



Shri Vile Parle Kelavani Mandal's
NARSEE MONJEE COLLEGE OF COMMERCE & ECONOMICS



PLANET B

JOURNEY FROM INNOVATION TO AN EMPIRE



ABOUT PLANET-B

Planet-B is a Business Plan Competition hosted by Insight- A Business, Finance and Economics Meet of Narsee Monjee College, Mumbai. Planet-B seeks to provide Idea stage and Early stage start-ups an opportunity to be part of a competitive ecosystem that gives them a meaningful learning experience. The one-month timeline of this competition aims at refining their start-up model and also aims at giving their founders the opportunity to inculcate invaluable entrepreneurial skills. The final pitching will take place on-days of Insight'18 on 10th February, 2018.

Insight was founded in 2017 and saw a footfall of 12000 in 2 days and collaborated with CNBC Awaaz, Dena Bank in its year of inception.

We, the team of Planet-B, aim to help entrepreneurs turn ideas into viable businesses by assisting in evaluation of plans, gaining knowledge, networking and seeking professional mentorship.

An overview of incentives offered in Planet-B:

Incubation Opportunities:

- An opportunity to pitch your business ideas in front of leading venture capitalists, angel investors and other industry leaders and a chance to seek funding from them for your start-up.
- Networking opportunities with our esteemed advisory board, jury and the seasoned industry leaders in the audience.

Mentorship

- An opportunity to seek mentoring from our esteemed panel of mentors and advisors that include entrepreneurs, TEDx speakers, CEOs and many more.
- An opportunity to gain a content rich and valuable feedback on the business plans from our advisory panel.

Training Workshops

- The participants get access to the training workshops that are exclusively designed for them.
- The training workshops include:
 - Mind Mapping
 - Business Modeling
 - Design Thinking
 - Digital Marketing
 - Entrepreneurship
 - Training and development of Pitch

ELIGIBILITY CRITERIA AND GUIDELINES

Team Composition

1. There is no restriction on any individual to participate. Anyone from students to corporate professionals (employed or self-employed) from across the world with an idea, a product or a service or even an operating start-up, can participate.
2. Individuals can participate in their individual capacities or as part of a team.
3. A team may consist minimum of one member and not more than five members. The members can either be from one organization or different organizations and colleges/universities.
4. One participant is not permitted to be a part of more than one team.
5. After the registration, no changes in the structure of the team will be allowed under any circumstances.
6. There should be 1 Team Leader for each participating team as a point of contact on behalf of his/her team and must provide us with his/her details.
7. Multiple entries from a single team are not allowed.
8. The participants must produce government approved ID Proofs on request.



