



BUSINESS PLAN COMPETITION- Ideation
Business Planning and Regulation Subject

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|--------------------------------|--|
| Date : 29-1-2021 | Venue: Seminar Hall |
| Time : 9.00am to 1.00pm | Semester & Section : I Semester A, B & C |
| No. of Participant: 155 | Event Coordinators: Prof. Anitha B.M.Dsilva Prof. Sowmya DS Prof. Uma Sharma |

Objectives

- To encourage students to take to entrepreneurship by providing support and appreciate the concepts of setting up the business.
- To provide prestigious forum for deserving and budding entrepreneurs who can form a team, expedient roles and responsibilities for the members.
- To create, nurture and strengthen a pipeline of entrepreneurs for incubation, present the Business idea in front of panel for approval.

Agenda/Flow of the Event

Session 1: Presentation of Business Plan by 1st semester Section A team, B team and C team.
Session 2: Presentation of Business Plan by 1st semester Section A team, B team and C team.
Session 3: Presentation of Business Plan by 1st semester Section A team, B team and C team.

Business ideas from each team

| Idea |
|--|
| Link- Platform to Connect retailers |
| Savvy cone- Smart Cane for blind |
| Strawchew- consumable straws |
| Just Wash- Provide facilities for laundry |
| Safe Tech- woman Safety |
| The (Hatti Vida) Evergreens - Tourism |
| Dhobi Zone- Laundry service at door step |
| Natural & Fresh Organic- virtual organic grocery |
| Inkar- Screen Guard |



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| Virtual Spirulina-Health Supplement |
| Rent my tool- Rent Furniture and Gadgets |
| Mexica - Mexican Food |
| Fresh Fish- Fresh Fish |
| Gift Waale- Gifting solution |
| Ornibox Co- Food delivery home |
| Art for all- Recycle ART |
| Impact- Fuel cake |

Judges for the Event:

