



CHANAKYA NATIONAL LAW UNIVERSITY, PATNA

Presents

1ST NATIONAL BUSINESS PLAN MAKING COMPETITION

# WYAPAAR

THE ULTIMATE PITCH BATTLE

# RULE-BOOK

Event Partner



Media Partners

**DESIKAANOON.**



# DEFINITIONS

Unless otherwise stated following shall be construed herein—

1. **Competition**: The Competition refers to all the aspects of the “Vyapaar 2024’.
2. **Organizing Committee**: It shall mean the Centre for Innovation, Incubation & Legal Entrepreneurship (CIILE) of the Chanakya National Law University, Patna.
3. **Participating Team**: It means the team that has registered itself for the competition as per the rules of registration.
4. **Participating Institution**: It shall be presumed to be the parent institution of the participating team.
5. **Pitching Rounds**: It refers to the competition rounds during which the teams orally present their business plan in front of the judges.



# GENERAL RULES

## 1. ELIGIBILITY:

The competition is open to any student pursuing an undergraduate or postgraduate course in any recognized university in India. Participants are requested to produce a university-issued ID Card or Bonafide certificate issued by their respective universities stating that they are students of the same.

## 2. DRESS CODE:

All participants are requested to be in business formal wear.

## 3. LANGUAGE:

All Written Submissions and Pitching shall be made in English, which shall be the official language of the Competition.

## 4. TEAM COMPOSITION:

4.1. Each team shall consist of a minimum of one (1) member and a maximum of two (2) members.

4.2 Cross-college teams are allowed.

4.3. Teams shall specify the name of the speaker(s) at the time of registration and this cannot be changed later at any time during the competition. The registration fee is non-refundable.

# GENERAL RULES

**4.4. Substitution of any team member or alteration of team composition is not allowed after the date of Final Registration except in extenuating circumstances and only with the permission of the Organising Committee.**

## **5. Written Submission Guidelines:**

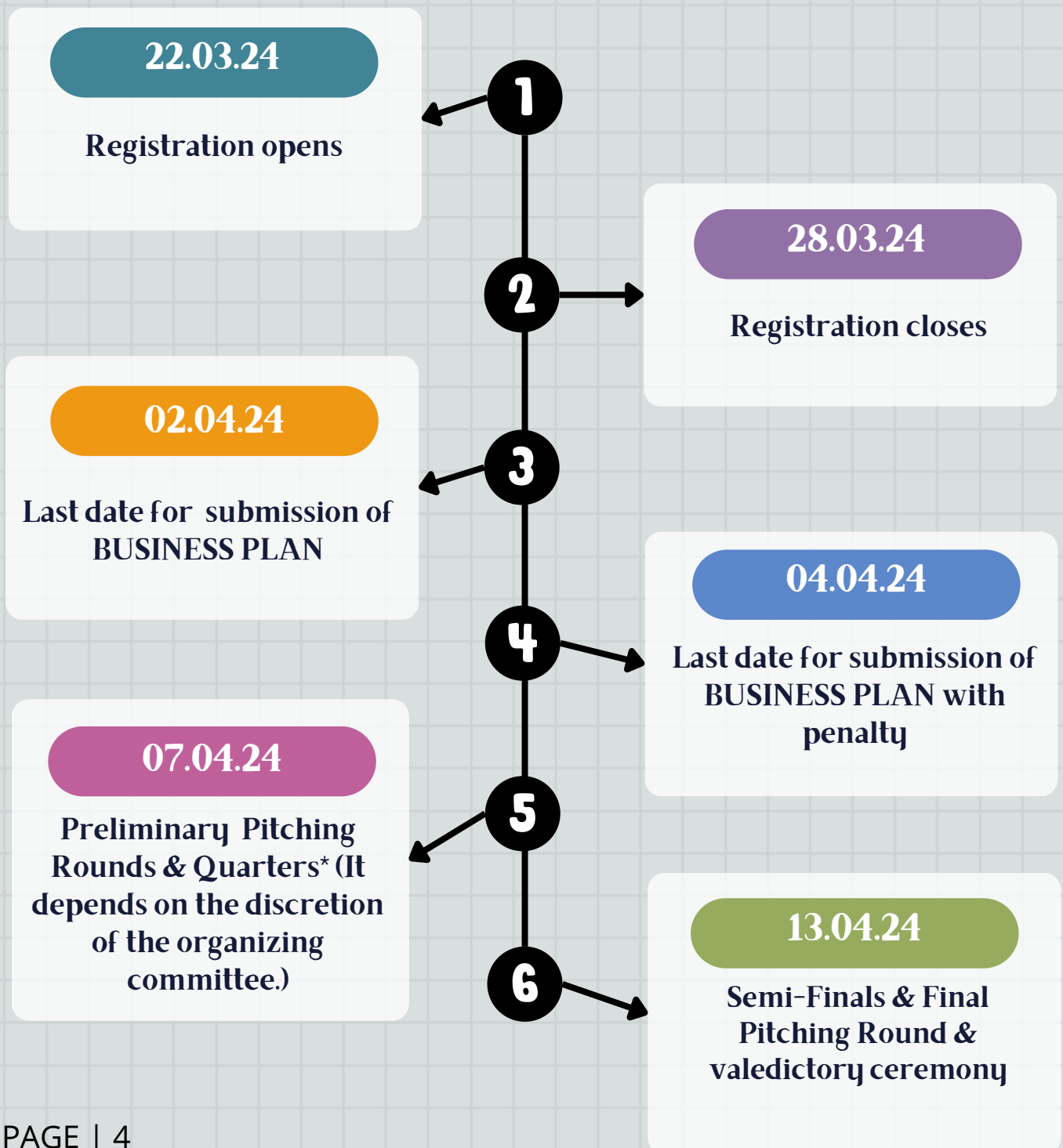
**5.1. The word limit for the written submissions is 2500 – 3000 words. The text must be in justified alignment with 1.15-line spacing the font for headings must be 14, and the sub-headings and other text in 12.**

