Monetary	Monetary		Amity	Non-Amity
1 <sup>st</sup>	INR 5 Lakh*	INR 8,000	1	1	1
2 <sup>nd</sup>	INR 3 Lakh*	INR 5,000	1	1	1
3 <sup>rd</sup>	INR 2 Lakh*	INR 3,000	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 with TiE, New Delhi, NCR**

### **REGISTRATION FEE (Team Size - upto 3 Members):**

Academicians	: INR 5000/- per team
Corporates / Entrepreneurs	: INR 5000/- per team
Research Scholars	: INR 2000/- per team
Alumni	: INR 5000/- per team
Students	: INR 1500/- per team

Note: Applicable taxes shall be levied additionally.

Payment should be done at the time of registration at website – [www.amity.edu/iceil2024](http://www.amity.edu/iceil2024)

## MENTORING TEAM

*Prof. (Dr.) Balvinder Shukla, Professor Entrepreneurship & Leadership, [bshukla@amity.edu](mailto:bshukla@amity.edu).*

*Prof. (Dr.) Sanjeev Bansal, Additional Pro Vice Chancellor, Dean - Faculty of Management*

*Studies Director - Amity Business School [sbansal1@amity.edu](mailto:sbansal1@amity.edu)*

*Dr. B. K. Murthy, Dean (Translational Research and Entrepreneurship Development) Science, Engineering and Technology*

*Dr. Geetika Dayal, Director General, TiE Delhi NCR*

*Mr. Ojasvi Babber, CEO, Amity Innovation Incubator, Noida*

### **Organising Committee**

*Prof. (Dr.) Nidhee Chaudhary, Head, Centre of Biotechnology and Biochemical Engineering, Amity Institute of Biotechnology, [nchaudhary@amity.edu](mailto:nchaudhary@amity.edu); 9899285614*

*Dr. Garima Agarwal, Associate Professor, Amity Centre of Entrepreneurship, [gagarwal@amity.edu](mailto:gagarwal@amity.edu); 9818213655*

<b>S.No.</b>	<b>Name</b>	<b>Email id</b>	<b>Contact No.</b>
1	Dr. Sujata Pandey	<a href="mailto:spandey@amity.edu">spandey@amity.edu</a>	9871543368
2	Dr. Debarati Paul	<a href="mailto:dpaul@amity.edu">dpaul@amity.edu</a>	9711828253
3	Dr. Reena	<a href="mailto:Rsingh24@amity.edu">Rsingh24@amity.edu</a>	8178935937
4	Dr. Smriti Shrivastava	<a href="mailto:sshrivastava@amity.edu">sshrivastava@amity.edu</a>	844787115
5	Dr. Sonal Chauhan	<a href="mailto:schauhan1@amity.edu">schauhan1@amity.edu</a>	9871129486
6	Dr. Rajeev Kumar	<a href="mailto:rkumar23@amity.edu">rkumar23@amity.edu</a>	9810900139
7	Ms. Ritu Bhatnagar	<a href="mailto:rbhatnagar@amity.edu">rbhatnagar@amity.edu</a>	9899652289
8	Mr. Pranay Agarwal	<a href="mailto:prnayagarwal@gmail.com">prnayagarwal@gmail.com</a>	9897084892