



Navkalpana Innovation and
Entrepreneurship Foundation
Incubation Centre
University of Allahabad



Patron

Prof. Sangita Srivastava
Hon'ble Vice Chancellor, UoA

BUSINESS PLAN COMPETITION 2025

Supporting Partner



Business Plan Competition 2025

Incubation Centre, University of Allahabad, is launching the Business Plan Competition 2025, open to the students who are presently enrolled with any department of the University of Allahabad with the aim of stimulating the spirit of entrepreneurship among students.

Participants will be challenged to conceive a novel business (product, solution, or service) idea that can be developed into a commercial startup venture. The novel idea can either be a fresh innovation or an improvement over an existing product, solution, or service.

This is a team competition, which will be held in 2 rounds.

- Round I: Screening of entries to select 10 finalists, i.e., the Top 10 teams.
- Round II: Selection of the winning teams.

The 10 finalists will be expected to present a business plan to convince a jury and potential investors on the value and potential of their business plan. A comprehensive, feasible, and viable business plan is key, along with creativity in presentation in order to be convincing.

Objectives

By participating in this competition, students will gain experience in:

- Problem/solution/business idea identification; exploring business opportunities; creating the lean business model canvas and creating a pitch deck.
- Working as part of a team.
- Performing market research and feasibility studies using primary and/or secondary data.
- Pitching their idea to their peers as well as entrepreneurs, innovators, business professionals, and academicians;
- Developing communicational and presentation skills.

Important Dates

January 8, 2025

Opening of the Competition

January 30, 2025

Deadline to apply

February 08, 2025

Announcement of the 10 finalist teams

February 18, 2025

Pitching Round and announcement of the winning teams

Registration Fee: There will be **no registration or application fees.**

Registration link Click on the link or scan the code for registration.

https://docs.google.com/forms/d/e/1FAIpQLSe3UQICA62XWTYEm3TVGYanZwdF8bRtlGGFVFreI6IV30Lljw/viewform?usp=sf_link



Competition Rules and Guidelines

1. General Information

1.1. Participant Eligibility

The competition is open to students (undergraduate/postgraduate/research scholars) who are presently enrolled with any of the departments of the UNIVERSITY OF ALLAHABAD, and the participants should continue to be students of the university for the duration of the competition.

1.2. Registration and application

Each team will have to register using the registration link provided before. The application form must be filled completely to be eligible for the competition. The duly-filled Application Form complete in all respects, is required to be submitted ONLY IN ONLINE MODE. Incomplete information will lead to rejection of the application.

1.3. Team Composition

Students will participate as teams, where each team will consist of a minimum of two and a maximum of six student participants. Each participating student can be a part of only one team. Each team will have a leader who will apply on team's behalf and represent the team in the competition. Once selected as one of the top 10 teams for the Final Round, none of the team members can be changed. Any substitutions may lead to the disqualification of the team. In case some team members are unable to participate for some reason, the team must still have a minimum of 2 members to be eligible to participate in the Final Round. **Suggested format for preparing the business plan is available at:**

https://allduniv.ac.in/upload/file_collection/Format%20for%20Submitting%20Business%20Plan.docx

1.4.B-Plan Application Screening and Qualifying Round

All applications which are complete in all respects will go through a screening process to select the top 10 applications for the Final Round. The screening shall be conducted by a panel constituted by the Incubation Centre.

1.5. Final Round—B-Plan Pitch Competition

The Top 10 teams will have to furnish additional information, including a detailed business plan. The Final Round shall be an in-person pitching round and will be a part of the B-Plan Competition Finale to be held at the Incubation Centre, University of Allahabad. The pitch evaluation and selection of winners will be done by a jury panel constituted by the Incubation Centre, UoA. All team members need to be in attendance during the pitch session. Each team will be given 10 minutes to pitch in front of the jury panel and the audience. There will be 5 minutes reserved for the jury Q&A. The Jury will evaluate and score the pitches and select the top 3 winners who will be eligible for prize money.

1.6. Evaluation criteria for Qualifying and Final Round

- Significance of the identified problem and relevance/viability/feasibility of the proposed solution or the business/product/solution/service idea.
- Reason/s for starting the business and practicality of the business objectives and plan.
- Target market and value proposition.
- Secondary and primary research and analysis to support the business plan.
- Understanding and clarity with respect to LBMC elements.
- Clarity of thought and expression and creativity in the Business Plan/Pitch Deck including infographics.
- Creativity in pitching.



2. Awards and Prizes

- Winning teams will be eligible for prizes and certificates.
- Certificate of Participation will be given to all the participating teams.

3. Competition Rules

The rules and guidelines, along with the program structure and schedule mentioned in the document, will be applicable to all the applicants/participating teams and team members. There will be additional terms and conditions related to the competition which will also need to be accepted and abided by the applicants/participating teams and team members in letter and spirit. Scores/rankings will not be provided, shared or publicized for any of the rounds. These rules have been established to ensure fairness. The organizers retain the right to disqualify any team from the competition if the rules are not observed or if a team does not maintain proper standard of conduct in the professional and collegial spirit of the competition. Any interpretation of these rules that may be required during the competition will be solely the responsibility of the organizers. Any concerns or disputes regarding the implementation of these rules and/or any improper or disloyal behavior must be brought to the immediate attention of the organizers. Please note that the decision of the organizers is final and not subject to review.

What is in store for the Winning Teams of Entrepreneurs

Solve a problem of your interest: Choose the sector you are interested in. Pick a problem. Analyse all aspects of it. Come up with the right solution.

Build your Startup A-team: Team building is extremely critical in starting your business. Get like-minded people with complementary skill sets to kick-start your venture.

Learn From the Best: Learn the basics of lean canvas, value proposition, go to market strategy, etc. from the best mentors and experts from the startup ecosystem.

Interact with Mentors: Get to know the challenges faced by entrepreneurs and interact with mentors validate your ideas and enhance your knowledge base.

Pitch in front of a Jury Panel : Weave an impactful story around your venture and present it powerfully to the jury panel.

Contact

Email: incubationcentre@allduniv.ac.in

Address:

Incubation Centre,
2nd Floor, Ishwar Topa Complex,
Senate Hall Campus, University of Allahabad, Prayagraj-211002

PATRON

Prof. Sangita Srivastava
Hon'ble Vice Chancellor, University of Allahabad

DIRECTORS, N.I.E.F.

Prof. S.I. Rizvi
Prof. Ashish Khare

ORGANISING TEAM

Dr. Shefali Nandan
Coordinator, Incubation Centre

Prof. Neelam Yadav

Dr. Himanshu Srivastava

Dr. Sandeep Goyal

Dr. Rohit Singh

Dr. Khangembam Cherita Devi

Prof. Shanthy Sundaram
Event Coordinator

Dr. Chakadola Panda
Event Co-coordinator

Dr. Ekta Verma

Dr. Archana Singh

Dr. Rajesh Kumari

Dr. Simant Srivastava
