



CHANAKYA NATIONAL LAW UNIVERSITY, PATNA

Presents

1ST NATIONAL BUSINESS PLAN MAKING COMPETITION

WYAPAAR

THE ULTIMATE PITCH BATTLE

Event Partner



Media Partners

DESIKAANOON.



About CNLU

CNLU was established under the Chanakya National Law University Act, 2006 (Bihar Act No. 24 of 2006) on July 15, 2006, with the altruistic goal of serving society by disseminating high-quality legal education and legal awareness. CNLU provides quality multidisciplinary education in legal studies, keeping in view the demands of the global economy on the one hand and the needs of the domestic society on the other hand. It organizes advanced studies and promotes research in all branches of law to promote cultural, legal and ethical values with a view to promote and foster the rule of law and the objectives enshrined in the Constitution of India.

About CIILE & Startup Cell

Centre for Innovation, Incubation, and Legal Entrepreneurship is a not-for-profit Centre at CNLU. CIILE encourages start-ups in the areas of Legal and Social Entrepreneurship within the institute and the society at large. The goal of CIILE is to motivate, build and promote out of box thinking, development of innovative ideas amongst start-ups. To build an environment that will facilitate the creation of social enterprise knowledge through research. CIILE also empower students to apply their entrepreneurship abilities to develop solutions for greater social impact through academia.

The Startup-Cell in CNLU was established by the Department of Industries, Govt of Bihar under the Bihar Startup Policy 2022. The objective of the Startup cell is to foster an entrepreneurship culture in the university and its surroundings. It focuses on mentoring, resources, and networking to help students transform innovative ideas into viable startups, promoting self-employment and innovation culture.

About LL.B Mania

LL.B Mania is registered in MSME, Government of India (UAM No. JH-04-0001870) working exceptionally in Legal Journalism, insightful Legal Blogs, Knowledge Management, and Proficient freelance contract drafting services to small businesses, lawyers, and entrepreneurs PAN India and globally. LL.B Mania is also an incubatee under CIILE, CNLU Patna.

LL.B Mania's unwavering commitment to excellence and precision distinguishes them as a leading authority in Legal Content creation. LL.B Mania's range of services extends to encompass a myriad of professional solutions, including ghostwriting and copywriting services. Whether you seek to enrich your legal blog with well-researched articles or aspire to elevate your law firm's online presence through captivating copy, Team LL.B Mania is equipped to address all your content needs.



About VYAPAAR

Vyapaar is a platform to create a 'new start-up culture in India'. The event will showcase a line-up of panels, who will attentively hear entrepreneurs (herein "participating team") pitch their prototype or product ideas. These panels will evaluate the proposed business concepts and products, subsequently determining whether to provide financial backing for marketing and mentoring each participant. Using this platform entrepreneurs will give business presentations to a panel of judges who decide whether or not to invest in their company. Vyapaar is a platform where aspiring start-up entrepreneurs have the opportunity to pitch their ideas before a panel of judges.

The Event is open to all the **UG & PG** students. This competition aims to ignite innovation and foster entrepreneurial thinking. Participants will have the chance to develop and present their business plans to a panel of esteemed judges, with the top ideas receiving mentorship and support to bring their vision to life.

The competition will be conducted in an online mode in four phases:

- The First Phase will be a Screening Round
- The Second will be the Preliminary Round
- The Third will be the Qualifying Round,*

**The Quarter-final round depend on the discretion of the Organizing Committee.*

- The Last will be the Final round.



Event Timeline

09.03.24

Registration Opens

28.03.24

Last Date for Registration

02.04.24

Final Date for Submission of
Business Proposals

04.04.24

Business Proposal Submission
(with penalty)

07.04.24

Inauguration Ceremony &
Prelims/Qualifiers Round

13.04.24

Semi Finals, Finals and
Valedictory

General Information



THEMES

- Product Development
- Prototype Stage

MODE

The competition will be conducted in Online mode.

JUDGES

The competition will be judged by Startup Founders, Law Firm Partners, Management Professionals, and Academicians.

TEAM COMPOSITION

Each team shall comprise a of minimum **one** and a maximum of **two** participants.

REGISTRATION FEE

The registration shall be free for all the CNLU students.

A Registration fee of Rs. 250 shall apply for Students outside CNLU as a Single participant and Rs. 400 for a Team of Two participants.

Business Proposal Guidelines

▶ **Executive Summary**

It includes

- An overview of your business idea
- A description of your product and/or service.
- Your goals for the business.
- Your proposed target market.
- Your competition and what differentiates your business
- Your management team and their prior experience.
- Financial outlook for the business.