General Guidelines

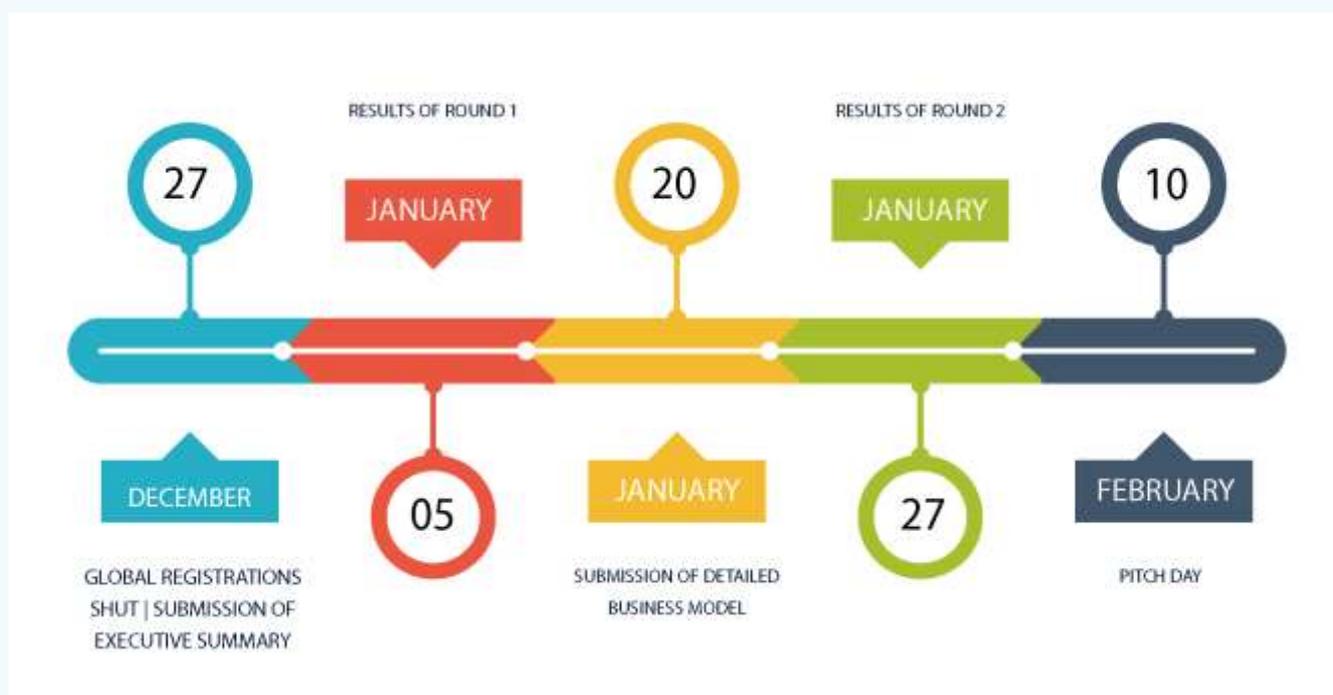
1. The registration and the submission of executive summary and Business Plan are required to be done online.
2. The participants must register using the team leader's email-id.
3. Submission of only one Executive Summary and Business Plan is allowed.
4. Submissions after the deadline dates will not be considered. The organizers accept no responsibility for, nor shall be required to accept submissions, which are late due to technical or other reasons.
5. Details about the timeline and the mode of these lectures will be sent across on registered email IDs on 5th January, 2018. The participants have to give their confirmation for the online sessions latest by 7th January, 2018. Late confirmations will not be entertained by the Planet-B team.
6. Each team will be given allocation of only 1 window on the group call.
7. The decision taken by Planet-B's jury will be final and binding on all participants and all participants waive their right to challenge such decisions.
8. The selection process maybe received and shall be as per Planet-B's discretion. The participants or any third party shall have no right to question the process of selection.
9. All deadlines listed within these Terms and Conditions or that relate to Planet-B may be changed at any time, at the discretion of Planet-B's team. Any changes to these dates will be notified by email to the Team Leader. The organizers reserve the right, at its discretion, to cancel Planet-B.
10. Planet-B's reserves the right to change the amount and the allocation of the prize fund at any time up to and including 10th February, 2018 during the judging day. Any changes made prior to 10th February 2018 will be communicated to the Team Leader via email.

Guidelines for Start-ups



1. The start-ups that have been incorporated three years ago (i.e. registered on or before 1st April, 2014) or have raised seed or Series A funding are not eligible to participate. You may be required to submit proof of the same during the competition process.
2. The start-ups acquiring external funding are not permitted to participate.
3. The start-ups currently in the idea stage or in the early stage of development only can participate.

TIMELINE



DETAILS

Round 1: Eliminations

- In this round, the participants need to give a brief about their startup idea in an Executive Summary answering the questions to
 1. What is the existing gap or problem that you are solving?
 2. What is your solution/idea/product?
 3. What is your revenue model?
- The Executive Summary should be not more than 2 pages. The following guidelines need to be followed: Font- Times New Roman, Size – 11, Line Spacing – 1, Margin 1 inch on all sides.
- The submission should strictly be in the “.pdf” format. The file name should be: “Team Name_Team Leader’s Name_R1.pdf”.
- **The Round 1 submissions should be mailed to Planetb2018@gmail.com by 27th December, 2017.**
- Late submissions of the Executive Summary will not be considered for evaluation.



Round 2: Catalyst

- Teams qualifying for Round 2 only are eligible for submitting the detailed Business Plans.
- The files in “.pdf” format are only accepted.
- The guidelines for the format and the content of Business Plan submission will be updated to the participants on their registered email address.
- The file should be named: “Team Name_TeamLeader’sName_R2.pdf”
- For the detailed document, the teams would have to strictly adhere to the format provided and if deemed necessary can only add other sections but have no right to subtract any of them.
- **The submissions must be mailed to planetb2018@gmail.com by 20th January, 2018.**
- Late submissions will not be accepted in any circumstances.

Round 3: The Final Pitch Day

- The selected participants from Round 2 will be invited to Narsee Monjee College’s Campus during Insight to be held from 7th February, 2018 to 10th February, 2018.
- The teams making it to the Campus will get the opportunity to pitch their ideas in front of the Venture Capitalists, Angel Investors and other industry leaders leading to fund-raising or equity infusion.
- Clarity, focus and conviction are all up for display in this round.
- Corporate High - Tea and Networking Session will be conducted after the event.
- The accommodation of outstation teams is ensured by Insight. However, the teams must make their own travel arrangements.

