



GNLU Legal Incubation Council

organizes

2nd Intra University B Plan Competition ***Pro Entre 2019***

Saturday, 3rd August, 2019

Guidelines of the competition

- An individual or team can participate in the competition.
- Each team can have maximum three members.
- Business Plan to be submitted as per format prescribed in ***Annexure 1***
- Each team gets 5 minutes to pitch.

Deadlines

- Business Plan to be submitted by **22nd July, 2019, 10 am** in document (less than 10 pages) and ppt format (less than 12 slides).

Prizes

- Trophies for top three entries and Certificate of participation to all the participants. (GLIC reserves the rights to modify the number of awards depending on the number of entries received)

Incentives

- Exceptional business ideas may be mentored & incubated under GNLU Incubation Council (GLIC)

Participation fee (for each participant of a team): Rs. 120/-

Link to pay & register: <https://www.onlinesbi.com/sbicollect/icollecthome.htm>

Submit entry to glic@gnlu.ac.in



www.glic.gnlu.ac.in



[/GNLULegalIncubationCouncil/](https://www.facebook.com/GNLULegalIncubationCouncil/)

B Plan Format (Document)

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 financial and operational milestones achieved based on timeline)
Milestones example – turnover / sales, profit targets, phases of operational growth...
- The Projected financial requirements of the first 5 years
Submit specific details for all of the following **for each year**-
 1. Funding requirements,
 2. List of expected sources of these funds and
 3. Summary of where exactly the money would be used (application of funds)
- Snapshot of Projected Financial Statements for 5 years (Profit & Loss Account, Balance Sheet and Cash Flow Statement)

Submit entry to glic@gnlu.ac.in



5. SWOC Analysis

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

Note: Applicants are required to send the presentation also along with the b plan in the following format.

Presentation Format (ppt)

1. Title & presenter details -1 slide.
2. General background, Introduction and profile of the proposer-2 slides.
3. Business idea, product details and USP-2 slides.
4. USP of the product-1 slide.
5. Marketing strategy-1 slide.
6. Execution plan, Finance or funding needed-3 slides.
7. SWOC analysis- 1 slide

Important Note:

1. No paragraphs allowed. Only one liners, phrases in slides. Please limit the slides as mentioned above.

For more details contact

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