

BPIBS KNOWLEDGE AND INNOVATION FOUNDATION (BKIF)

A TBI promoted by Bhai Parmanand Institute of Business Studies
Shakarpur, Near Nirman Vihar Metro Station, Delhi - 110092

Word File Template for Business Plan Competition

Business Plan Title and/or Start-up Company's Name
(Website if available)

NAME OF THE STUDENT:

EMAIL:

PHONE:

DATE:

Elevator pitch

Describe the product/process/service you are projecting and its value proposition in a very brief manner.

Team & Key Advisors/Mentors

Name	Role/Designation	Qualification	Experience Summary	Key Skills
				e.g.- Entrepreneurship, Startups and Business Development

BPIBS KNOWLEDGE AND INNOVATION FOUNDATION (BKIF)

A TBI promoted by Bhai Parmanand Institute of Business Studies
Shakarpur, Near Nirman Vihar Metro Station, Delhi - 110092

Problem/ Opportunity

Problem(s) solving through Business Plan/idea

What are the top problems you are trying to solve for your customers/new opportunity that you have identified?

Solutions available in the Market

What are the existing alternatives to address the problem? Identify the main competition and their limitations.

Solution/ Technology

What is your solution?

List down top features of your solution that will address the problems you have listed.

Current Status/Stage

Current stage of your Business Plan/Idea

a) Idea

b) Prototype

c) PoC (Proof of Concept)

Mention about the current status of your startup/ technology/ product. If more than one stage, as mentioned above; state hybrid positioning.

BPIBS KNOWLEDGE AND INNOVATION FOUNDATION (BKIF)

A TBI promoted by Bhai Parmanand Institute of Business Studies
Shakarpur, Near Nirman Vihar Metro Station, Delhi - 110092

Product Demo

Share any pictures, videos or YouTube links or actual demo of your product (if it is ready).
Confidential and Finer details are not to be shared.

Unique Value Proposition

What kind of key benefits your product/service will provide to the customers?

Competitive Advantage

Why customers will buy your product?

Customer Segments & Market Size

For whom are you creating value for? If relevant, segment customers based on needs/ behaviors/ other traits.

- 1. What are the market sizes?**

 - 2. What is the value to the consumers?**
-

Channels

Paths proposed to be taken to reach out your target customer segments for

- i) awareness,*
- ii) evaluation,*
- iii) purchase,*
- iv) distribution and*
- v) after-sales services.*

These can be your own or partner channels.

List them...

BPIBS KNOWLEDGE AND INNOVATION FOUNDATION (BKIF)

A TBI promoted by Bhai Parmanand Institute of Business Studies
Shakarpur, Near Nirman Vihar Metro Station, Delhi - 110092

Revenue streams

How are you or going to make your money?

Link to customer segments & value propositions.

Cost of the Project:

- 1) Capital Cost and
- 2) Working Capital

Means of Finance:

- 1) Promoters Capital
 - 2) Loan
 - 3) Investment
-

Lean Canvas Summary

Problem <i>(Top 3 problems)</i>	Solution <i>(Top 3 features)</i>	Unique Value Proposition of your Business Plan/Idea	Customer Segments/ Target customers	Channels/Path to reach out customers
Cost Structure <i>Customer Acquisition costs</i> <i>Distribution costs</i> <i>Hosting</i> <i>People, etc.</i>			Revenue Streams <i>Revenue Model</i> <i>Life Time Value</i> <i>Revenue</i> <i>Gross Margin</i>	