▶ **Your Company's Description**

(This section explains the basic elements of your business)

- Business Name
- Company Mission Statement
- Company Philosophy/Values
- Company Vision
- Goals & Milestones
- Target Market
- Industry/Competitors
- Legal Structure/Ownership

▶ **Product/Service**

(This section expands on the basic information about your products and services)

- Your company's products and/or services.
- The problem the product or service solves.
- Any proprietary features that give you a competitive advantage.
- How you will price your product or service

► **Company Marketing Plan**

This section includes:

- Market research
- Barriers to entry
- Threats and opportunities
- Product/service features and benefits
- Target customer
- Key competitors
- Positioning/Niche
- How you will market your product/service
- Promotional budget
- Pricing
- Location or proposed location
- Distribution channels
- 12-month sales forecast



► **Operational Plan**

(This section explains the daily operation of your business)

- Production
- Quality control
- Location
- Legal environment
- Personnel
- Inventory
- Suppliers
- Credit policies

► **Management & Organization**

(This section should give readers an understanding of the people behind your business, their roles and responsibilities, and their prior experience)

- Biographies
- Gaps
- Advisors

▶ **Startup Expense and Capitalization**

(In this section, detail the expenses involved in opening for business and how much capital you'll need)

- Startup Expenses
- Opening Day Balance Sheet
- Personal Financial Statement

▶ **Financial Plan**

(It shall include the following)

- 12-month profit & loss projection
- Optional: 3-year profit & loss projection
- Cash flow projection
- Optional: 3-year cash flow statement
- Projected balance sheet
- Break-even calculation
- Use of capital

▶ **Additional Appendices**

(Below are some elements many business owners include in their Appendices)

- Agreements
- Intellectual property
- Resumes of owners/key employees
- Advertising/marketing materials
- Public relations/publicity
- Blueprints/plans
- List of equipment
- Market research studies
- List of assets that can be used as collateral





Pitch

► Know Your Audience

- Research your audience thoroughly, including their background, interests, and investment preferences.
- Customize your pitch to address the specific concerns and expectations of potential investors, partners, or stakeholders.
- Adapt your language and tone to resonate with the audience's level of expertise and familiarity with your industry.

► Keep it Concise

- Focus on delivering a clear and concise message within the allocated time frame.
- Avoid information overload by prioritizing key points and omitting unnecessary details.
- Use simple and straightforward language to ensure understanding and engagement.

► Focus on the Problem and Solution

- Clearly define the problem or pain point that your startup aims to address.
- Provide compelling examples or anecdotes to illustrate the significance of the problem.
- Introduce your solution and explain how it effectively solves the identified problem in a unique and innovative way.



▶ **Highlight Unique Selling Proposition (USP)**

- Articulate the unique features or benefits of your product or service that differentiate it from existing solutions.
- Emphasize how your startup's USP creates value for customers and gives you a competitive edge in the market.
- Use concrete examples or demonstrations to showcase the uniqueness of your offering.

▶ **Be Passionate and Authentic**

- Convey genuine enthusiasm and passion for your startup idea.
- Share personal stories or experiences that inspired the creation of your business concept.
- Demonstrate authenticity and sincerity to build trust and credibility with your audience.

▶ **Demonstrate Market Opportunity**

- Present compelling data and research to support the existence of market demand for your solution.
- Estimate the size and growth potential of your target market.
- Highlight any emerging trends or shifts in consumer behavior that create opportunities for your startup.

▶ **Present a Clear Business Model**

- Outline the revenue streams and monetization strategies that will drive your startup's financial success.
- Explain the pricing structure and justify how it aligns with customer value and market dynamics.
- Provide insights into the scalability and sustainability of your business model over time.

► **Showcase Feasibility and Viability**

- Discuss the resources, expertise, and capabilities needed to execute your startup idea successfully.
- Provide evidence of feasibility, such as prototypes, pilot studies, or early customer feedback.
- Highlight any strategic partnerships or collaborations that enhance the viability of your business concept.

► **Address Potential Risks and Challenges**

- Acknowledge potential risks or obstacles that may impact the success of your startup.
- Demonstrate a proactive approach to risk management and mitigation.
- Showcase your ability to adapt and navigate challenges effectively.

► **Provide a Clear Call to Action**

- Clearly communicate the desired action you want your audience to take after the pitch.
- Encourage investors or partners to schedule follow-up meetings or discussions to explore opportunities further.
- Provide contact information or next steps to facilitate further engagement.





Evaluation Criteria

WRITTEN SUBMISSIONS

- Innovation and Uniqueness
- Market Need and Potential
- Prototype Viability: Functionality, Usability, and Scalability of the prototype
- Business Model and Revenue Potential
- Entrepreneurial Team and Execution Capability

PITCHING ROUNDS

- Communication Skills
- Presentation Skills
- Innovation and Uniqueness
- Market Need and Potential
- Prototype Viability: Functionality, Usability, and Scalability of the prototype
- Business Model and Revenue Potential
- Entrepreneurial Team and Execution Capability
- Responses to the Panel



Rewards & Prizes

Winner Team: Prize Money of ₹10,000 for the first-place holder and an e-merit certificate.

Runners-up Team: Prize Money of ₹7,000 for the second-place holder and an E-merit certificate.

Second Runners-up Team: Prize Money ₹5,000 and an E-merit certificate.

Certificates of Merit to the next Top 3 Teams.

An E-certificate will be provided to all the participants.

Organising Committee



Chief Patron

Prof. (Dr.) Faizan Mustafa

Vice-Chancellor, Chanakya National Law University

Chair Person

Prof. (Dr.) S. P. Singh

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Contact Us



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REGISTRATION

You can register for Vyaapar by clicking [here](#).

For CNLU students click [here](#).

Kindly scan the QR code for UPI or use the info below for the payment of registration fee.



QR Code for UPI

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