Mr. Sreevats Vivek, Alumni 2016-2018 batch



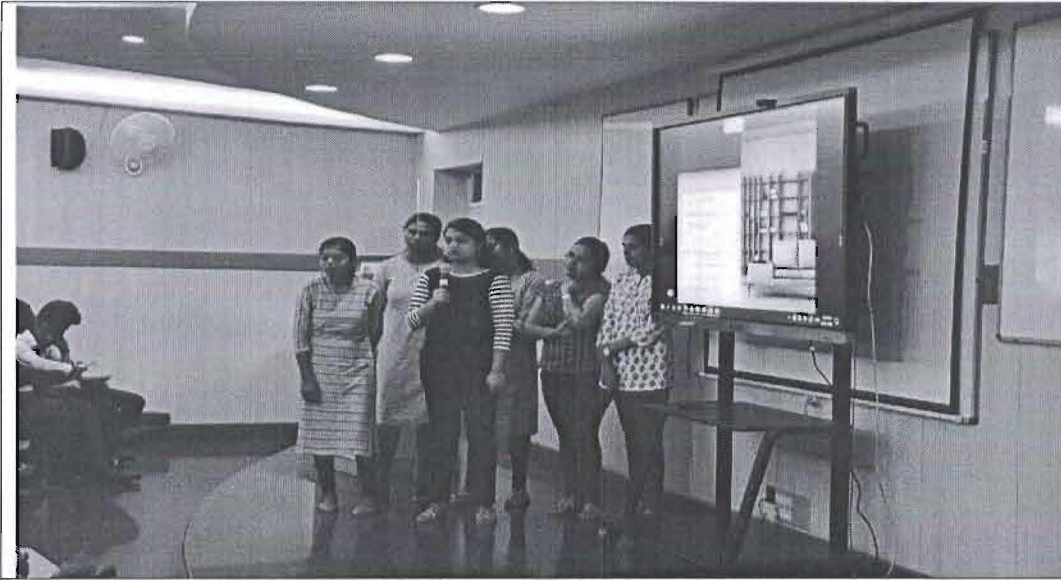
Ms Supradha , Alumni 2016-2018 batch



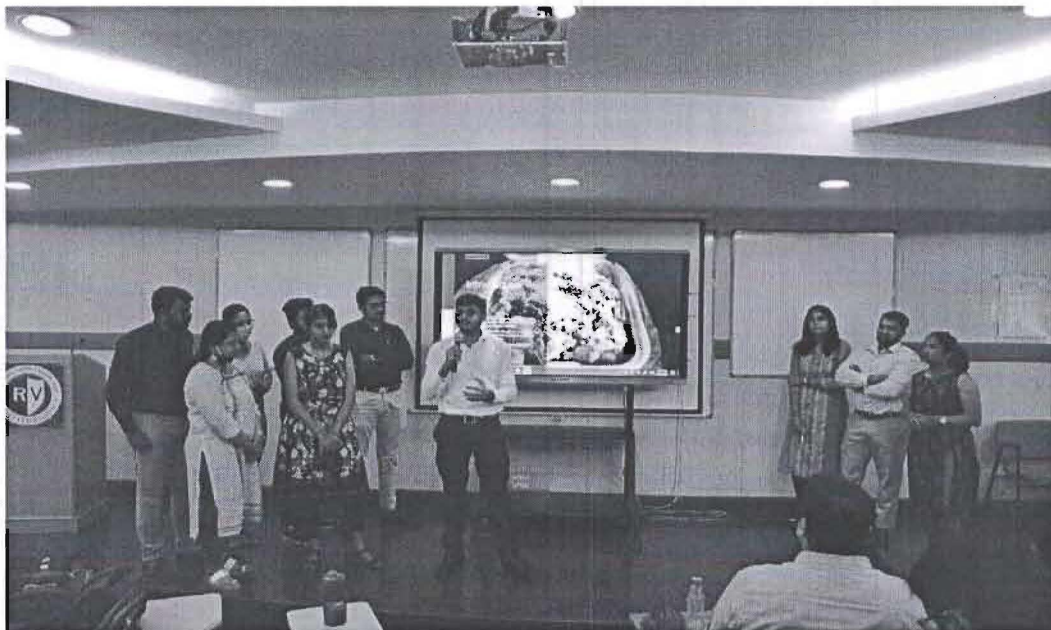
Mr. Sreekanth, Alumni 2018-2020 batch



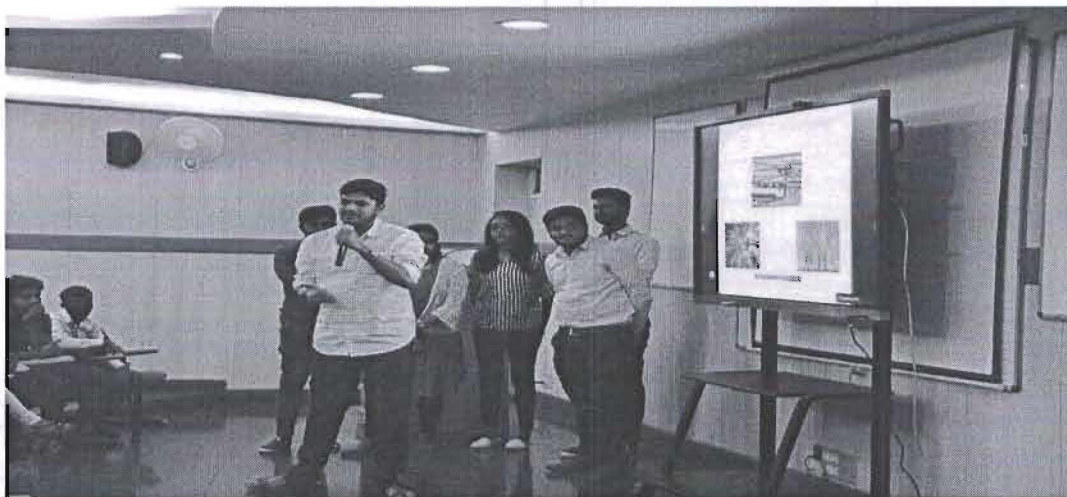
PHOTO GALERRY OF THE IDEA PRESENTATION



Ist
Section
C



Ist
Semester
B

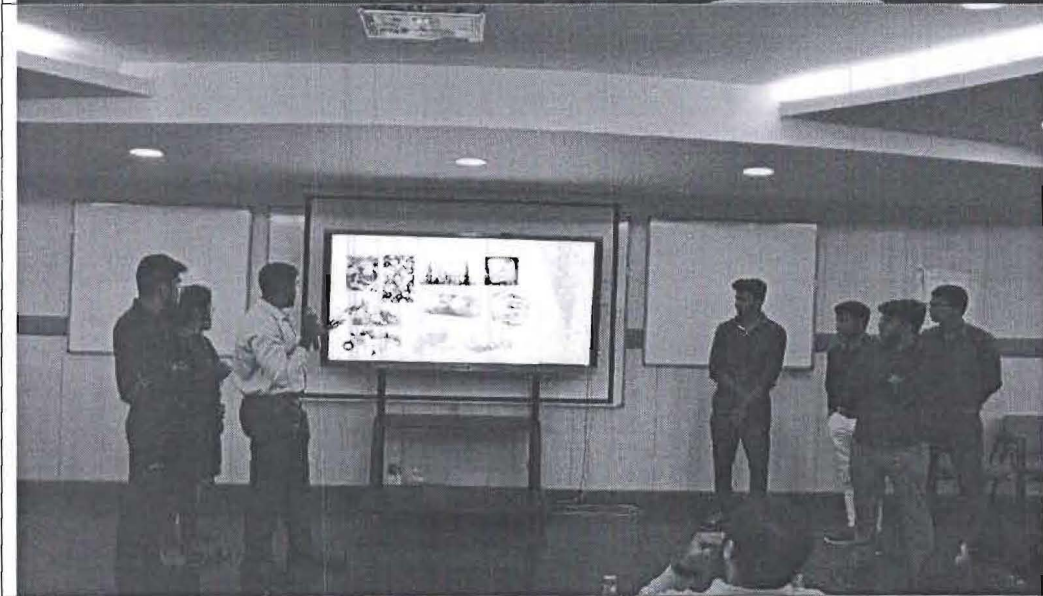


Ist
Section
C

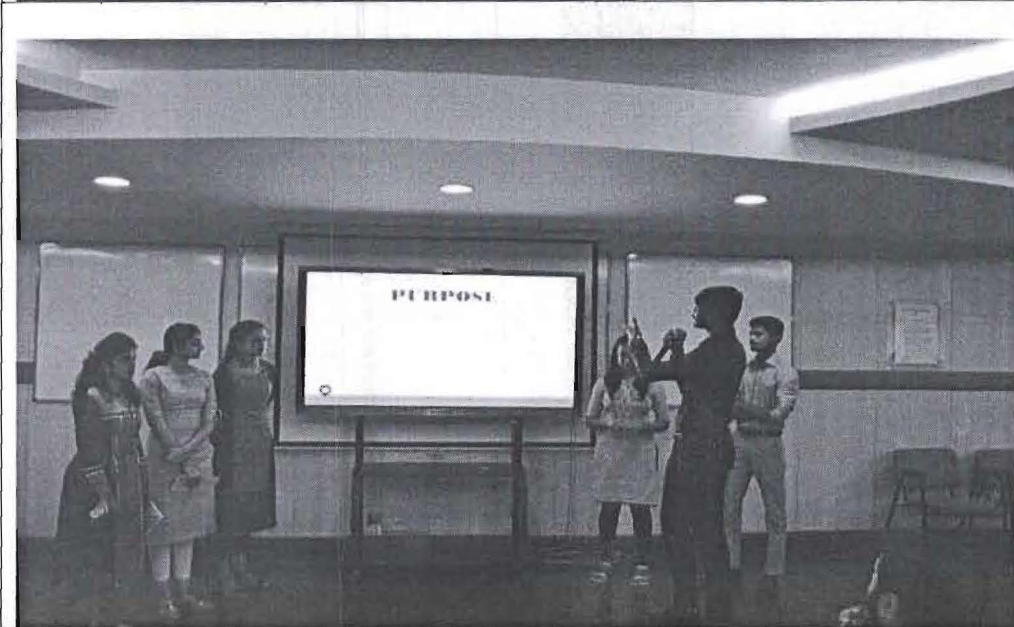




1st
Semester
A
Section



1st
Semester
A
Section



1st
Semester
B
Section

Idea



Feedback/ Coordinators Comment:

The Programme was interesting and fun filled with lot ideas and deliberations done during the event. All the students of 1st semester participated in the event. There were 18 teams The teams presented their business plan, described their idea, and induced and convinced the judges. The business plans prepared by the students had a clear Vision, had set of realistic goals along with a thorough research on the contemporary business, present status, modern market and key players. The plans have good advantage to be adopted in future time frames. Most of the business plans were quite logical, rational and also could see the conservativeness in them.

The students brought in some unique ideas and some existing ideas for the presentation. The business idea was judged on the parameters related to existing new idea, adequacy of market need, Scope for realistic idea and judges gave meaningful suggestion and thoughts to improvise on the idea.

Ideas were scrutinized and cross examining was done to understand the nature of the idea, feasibility study, market for the product or service, etc.

Outcome achieved/ attained:

Business Ideation Competition was held for the 1st semester MBA students on 29th January 2021. There were 18 teams participating in the mega event.

The competition was organized by Prof. Anitha B. M.D'silva and Prof. Sowmya DS who are also handling Business Planning and Regulation subject for 1st Semester MBA.

1. Some of the ideas were worth taking forward by improvising and going further funding. Seed funding was promised by the judges for the ideas that were displayed by them.
2. The commercial potential of the business, with high-potential, growth oriented businesses likely to be viewed more favorably. The innovative nature and technical feasibility of the idea, the likelihood that the business described in the plan can achieve a sustainable, competitive advantage were discussed and assessed during the presentation.
3. Identifying target customers and has given specific references. The teams had to articulate value propositions, technology, innovation, state of development, resource management like marketing, finance, Human resource, etc.
4. The students are given sufficient time to present a better improvised planning which will be more feasible in future.



Prof. Anitha BM Dsilva
Event Coordinators



Director