BIZCOM

General Instructions for the Candidates:

- It is a team based competition having 3 to 5 members.
- Participants must have their students ID card.
- One participant cannot be a part of more than one team.
- Any damage to the Institute's property (tools, equipment etc.) will result in a penalty to be reimbursed by the participant.
- Incomplete forms shall not be entertained and accepted.
- Information given must be valid. In case of wrong information, SEE committee reserves the rights to cancel the participation of such teams on spot.
- Evaluators' decision will be final and cannot be challenged.
- Each round shall result in elimination of participants.
- Participants must report 30 minutes before the start of competition. No extra time will be provided.
- Once out of the competition area, you will not be allowed to join again.
- SEE organizing committee reserves the right to change the rules without any prior notice.
- Provide complete information of the "Clan" and the players. In case of wrong or incomplete information, SEE committee reserves the right to cancel the participation of such team.

Rules and Regulations:

- For Round 1, the participants must have to bring their business idea in written form and a have to give a presentation.
- The participants must follow the font of 12 in Times New Roman for the main body and of 14 for the headings with a line spacing of 1.5".
- Each team will be given a time slot of 20 minutes for the presentation and 10 minutes for a question/answer session.
- The business plan must be organized in the following manner:
  - Cover Page
  - Index
  - Executive Summary
  - Problem Statement
  - Business Preposition
  - Marketing Plan
  - Organizational Plan
  - Financial Pan
  - References
  - Appendices (For additional Information)

- Copied Business plans will be immediately rejected.
- The time durations for both the rounds must be strictly followed otherwise it will lead to marks deduction.
- The judging panel reserves the right not to award the prizes if the submitted Plan violates the rules and regulations of the competition.

PLAN:

DAY 1: (ROUND 1) - Plan Submission and Presentation

The teams are required to submit a detailed business plan (hardcopy), very clearly demonstrating the way a particular problem is being addressed by business principles. The business plan should not exceed 10 pages. The teams will be giving a presentation of their business plan discussing all the details mentioned in their document. The business plan submitted and the presentation will be evaluated by a team consisting of the faculty members of the institute, entrepreneurs and corporate consultants. Teams with innovative and practically applicable ideas with good content and presentation will qualify for the second round.

DAY 2: (ROUND 2) – Marketing Showdown

Teams will be required to market their business idea through a surprise strategy. The requirements and details of the final round will be disclosed on Day 1 after the result announcement for Day 1 Round.