



3rd National B Plan Competition
EXUBERANCE - 2018



Gujarat National Law University

E-Cell, GNLU

(Division of GNLU Legal Incubation Center)

&

GNLU Center for Business & Public Policy

Organizes

3rd National B Plan Competition *Exuberance 2018*

Saturday, February 17, 2018

Guidelines of the competition

- Entries will be judged on the basis of business plan proposals and Top 10 individual/teams will be called for presentation.
- An individual or team can participate in the competition.
- Business Plan to be submitted as per format prescribed in **Annexure 1**

Deadlines

- Business Plan to be submitted by **January 15, 2018, 10 pm** and should not be more than 10 pages excluding annexures.

Prizes

- 1st Position, Rs. 25,000/-, memento & certificate of appreciation
- 2nd Position Rs. 15,000/-, memento & certificate of appreciation
- 3rd Position Rs. 10,000/-, memento & certificate of appreciation

Incentives

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

Please note that there is no fees for participation in the competition.

Submit entry to ecell@gnlu.ac.in



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For more details contact

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Final B Plan Format

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 activities with time line)
- The financial requirements
- Snapshot of Projected Financial Statements for 5 years (Profit & Loss Account, Balance Sheet and Cash Flow Statement)
- Milestones to Achieve

5. SWOC Analysis

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

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