



UTOPIA

DEMPHO CHARITIES TRUST'S
S. S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS
PRESENTS
UTOPIA
An Online
BUSINESS PLAN COMPETITION

April – May 2021

Rules and Guidelines

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1. GENERAL INFORMATION

1.1 Eligibility

The competition is open to any student registered, in an undergraduate (bachelor level) and post graduate (master level) program of any college from the state of Goa only.

1.2 Team Composition

Teams can consist of **minimum of two** and **maximum of four** eligible students. (No team change is allowed)

1.3 Registration

Registration is to be submitted at

https://docs.google.com/forms/d/1GVJ8HCfWLoTXBx_4N95hGuxbl_1aakrhLoHLu7TVEc8/edit

1.4 Mode of Conduct

Online

2. ROUNDS – RULES AND GUIDELINES

2.1 Qualifying Round

Qualifying Round submission consists of a written business plan and a link to a seven minute video describing the proposed product/service and the market opportunity. These should be submitted via email to akshaynaik646@gmail.com

2.2 Important Dates

25/04/2021 - Deadline to register

30/04/2021- Deadline for receipt of qualifying round submission

04/05/2021 - Finalist announced

06/05/2021 – Final Round

The three finalists will be announced (Qualifying Round scores/ranking will not be provided)

2.3 Written Business Plan

The written business plan must be submitted as a Microsoft Word file. Text should be double-spaced using Calibri 11-point font; no handwritten material of any sort will be accepted. A margin of 1 inch (2.54 cm) should surround the text. The main body of the business plan must be no longer than 5,000 words.

The document should include a title page, specifying the name of the individual team members and the class. This information should not appear anywhere else in the report.

Contents to Be Included In the Business Plan	
Name of the Enterprise and Tagline	Target Customers
The Business Idea (Details of Product/Service)	Packaging
SWOT analysis of the business	Distribution channel
Competition	Cost Per Unit of Product
Competitive Advantage	Selling Price
Marketing Plan	Financial Statements
Sources of Finance	Additional information if required.

The business plan document may also include a maximum of five (5) pages of appendices. This content is separate from the main text and will not count towards the word limit.

2.4 Accompanying Video

The written business plan should be accompanied by a 'pitch' video no longer than seven (7) minutes in length that further explains / demonstrates the product or service in the business plan and clarifies and further elaborates on the business plan. This video must be produced by the team itself and at least all team members must appear in the movie. The video should be produced in a format, quality and size that allow it to be uploaded to YouTube and viewed in high-definition.

2.5 Judging

Each business plan submitted in the Qualifying Round will have its title page removed and replaced with an identification number to ensure anonymity. Judges will evaluate these business plans independently (i.e., without consulting each other) and evaluate them on a scale from 1 (extremely weak) to 50 (excellent). These scores will then be averaged and the teams ranked to determine which three teams will be invited to compete in the Final Round. For teams that advance, they will also form part of the Final Round score.

Evaluation components:

- Business strategy / objectives
- Internal and external analysis
- Target market and value proposition
- Revenue model / Financial plan
- Marketing plan
- Implementation plan
- Creativity
- Viability / feasibility

2.6 Judging Panel

The judging panel will consist of at least three and at most five judges, drawn from the business community and academic faculty.

Each judge will also be responsible for formulating individual questions for each team, based on aspects of the plan which they feel would benefit from further clarification and explanation.

Teams that are selected for the Final Round will be asked to respond to these questions, and their answers evaluated as part of the team's final score.

2.7 Evaluation and Feedback

Submissions will be evaluated carefully so that all teams receive detailed feedback on the strengths and weaknesses of their plans, particularly if they do not qualify for the Final Round.

3. FINAL ROUND: RULES AND GUIDELINES

Based on the Qualifying Round, three teams will be invited to compete in the Final Round.

3.1 Format of the Final Round Presentation

The video used in the Qualifying Round is used again: **a video no longer than seven (7) minutes in length that further explains / demonstrates further the product or service** in the business plan and clarifies and further elaborates on the business plan. This video must be produced by the team itself and all team members must appear in the movie. The video should be produced in a format, quality and size that allow it to be uploaded to YouTube and viewed in high-definition.

3.2 Final Round Schedule

The Final Round will be held on 06/05/2021

The business plans will be presented as follows:

- 7 minutes — Product concept and Business Plan supporting Video broadcasted via YouTube
- Questions by the judges
- Voting by the judges

After the winner has been determined, the organizers will contact the teams individually to provide feedback and reveal the results.

3.3 Scoring

The results in the Final Round are based on:

- Points for the business plan submitted in the Qualifying Round, awarded by the judges (50%)
- Points for the answers to the questions during the finals, awarded by the judges (30%)
- Points for the business concept of the product/service as presented in the video, awarded by the Institution's Innovation Council members of the college during the finals (20%).

After deliberation for the third team is complete, the organizers will tabulate the results and determine the winner of the Competition.

4. AWARDS

The prizes awarded to the winning teams of the Competition are as follows:

- A Championship Trophy awarded to the first-place finishers.
- Cash prize of Rs. 10,000 for the first-place finishers
- Cash Prize of Rs. 5,000 for the second-place finishers
- Cash Prize of Rs. 2,000 for the Third-place finishers

In addition, institution will provide individual certificates to each member of the three teams that advance to the Final Round.

5. PROCEDURE IN THE EVENT OF RULE VIOLATION

These rules have been established to ensure fairness. The organizers retain the rights to disqualify any team from the competition if the rules are not observed or if a team does not maintain a proper standard of conduct in the professional spirit of the competition.

Please note that the decision of the organizers is final and not subject to review.