

# LAKSHYA

ALL INDIA INNOVATIVE  
BUSINESS PLAN COMPETITION-2023

14<sup>th</sup>-16<sup>th</sup> SEPTEMBER, 2023

International Conference on  
Entrepreneurship, Innovation & Leadership (ICEIL) 2023

Amity University Campus, Sector-125, Noida, U.P., INDIA

#### Day I

- Registration (Lakshya)
- Inauguration (ICEIL-2023)
- Mentoring Session

#### Day II

- Introduction to Jury
- Presentation of Business Plans

#### Day III

- Valedictory cum Award Ceremony

#### REGISTRATION FEE (Team Size - 3 Members)

Academicians	Rs. 5000/- (per team)
Corporates / Entrepreneurs	Rs. 5000/- (per team)
Research Scholars	Rs. 2000/- (per team)
Alumni	Rs. 5000/- (per team)
Students	Rs. 1500/- (per team)

#### HOW TO REGISTER:

<http://www.amity.edu/iceil2023>  
Submission of Detailed Business Plan and executive summary (not more than 500 words) at [lakshya@amity.edu](mailto:lakshya@amity.edu)

Registration fee does not include applicable taxes. Hence, an additional 18% GST shall be charged.

Registration fee is non-refundable.

#### WHO SHOULD PARTICIPATE?

- STUDENTS • STUDENTS STARTUPS
- ACADEMICIANS • CORPORATES / ENTREPRENEURS
- RESEARCH SCHOLARS • ALUMNI

#### AWARDS

Position	Prize		Non-Collegiate / Start-ups	Collegiate	
	Non-Monetary	Monetary		Amity	Non-Amity
1 <sup>st</sup>	INR 5 Lakh*	INR 10,000	01	01	01
2 <sup>nd</sup>	INR 3 Lakh*	INR 7,500	01	01	01
3 <sup>rd</sup>	INR 2 Lakh*	INR 5,000	01	01	01

\*Incubation & seed support which includes mentoring & networking (6 months incubation / 4 months incubation / 2 months incubation)

All winners shall get one year membership with TIE, New Delhi-NCR

Last Date of Submission of Business Plan : 31<sup>st</sup> August 2023

#### For Further Queries Please Contact:

Amity Institute of Biotechnology (J-3 Block, Room No. G-05);  
Amity Centre for Entrepreneurship Development (F-2 Block, Room No. 302),  
Amity University, Sector-125, Noida (UP)

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[www.amity.edu/iceil2023](http://www.amity.edu/iceil2023)

**AMITY UNIVERSITY UTTAR PRADESH**  
organises  
**LAKSHYA-BUSINESS PLAN COMPETITION**  
in  
**5<sup>th</sup> International Conference on Entrepreneurship, Innovation and Leadership**  
**(ICEIL 2023)**

The banner features a blue background with a gear and target motif. At the top, logos for AMITY UNIVERSITY, INSTITUTION'S INNOVATION COUNCIL, IQAC, G20, Coforge, DELHI NCR, AMITY INNOVATION INCUBATOR, and WADHWANI FOUNDATION are displayed. The central text reads 'LAKSHYA' in large white letters, with 'ALL INDIA INNOVATIVE BUSINESS PLAN COMPETITION-2023' below it. A date bar indicates '14<sup>th</sup>-16<sup>th</sup> SEPTEMBER, 2023'. The event details are listed as 'International Conference on Entrepreneurship, Innovation & Leadership (ICEIL) 2023' at 'Amity University Campus, Sector-125, Noida, U.P., INDIA'.

Amity University is a highly research-focused, innovation-driven and interdisciplinary University with over 35,000 full-time students at its main campus in Noida (Delhi NCR). The focus on quality has led the University to be ranked # 1 Private University since the last nine years by India Today and amongst the top 3% Universities globally by QS and Times Higher Education. Amity is also the only University in India to have US regional accreditation (by WASC) and be QAA (UK) accredited. It is part of the Amity Education Group with over 1,75,000 students across campuses in 12 countries.

