



Student Startup Innovation Policy



**GNLU Legal Incubation
Council in
collaboration with the
GNLU Center for
Business &
Public Policy organises**

**5th National B Plan Competition
EXUBERANCE - 2022**

GNLU Legal Incubation Council
organizes
5th National B Plan Competition
Exuberance 2022

Saturday, January 22, 2022

GUIDELINES OF THE COMPETITION

- Entries will be judged on the basis of submitted business plan proposals.
- Business plan can be submitted by an individual or team comprising of maximum 3 team members.
- Top 10 selected business plan proposers (individual/team) will be invited for presentation.
- Business Plan to be submitted as per format prescribed in Annexure 1
- Each business proposal presenters will get maximum 20 minutes for presentation including question answers.

SUBMISSION GUIDELINES

- Detailed business plan in the prescribed format (as per Annexure 1) should be submitted in soft copy latest by 9th January 2022, 11.59 pm in word document (Max. 10 pages + 3 pages for supporting documents, if any) and Power Point Presentation (Max. 5 slides).
- Submission to be sent to - ecell@gnlu.ac.in

PRIZES

- 1st Position, Cash prize of Rs. 25,000/-, memento & certificate of appreciation.
- 2nd Position, Cash prize of Rs. 15,000/-, memento & certificate of appreciation.
- 3rd Position, Cash prize of Rs. 10,000/-, memento & certificate of appreciation

INCENTIVES

- Exceptional business ideas can get opportunity to be incubated and mentored under GNLU Incubation Council (GLIC).

Participation fee (for each team) :

Rs. 500/-

Pay online at : <https://www.onlinesbi.sbi/sbicollect/icollecthome.htm>

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ANNEXURE - 1 BUSINESS PLAN SUBMISSION FORMAT

1. General background

- Introduction
- Profile of the proposer(s)

2. Business proposition

- The Business Idea
- Detail about the Product/Service
- The USP of the Product/Service

3. Marketing strategy

- The market segmentation or target market
- The positioning strategy
- Estimated size and value of the target market
- The competitive landscape
- Differentiation Strategy

4. Execution plan

- Implementation Roadmap (detail flowchart of activities with time line)
- The financial requirements
- Snapshot of Projected Financial Statements for 5 years (Profit & Loss Account, Balance Sheet and Cash Flow Statement)
- Milestones to Achieve

5. SWOC Analysis

- Strengths – Weaknesses
- Opportunities - Challenges
- Risk mitigation strategy

For more details, contact

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Rules of the Competition

- Competition is open for all types of Business ideas.
- An individual or a team comprising of maximum three members can participate.
- A person can be a member of only one team.
- A plan must be an original creation of the participants. Any form of plagiarism will amount to disqualification from the competition.
- The plan must not be under consideration for financing before any other institution or must not have been submitted to any other competition.
- Any deviation from the above mentioned rules shall render disqualification for the team.
- Business plan should be submitted at ecell@gnlu.ac.in in word document along with a power-point presentation including all necessary contents as mentioned in Annexure I.
- Submission in any other mode shall not be entertained.
- Time line shall be strictly adhered to.
- The decision of the jury shall be final.

Who can participate?

- Any individual or team can participate.

Process of Participation

The participants should e-mail business plan & register form provided link latest by January 9th, 2022, 11 : 59 pm in the word document along with a power-point presentation including all necessary contents as mentioned in Annexure I.

Submission should be e-mailed to ecell@gnlu.ac.in within the time line. Top ten business plans adjudged by the jury will be invited for presentation at GNLU.

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