



in
Association
with



PRESENTS
APOGEE 2019
THE REALITY ROULETTE
28TH - 31ST MARCH

CONFERENCIA

DE

YOUTH

2019

29th – 31st March

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE,
PILANI

MASTERPLAN



MASTERPLAN

INTRODUCTION

An event specially organized for the aspiring social entrepreneurs. This event will include solving social problems with innovative start-up ideas which benefit society and help in generating profits. Masterplan seeks to identify budding social entrepreneurs who aim to contribute not only to India's buzzing economy but also a social cause.

Objectives

- Encourage the youth to involve themselves in social entrepreneurship as a career.
- Help participants realize the innovations in social entrepreneurship.

PROCEDURE

Round 1: Submission of Abstract

- 1- Registered teams will compete against each other in a display of creativity and clarity of thought. In this round, participants are tasked with explaining the idea in an Executive Summary answering the questions to
 - What is the existing gap or problem that you are solving?
 - What is your solution/idea/product?
 - What is your revenue model?
- 2- The submission should be a one-pager, Font –Times New Roman, Size – 11, Line spacing – 1 with One Inch Margins. Only .pdf file formats will be accepted for the abstract summary.
- 3- Please name your file in the following format: MP_Team Name_Team Leader's Name_R1.pdf. Submit your Round 1 Submissions by sending the document to admin@bits-youthcon.com by 11:59 PM 27th March.
- 4- Entries that reach after the deadline will not be entertained for evaluation under any circumstances.

Round 2: Main Round

- The selected teams will present their idea for a start-up in front of the panel. The team will be allotted 10 to 12 minutes to present and pitch the idea.
- Teams needs to submit the pen drive containing the presentation or pdf before 27th March 11:59 pm. The file should be saved as MP_<Team Name>_<Team Leader Name>_R2
- After the presentation, there will be QnA session in which both panel and audience can ask questions to the presenting team regarding Idea

RULES AND REGULATIONS

- Teams will have unique team names of their choosing.
- The teams are required to indicate team during registration.
- All submissions, beginning executive summary, shall indicate both team name and proposed venture name.
- Any supplementary information meant for the teams will be communicated directly to the team lead subsequently via email.
- One participant cannot be part of more than one team.
- No change in the team structure is permitted after the team is registered. Please register your team after careful thought and deliberation.
- A maximum of three people can make a team.

JUDGING CRITERIA

Criteria	Description
Market Analysis	Description of the market, The growth rate of the market, Entry Barriers and Exit Options.
Uniqueness	What about your idea forms its competitive advantage. Proposition
Revenue Model	This is about how you plan to make money from your idea. The cost and revenue generated. Drivers of revenue and cost to which your model is sensitive. Growth Opportunities.
Social Impact	Social and/ or environmental benefits
Team Description	Relevant skills of the participants. Strategic, and execution skills

PRIZES/BENEFITS: (Tentative)

- **Cash Prizes worth Rs. 30,000** up for grabs, along with awesome goodies worth **15,000**. The winning team takes home **20,000**
- A chance to get incubation for your start-up.
- An opportunity to be mentored by entrepreneurs, experienced industry professionals, and market experts.
- Content rich feedback on the business model from entrepreneurs, investors, and professional service providers on our judging panel
- A chance to interact with investors and create new contacts.

TERMS AND CONDITIONS

- The decision of the organizing team will be final
- Participate should not indulge in any unethical work during conference. If found strict actions would be taken

LEGAL CONDITIONS

- Masterplan, Conferencia De youth honours the confidentiality of all participants and their business plans and venture ideas. All judges and mentors associated with the competition also recognize the sensitivity of the plans being presented.
- The Masterplan 2019 Organizing Team may publicize the names and associations of judges and mentors associated in the evaluation rounds of the competition. However, the individual contact information for such judges will neither be disclosed nor be sought by any of the teams.
- Each participating team must agree to accept that their registration form and other entries will not be returned to them, and accept that their personal data will be available for information and statistical purposes.
- The participating team agrees that Intellectual Property in the Business Model does not infringe upon the intellectual property or any other legal or moral right of any person or entity.
- The participating team agrees that they shall not violate any applicable law.

- The Terms & Conditions and the Competition Rules shall be governed by the laws of India.