**5.2. Non-compliance will lead to a deduction of -0.25 for each default.**

**5.3. Any images, etc. the participants would like to use should be attached as an annexure (the format for which will be provided to you by the organizing committee).**

**5.4. Further, if any participant wishes to take the aid of PPTs and other digital presentation tools (not compulsory), they must send the same by mail to the organizing committee, along with the written submissions.**

# TIMELINE



# FORMAT OF THE COMPETITION

1. **Rounds**: The Competition is divided into the following pitching rounds–

- 1.1. Preliminary Rounds,
- 1.2. Quarter-Final Rounds\*,
- 1.3. Semi-Final Rounds, and
- 1.4. Final Round.

\*Quarter-final rounds depend on the discretion of the Organizing Committee.

2. All rounds of the Competition will be conducted in an online mode through the Zoom platform.

3. During the Preliminary & Quarter-Final Rounds, each team will get fifteen (15) minutes to present their business plan.

4. During the Semi-Final & Final Rounds, each team will get twenty (20) minutes to present their business plan. Additional time will be granted for Question-Answer sessions.





# EVALUATION CRITERIA

## For Written Submissions

NO	CRITERIA	DISCRIPTION	MARKS
1	<b>INNOVATION &amp; CREATIVITY</b>	Assess the uniqueness and originality of the business idea. Look for innovative solutions to existing problems or novel approaches to meet market demands.	5
2	<b>MARKET POTENTIAL</b>	Evaluate the market size, growth potential, and target audience. Consider whether the proposal addresses a genuine need and has the potential to capture a significant market share.	5
3	<b>FEASIBILITY AND VIABILITY</b>	Analyse the feasibility of the proposed business model. Look for evidence of market research, realistic financial projections, and a clear path to profitability	5
4	<b>SCALABILITY</b>	Consider whether the business has the potential to scale and grow over time. Look for strategies to expand the customer base, increase revenue streams, and enter new markets.	5
5	<b>EXECUTION PLAN</b>	Assess the clarity and completeness of the execution plan. Look for specific steps, milestones, and timelines for launching and growing the business.	5