TRAINING WORKSHOPS



The participants will have access to training workshops conducted by experts on multifarious topics. The workshops will be conducted on live video call engaging the participants and giving them an opportunity to get their doubts cleared on the spot. This facility gives an opportunity to Business Plans to be mentored by finest panel of industry veterans. The topics covered by Planet-B resource bank includes:

1. Digital Marketing

With the whole world going digital, Digital Marketing is the future. Looking at how fast Internet catches everyone's fancy, it is the smartest move to convert the wide internet audience into customers for start-ups as well as brand. It is a platform to kick-start your start-up career.

2. Design Thinking

Design thinking is the human-centric approach to innovation that helps to solve problems with a creative mindset. Its effectiveness is endorsed by the fact that it is used by the Fortune 500 companies to address their business problems. It gives your start-up a competitive advantage in the market and gives a boost to your problem-solving skills.

3. Mind Mapping

A mind map is a visual representation that can help clarify thought processes and bring much-needed perspective to the table. Get the opportunity to learn from India's first mind-mapping trainer, who has been a Ted x speaker for 5 times and conducted Mind Map seminars for many Fortune 500 companies, Wharton and Harvard Business schools, LSE and many more.

4. Pitch Training

A Pitch, here, refers to a concise, well-practiced description of the start-up, delivered with conviction and enthusiasm. We will help you give the right impression for the business in a very concise and impressive way before potential investors.

5. Entrepreneurship

Entrepreneurship being an intangible factor is the moving force and development for a start-up. We will be covering all or some of the topics, such as-

- How to get Initial 100 customers
- Why not to quit?
- Start-up lessons for non tech founders and the accessible tools
- Keys to Success
- Financial Planning

RULES FOR TRAINING WORKSHOPS

- These training workshops will be conducted online. The mode of the workshop can be either a group video call, video upload or in a document form.
- Details about the timeline and the mode of these lectures will be sent across on registered email IDs on 5th January, 2018.
- The participants have to give their confirmation for the online sessions latest by 7th January, 2018. Late confirmations will not be entertained by the Planet-B team.
- It is compulsory for at least one of the team members to attend the online workshop. The organizing team cannot be held accountable if none of the team members are able to avail to the workshop.
- Each team will be given not more than one window for the online interactive sessions.

CASH PRIZE



Winner
INR 75,000



1st Runner up
INR 50,000



2nd Runner up
INR 25,000

TERMS AND CONDITIONS

1. Planet-B Organizing team may publicize the names and associates 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.
2. Each participating team must agree to accept that their registration form and their entries will not be returned to them, and accept that their personal data will be available for information and statistical purposes.
3. The participating team represents that they shall not violate any applicable law.
4. The Terms and Conditions and the Competition shall be governed by the laws of India.
5. No participating team may under any circumstances attempt to contact a judge during evaluation stages of the competition. Any such behaviour will result in the disqualification of the team from the competition.

FAQs

How to enroll?

<http://planetb.nminsight.org/Registration.aspx>



What are the important dates for the competition?

1. Registration starts from 9th December, 2017 till 23rd December, 2017.
2. Round 1: Last day for the submission of the Executive Summary is on 26th January, 2018.
3. Round 1: Results will be out on 5th January, 2018.
4. Round 2: Last day for submission of the detailed Business Plans is on 20th January, 2018.
5. Round 2: Results will be out on 27th January, 2018.
6. Round 3: The Final Pitching Round will be held on 10th February, 2018.

What benefits do the non-winning teams get?

- Incubation Opportunities:
 - An opportunity to pitch your business ideas in front of leading venture capitalists, angel investors and other industry leaders and a chance to seek funding from them for your start-up.
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- Mentorship
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Is the competition online or offline?

The first two rounds will be conducted online. However, the Final Pitching Round will be conducted on the Campus of Narsee Monjee College, Mumbai on 10th February, 2018.

What provisions will be made for international participants and participants who do not stay in Mumbai for the third round?

The accommodation of the teams is ensured by Insight. However, the teams must make their own travel arrangements.

I have already entered this idea in another competition. Can I still participate in Planet-B?

Yes.

I am an alumnus of SVKM. Can I still apply?

Yes.

Can professors or other personnel associated with the college be a part of Planet-B?

Yes.

Do judges or mentors usually sign NDA (non-disclosure agreement)?

Yes.

Who would be included on the advisory board?

The list of mentors and their profile is available on our website:
www.bplan.nminsight.org

Where will I get the updates and the results of the competition?

Regular updates will be posted on the website. Important updates and results will be mailed to the email address submitted by the Team Leader.

How do I access the training sessions?

The training sessions will be done on live video calls conducted by the experts on that particular topic. The sessions will not be recorded. The time table of the training sessions will be given to you once you qualify the first round of qualification.