

उद्यमीको पहिलो पाईला  
सुरुवात

**BUSINESS PLAN  
COMPETITION**

**Participation  
PROPOSAL**

For Registration Email Your Entries to:  
[suruwat@bostoncollege.edu.np](mailto:suruwat@bostoncollege.edu.np)

Initiation of



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Bharatpur-10, Hakimchowk, Chitwan



## **A proposal for - *Business Plan Writing and Pitching Competition***

### **Introduction**

Start-up Competition (*Suruwat, Phase-I*), an initiation of Boston International College, aims to fuel entrepreneurship development by bringing innovative business ideas together through this program. It is a national level inter-college startup competition where participants from various business schools across the country will compete on their novel business ideas. In a developing country like ours, there is a need for people who are willing to take risks and involve in boosting the national economy directly and indirectly. The motive of this competition is to encourage promising individuals to pursue their dream along with creating employment and being an inspiration to other aspiring entrepreneurs.

This event will be a great platform that helps to convert an idea into a startup through the journey of self-exploration, teamwork, problem-solving, and networking. The winner and the runner up will receive the prize of NPR. 50000 and NPR. 25000 respectively as well as mentoring and support from BIC-Startups. So, if you have the drive to follow your dream then get ready to compete!

The competition will occur in two rounds:

1. Preliminary Round
2. Pitching Round

### **Preliminary Round**

The first round is the initial review of business plans that determines which teams will be moving ahead to the final round. The participating teams need to submit their business idea in MS-Word or PDF format to the organising committee. Approximately 10 teams will be chosen for the Pitching Round.

## **Pitching Round**

The selected teams will be required to prepare a Pitch Deck and present their business idea to a panel of judges and invitees including potential investors. Teams will be given a maximum 6-minute for presentation followed by 4 minutes for questions and answers. The judges will make the final award decisions and the winners will be announced on the same day of the event.

## **Terms & Conditions**

1. The Business Plan Competition is limited to teams that include active students pursuing master's degree (MBA, MBS, MBM, MHM, MFC, MHCM) or other master's courses related to Business, Finance and Economics.
2. The team can have a **maximum of four members**.
3. Each team needs to pay a participation fee of NPR. 1000 (one thousand) to confirm their participation.
4. The business plan must be developed during the current school year and the students must have played a major role in writing the plan.
5. The plans must be viable. Small and Medium Scale Enterprise's plans are highly preferred.
6. Participants can present individually or collectively in the pitching round
7. The BIC reserves the right to make the final decision about the appropriateness of submitted business plans based on the evaluation of the jury panel.
8. Soft copy of the business plans must be submitted within June 27, 2021 via e-mail at: [suruwat@bostoncollege.edu.np](mailto:suruwat@bostoncollege.edu.np).
9. There is no language restriction in the Business Plan and Presentation. Both Nepali and English Script are welcome.
10. The BIC may invite the teams who have progressed into the final round in the relevant programs and events (incubation, investment, entrepreneurship talk programs, etc) in the future.
11. In case of any dispute, the decisions taken by the organising committee will be final.

**Please remember the following key dates:**

<b>Particulars</b>	<b>Key Dates</b>
Receiving Confirmation for Participation	June 25, Midnight
Receiving Business Plan	June 27, Midnight
Informing the teams selected for Final Round	July 1, 2021
Receiving Slides from Selected Participants	July 6, Midnight
Final Presentation	July 9, 2021

**Note:** *All the correspondence in regards to this event will be done via:*  
[suruwat@bostoncollege.edu.np](mailto:suruwat@bostoncollege.edu.np)

### **Business Plan Template**

**Summary/Brief:** Two – three brief sentences describing the customer problem/opportunity that you’re addressing, how you’ll address it, and why your company is the best one to address it. Also describe why you care about solving this problem (your “why”).

#### **1) Market Opportunity**

- Name and size the overall market focus, including potential clients, units, revenue, growth, etc.
- Include the “target addressable market,” which is the market that your offering will specially address. Include units, revenue, growth, etc.
- Include a “top down” (% of total market) and “bottom up”(who/what you can serve given your capacity) approach.
- Describe any important market evolutions, transitions, or inflections.

#### **2) Target Customers**

- Define your target clients, including characteristics (demographics, socio-and psycho-graphics) and their current needs, including any research surveys.
- Include examples, stories, “use cases,” or “personas” to make these segments more alive and relevant.

- Describe any market validation or surveys you've conducted or plan to conduct.

### **3) Market Problem and Current Solutions**

- What's the market's current big problem or unmet need?
- What's the "pain" or gap in the marketplace that you're addressing? For example, how much are customers losing as a result of not having your solution?
- Describe the significance and urgency of this issue. What happens if it's not addressed? Clearly show the pain and why this is a big issue/pain/concern for your target market.

### **4) Your Product/Service Solution**

- Describe your product/service offering and how it addresses your target market's needs.
- Draw parallels for how your solution is similar (yet different) from other solutions.

### **5) Competitors/Other Solutions**

- List your biggest competitors and the key factors on which you compete.
- Be sure to consider the "status quo" as a competitor ("the way things have been").
- Include a competitor scorecard/visual that shows how you stack up against the competitors on key factors.

### **5) Competitive Advantages**

- As compared to your competitors, what is your "secret sauce"?
- What makes you significantly better/different?
- Include patents, key relationships, and other advantages.
- Describe how you will make this advantage sustainable over time.

### **6) Model**

- Describe how you will make money, both in the short-and long-term.
- Is your offering targeted to business to consumer (B to C), business to business (B to B), or both?
- What are your key revenue streams?

- How viable and sustainable are these revenues? How have you tested them/how do you know?
- What's your proposed pricing strategy?
- What are your startup expenses and ongoing expenses? What are the key drivers of your expenses?
- What are your average revenues, expenses, and gross profits per client, product, store, etc?
- How will you provide customer and partner support?

#### **7) Sales & Marketing Strategy**

- How will you effectively reach your target markets?
- What sales and marketing channels will you/have you used?
- What is your marketing mix (advertising, promotion, word-of-mouth, etc.) and your budget?

#### **8) Traction/Performance/Awards**

- What relationships and traction have you already created?
- Include a timeline and past & future milestones.
- Include key client revenues, press mentions, articles, strategic partnerships, awards, etc. Company Financials (3 –5years out)
- What funding have you had to date?
- What are your 3-5 year financial projections for revenues, expenditures, and profit?
- What is your break-even level of revenues and when does it occur?
- What are your key assumptions and how have you tested them?

#### **9) Funding Needed & Use of Funds**

- What, if any, startup funding have you had so far? How have you used the funds?
- What startup or other funding do you need going forward? How much and what will you use it for(show a timeline)?

- How much investor funds do you want, if any, and how will you use them?  
What will investors get in return, including equity ownership?

#### **10) Team & Advisors**

- List your team members and the roles they'll play in the venture.
- Very briefly describe their qualifications (even if they're students or have little experience). Include education, experience, leadership experience, relevant experiences.
- List your advisors, company name, expertise, and how they're supporting your venture (including investing).



Initiation of



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