

Business Idea Pitching Competition -2021

Rules and Regulation for the Competition

General Guidelines

1. Business plan competition is open for all the **First Year** undergraduates in Entrepreneurship and Management Degree Programme.
2. Teams are eligible for the participation of Business Plan Competition
3. The winning team will be the group which is having the overall highest marks.
4. The decision of the panel members will be the final and will not be subjected to any change.

Rules for the Competition

1. The allocated time for the presentation of the business plan will be 10 minutes.
2. Additional 05 minutes will be given for Question and answering session.
3. The teams must submit their presentation in MS PowerPoint prior to the competition date (on or before 26th June 2021) to bizdms@uwu.ac.lk
4. Presentation is required to present via zoom video conferencing system
5. Business plan should be presented as a group
6. PPT template provided by the organizers should use to prepare the presentation
7. PPT Video should create using the ZOOM app for the use in emergency situations occurred during the presentation.

Evaluation Criteria

- Introduction and Uniqueness of Business Idea – 20%
- Market Gap and Opportunity Identification– 10%
- Marketability and Sustainability – 10%
- Financial Feasibility – 10%
- Operational Feasibility – 10%
- Resourcing – 10%
- Creativity of the presentation – 10%
- Question and Answering – 20%

- **Deadlines**

Registration – on or before 10th September 2021

Inform Eligibility – 17th September 2021

Submit the pitch presentation and video – 24th September 2021

Final competition – 29th September 2021