

# **Business Plan Competition**

## **Introduction**

Business plan competition is being organizing by the UBL Cell of UWU to identify potential undergraduate entrepreneurs who have realistic business ideas and to assist them to grow up as sustainable entrepreneurs with the support of UBL Cell. UBL Cell invites undergraduates to submit their business plans in a given format. Submitted business plans will be evaluated under three rounds to select the best business plan.

## **Evaluation: Round I**

Submitted business plans will be evaluated by a panel includes a combination of academic and industry experts under four themes; Agriculture, Manufacturing, Science & Technology, Management and services. Twelve business plans that includes three from each theme will be short listed for the semi-final evaluation. Basic evaluation criteria and is as follows.

Evaluation cineraria:

- Business concept.
- Value Created by the New Product or Service
- Evaluation of the Market Opportunity
- Competitive Advantage of the Proposed Venture
- Operational and Technological Viability
- Capital Requirements and Financial Forecast

## **Evaluation: Round II**

Semi-final evaluation or round II evaluation will be done by inviting candidates to do a 10-15 minutes presentation on their business plan in front of a panel. The best business plan from each theme will be selected as the candidates for the final round of evaluation. The best four business plans that includes one from each theme will be sent to the final evaluation. Basic evaluation cineraria for the second round is as follows.

Evaluation Criteria:

- Customer need & satisfaction
- Marketing opportunity
- Operational viability
- Promotional programs

### **Evaluation: Round III**

Final evaluation or round III evaluation will be done by inviting 4 candidates to do a 10-15 minutes poster presentation and an interview on their business plan in front of a panel. The best business plan will be selected in this round. Evaluation criteria is as follows.

Evaluation Criteria:

- Impact / Value on the society
- Market Expansion
- HR Management
- Risk Management
- Market Exit Strategy

All four candidates of the final round will receive a token of appreciation and a certificate. UBL Cell will support them to grow up their businesses through consultancy and technology transfer (according to the normal procedures UBL Cell follow). Equipment required to start the business of the winner will be purchased and maintained at UWU and he/she can continue his/her business work at the university. He/ She will sign an agreement with the UBL Cell regarding the incubation and he/she should be a role model to others regarding entrepreneurship.