NO	CRITERIA	DISCRIPTION	MARKS
6	<b>COMPETITIVE ADVANTAGE</b>	<b>Determine the competitive advantage of the proposed business. Look for barriers to entry, unique selling propositions, and strategies to differentiate from competitors</b>	<b>5</b>
7	<b>FINANCIAL VIABILITY</b>	<b>Evaluate the financial projections, including revenue forecasts, cost structures, and funding requirements. Assess the potential for profitability and return on investment.</b>	<b>5</b>
8	<b>PRESENTATION QUALITY</b>	<b>Consider the clarity, professionalism, and persuasiveness of the presentation or written proposal. Look for clear communication, compelling storytelling, and effective use of visuals or data</b>	<b>5</b>
9	<b>RISK ASSESSMENT AND MITIGATION</b>	<b>Analyze potential risks and challenges facing the business. Look for strategies to mitigate risks, contingency plans, and realistic assessments of potential obstacles.</b>	<b>5</b>
10	<b>OVERALL IMPACT AND POTENTIAL</b>	<b>Consider the overall impact and potential of the business proposal. Look for proposals that have the greatest potential to succeed and make a significant impact in their respective markets</b>	<b>5</b>
		<b>TOTAL</b>	<b>50</b>



# For Pitching Rounds

S.NO.	CRITERIA	DISCRIPTION	MARKS
1.	<b>Innovation and Uniqueness</b>	Assess the degree to which the business idea demonstrates originality, inventiveness and distinctiveness in the existing market scenario.	<b>10</b>
2.	<b>Market Need and Potential</b>	Evaluate the understanding of the target market's needs and the potential size of the market opportunity, and outline strategies for capturing market share.	<b>10</b>
3.	<b>Prototype Viability</b>	Examine the functionality, usability, and scalability of the prototype or product. Determine if the prototype effectively addresses the identified market need and has the potential to be developed further to meet growing demand	<b>10</b>
4.	<b>Business Model &amp; Revenue Potential</b>	Analyze the business model to ensure it is viable and sustainable. Evaluate revenue streams, pricing strategies, and cost structures to assess the potential for generating profits.	<b>10</b>
5.	<b>Entrepreneurial Team and Execution Capability</b>	Evaluate the skills, experience, and dedication of the entrepreneurial team. Assess their ability to execute the business plan effectively, overcome challenges, and adapt to changes in the market landscape.	<b>10</b>
<b>TOTAL</b>			<b>50</b>



## **DELAY IN APPEARANCE/PRESENTATION:**

- **The pitching round shall be conducted over the online video conferencing platform Zoom, the link for which shall be shared with the team members prior to each pitching round.**
- **Participants shall be admitted into the Zoom by the courtroom coordinators before their round. The participants are not allowed to join the meeting before or after their allotted time slot.**
- **If a team, scheduled to participate in a round, does not appear for 10 minutes after the commencement of the allotted time slot of such round, it shall be at the pure discretion of the Organising Committee on whether to allow or disallow a team to pitch their business plan after the scheduled commencement of the round.**
- **The participants are required to keep their cameras enabled for the entire duration of the rounds. It must be ensured that the visibility of a participant in the virtual round is up to their torso, including their shoulders and hands. The participants must ensure that they are seated in a noise-free area with minimum disturbances.**
- **In case of issues related to network connectivity or any other technical issue, the participants are expected to contact and communicate with the Organising Committee or the room coordinator within 5 minutes for resolving issues.**
- **Use of any unfair means and violation of these instructions is strictly prohibited. The Organising Committee shall be the final arbiter in case of any conflicts/issues raised during the conduct of the Competition.**



## **SCOUTING:**

- 1. Scouting by the participant(s), or any other person affiliated with a team, will lead to the immediate disqualification of such a team.**
- 2. Scouting shall be deemed to have happened if any participant or person affiliated with a team is found:**
  - 2.1. Witnessing, hearing, observing, etc. the pitching in a round, except where the round is one in which the team to which he/she is affiliated is participating; or**
  - 2.2. Reading the written submission of a team except where it is of the team to which he/she is affiliated.**



## **DISPUTE RESOLUTION:**

**In case of any dispute regarding the interpretation or understanding of any matter concerning the competition, the decision of the Organising Committee shall be final and binding on all those concerned.**



## **MISCELLANEOUS:**

- 1. If any one of the members of a team is notified or informed of any detail or information concerning the Competition, it shall be deemed as if the said team as a whole has been duly notified or informed.**
- 2. If any unplanned or unexpected contingencies arise, the Organising Committee will address them and the Organising Committee's judgement in this regard shall be final. Acceptance of the Organising Committee's decisions is a precondition for participation in the Competition.**
- 3. Teams must raise a conflict of interest and inform the Organising Committee if they find themselves associated with any judge viz. as an intern, etc. at any point of the competition.**