



PARAGANA 2011

&

E-CELL

IN ASSOCIATION WITH

 **Supply Incubator**

Principal Sponsor

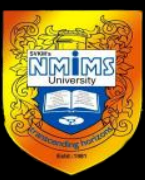
Mumbai Angels

Knowledge Partner

Presents

Sutra '11

B-Plan Competition



BACKGROUND

The objective of this competition is to encourage new passionate ideas having a measurable social impact.

The business plan under this track should be developed keeping in mind that the idea is original and workable. The idea should be innovative, sustainable over a long period of time and should have a strong management team.

The ideas can be from any sector:

- Banking
- Non Banking Finance
- Insurance
- IT&ITES
- FMCG
- Health Care
- Tourism
- Hospitality
- Transport – Shipping, Railways, Road, Airways, Waterways et al.
- Retail
- Digital Media
- Bio-Technology
- Education
- Green Technology
- Any other sector of your choice.

The premise behind this B-plan is to let you think and act without any predefined boundaries.

If the B-Plan is viable and scalable it can be looked at as a funding opportunity with no limit on the corpus fund.

Guidelines

- Team Formation: Team members should be from the same college. Cross institute teams are not allowed.
- The event is also open to start ups not more than 2 years old.
- Team Size: Individual or team of maximum three members. There is no restriction on the number of teams that can participate from an institute. One person cannot be part of more than one team.
- There is no prior registration for this event. All entries of the executive summary and the comprehensive B Plan received before the stipulated deadline shall be considered a registered entry.



- Mentors will be assigned from the NMIMS Corporate Panel to the selected teams by a process, which is at the sole discretion of the E-Cell organizing committee subject to availability of time and experts.
- The decisions of the organizers of the contest and the panel of judges will be final and binding on all the participants.
- The name(s) of the team member(s) or their institute/ organization should not appear anywhere in the body of the paper.
- Entries need to have an innovative value (An innovative concept provides a solution for a new need, or offers a new way of fulfilling an existing need. The concept makes a clear advancement compared to existing products, services or technologies)

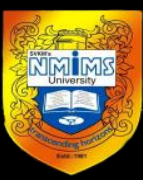
SUTRA will be held in two stages

Stage I: Executive Summary

- Teams are invited to send an executive summary in the specified format via email only.
- The executive summary of the business plan should not be more than 4 pages excluding the cover page and annexure.
- Cover page should contain – Idea/Entry Name, Team Details (Name, Email, and Contact No.).
- Executive summary should be in PDF format. Format details: Times New Roman, 12 point, 1.5 line spacing, 1" margins all around, A-4 page
- All entries should be mailed to nmims.sutra@gmail.com with the Subject line as:
College Name_TeamName_Sector
Or
Startup Name_TeamName_Sector

Executive Summary should contain (in brief) –

- PARTICIPANT BACKGROUND
- BUSINESS MODEL
- CUSTOMER PAIN POINTS
- SOLUTION
- FUND HISTORY (IF ANY)
- FUND REQUIRED & APPLICATION OF FUNDS
- VALUATION EXPECTED
- 3-5 YRS REVENUE FORECAST & GROSS MARGIN & EBITDA
- DEFENSIBILITY / KEY DIFFERENCES
- MARKET SIZE
- DISTRIBUTION / STRATEGY
- PRODUCT PRICING
- CUSTOMERS



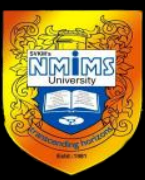
- COMPETITION
- (Annexure)

Stage 2: Comprehensive Business Plan & Final Presentation

- Based on the Executive Summaries, top 6 teams would be shortlisted. The teams would be required to send Comprehensive Business Plan not exceeding 25 pages of A4 size in length, excluding exhibits & references of maximum 5 pages. Apart from elaborating on the above mentioned parameters, the completed business plan should also detail the following:
 - ELEVATOR PITCH
 - MISSION & VISION STATEMENT
 - MARKET & INDUSTRY ENVIRONMENT
 - VALUE PROPOSITION
 - COMPETITION SCENARIO & ENTRY BARRIERS
 - BUSINESS MODEL
 - MARKET TRACTION
 - FINANCIAL
 - CAPITAL & APPLICATION OF FUNDS
 - RISK & GAPS
 - ORGANIZATIONAL ROAD MAP
- Business Plan should be in PDF format. Format details: Times New Roman, 12 point, 1.5 line spacing, 1" margins all around, A-4 page
- All entries should be mailed to nmims.sutra@gmail.com with the Subject line as College Name_TeamName_Sector
or
Startup Name_TeamName_Sector
- Teams will be invited to present at NMIMS in front of Industry Experts and renowned Venture Capitalists.
- The finals on campus will be a closed house event with just the finalists, the organizing committee and the judges present during the finale.
- Presentation Format would be specified to the finalists after the results of the first round are announced.

The criteria for selection will be based on the practicality of the idea and the research gone in making the business plan.

Disclaimer: The organizers will hold the right to use the plans/ideas generated as part of the event, in part or full, in future.



Timelines

- | | |
|--|---------------------------------|
| • Launch | 20 th October, 2011 |
| • Last Date to receive Executive Summary | 30 th October, 2011 |
| • Results (Round I) | 5 th November 2011 |
| • Final B Plan submission (Top 6 teams) | 11 th November, 2011 |
| • Final Campus Round | 13 th November, 2011 |

Prizes worth 70,000 to be won!!!!!!

Huge funding pool available!!!!

- Outstation Teams presenting in the final round will be reimbursed a two-way train fare (sleeper class shortest route would be considered).
- Outstation Teams presenting in the final round will get accommodation for the days of the event.
- Updates and results will be available on www.paragana.co.in and <http://www.facebook.com/#!/ecell.nmims>. Please keep checking the space regularly to avail timely information.

For any further queries, please contact:

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For more details on the Sutra Business Plan and other exciting events at our annual corporate B-school event, Paragana, please log on to www.paragana.co.in