

# AmiTank

Amity Centre for Entrepreneurship Development, Amity University Uttar Pradesh is organizing **AmiTank Competition** as a part of **Amity Youth Fest 2022 (AYF'22) (24th to 26th March)**, where aspiring entrepreneurs from various colleges/universities, schools/organizations can pitch their business idea to a panel of judges and venture capitalists in order to get further guidance in their idea or venture.

## OBJECTIVES

- Connect potential entrepreneurs to peers, mentors, incubators and angel investors
- Catalyse a culture shift to encourage entrepreneurship
- Foster social entrepreneurship and grassroots innovations
- Encourage participants to identify, innovate and nurture the skills for new ventures

## TRACKS FOR BUSINESS IDEA PRESENTATION

With the country experiencing a huge boom in the startup ecosystem along with shows like Shark Tank India, and the country having 11 unicorns already in the 3rd month of the year, it is also going through many challenges in various areas of economic disparity, health care, clean energy, sanitation, infrastructure, child labor, hygiene population control, ignorance, illiteracy, poverty, bias- gender/caste, etc. So, the business ideas are not limited to the above stated scenarios.

For more information, please refer to the Amity Youth Fest website:

<https://amity.edu/ayfse/default.asp>

## RULES FOR COMPETITION

- Prospective participants must read and comply with all the rules of “AmiTank Competition”.
- Each team should consist of a minimum of 1 member and a maximum of 4 members.
- Each team has to submit **a business idea summary at the time of registration and a presentation** on the event day.
- All submissions to be done using the provided platform.
- Presentation submission and communication will be sent to the email Id given under contact details.
- All ideas, pitches, and presentations must be accurate and represent the venture in an honest manner. Misrepresentation will result in disqualification.
- Each member on the team should be involved from concept and development of the business idea and ideally take an active ownership role in the startup.
- Please specify your mode of participation (online or offline) with the business idea when you mail it.
- Note: For offline participants no accommodation/food will be provided.

## IMPORTANT DATES

AmiTank competition will be rolled out in the below mentioned phases:

Last Date of Online Submission & Registration	:	21 <sup>st</sup> March 2022
Start-It-Up (Ice Breaking event)	:	24 <sup>th</sup> March 2022
Pitch n Snitch	:	25 <sup>th</sup> March 2022
Result Day	:	26 <sup>th</sup> March 2022

## General requirements for the business idea and presentation:

Here the candidates are supposed to submit a Business idea summary and Presentation at [bplan@amity.edu](mailto:bplan@amity.edu). It must express Ideas that needs to be submitted with the following information:

Sr No.	Idea needs
1	Background for getting the idea ? a. Who is it for? b. What will it do? c. Which are the potential markets? d. Any unique features? Explain? e. Is there enough demand? f. Can customers afford it? g. Why will they buy it? h. What is your motivation for doing it? (Statement of Purpose)
2	Is it a new concept? a. If not, what kind of competition exists? What are they offering? How is your product/ service going to be different/ unique? b. If yes, how can you stop competitors from introducing similar offerings?
3	How are you going to sell your product or service to potential customers?
4	How frequently will customers make "repeat purchases" of your product or service?
5	How simple or complex will the idea's execution or implementation be? What are the risk factors involved in executing the idea?
6	How soon could the idea be put into operation?
7	What is the break-even point and estimated time-frame? Having deducted your costs what "margin". Can you make your product or service?
8	a. How much investment would you need to commercialize the idea. b. What seed funding support would you want from the Incubator? c. How will you raise the balance funding required ? d. What is the other support apart from financial you will need from the incubator ?
9	a. Why are you the best suited person to execute this idea? b. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?
10	How do you intend to protect your idea (i.e. your intellectual property or IP)?

## Instructions for the Presentation

- The shortlisted participants shall be invited to present their business idea to the jury composed of successful entrepreneurs, internationally leading mentors on startups, venture capitalists and academicians.
- A primary contact person for each team must be identified.
- Presentation schedule - each team will be given 7 minutes for presentation to a panel of judges (with no questions or interruptions). The panel will then have 03 minutes to ask questions and provide some on-the-spot feedback and reactions. All the participants are requested to strictly follow the time limits.

**PRIZES: Winners will get exciting rewards.**

**All the participants will get e-certificates.**

**REGISTRATION FEE : No fee**

**Venue:** The event will be conducted in a hybrid mode. Participants can take part either via offline mode in Amity University, Noida or via online mode through MS Teams (links for the same will be provided).

## Organising Committee

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