**Atmanirbhar Bharat Abhiyaan** or **Self-reliant India** campaign is the vision of New India. Self-reliance will make globalization human centric. Industry 5.0 focussing on **Sustainability, Human-Centric, and Resilience** emphasizes a triple-bottom-line of economic, environmental, and societal impact, bringing ESG (Environment, Social and Governance) perspective and balance. The Indian government's constant backing of startups by providing them with incentives for the growth. Over the last few years, Government has rolled out various schemes dedicated to supporting startups. Taking the

startup India Initiative ahead there are more than 21 direct associated policies available for the creation of new world of startups. There is need for use the latest knowhow and technology to solve these issues through human-machine collaboration.

In this context, Amity University Uttar Pradesh is organizing **LAKSHYA 2023-A NATIONAL LEVEL BUSINESS PLAN COMPETITION** as a part of the **5<sup>th</sup> International Conference on Entrepreneurship, Innovation and Leadership (ICEIL 2023)** on the theme *“NextGen Tools and Strategies for Business Growth in Industry 5.0”* to be held from **14<sup>th</sup> – 16<sup>th</sup> September 2023**.

## **OBJECTIVES**

- To educate and equip potential and early-stage entrepreneurs across the nation to craft an innovative business plan.
- To connect potential entrepreneurs to peers, mentors, incubators and angel investors
- To catalyze a culture shift to encourage entrepreneurship.
- To foster social entrepreneurship and grassroots innovations
- To encourage participants to identify, innovate and nurture the skills for new ventures
- To promote Entrepreneurship among Women
- To make participants learn to speak the language of business and understand the probable challenges.

## **TRACKS FOR BUSINESS PLAN**

The business plans for presentation at Lakshya 2023 need to focus on these following areas:

- Agriculture & Food Processing
- Financial Market
- Energy & Infrastructure
- Environment and Green Tribunals Management
- Green Economy & Capital
- Health care, Sanitation, Nutrition etc.
- IOT/AI/AR
- Legal Entrepreneurship
- Retail & Commodity
- Rural Development
- Skill Based Business
- Social Entrepreneurship and Sectoral Reforms
- Social Media
- Technology
- Tourism

## **RULES FOR B-PLAN COMPETITION**

- Prospective participants must read and comply with all the rules of “Lakshya: B-Plan Competition”.

- Individual teams can be comprised of one to three members.
- Each team can submit one plan (Detailed Business Plan + Executive Summary) for the competition.

### **Detailed Business Plan & Executive Summary**

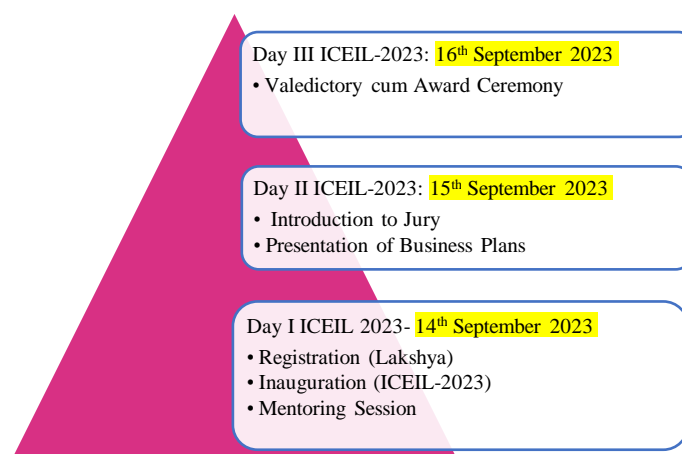
Team needs to submit:

- Detailed Business Plan in word document in Times New Roman with 12 font size.
- One Page Executive Summary (not more than 500 words) in Times New Roman with 12 font size with recent passport size pic of all team members (individually) as it will be included in the souvenir.

**Please note that both documents should only be in word format not pdf to be sent to [lakshya@amity.edu](mailto:lakshya@amity.edu).**

- Participants must fill in the Registration Form and pay fee online at [www.amity.edu/iceil2023](http://www.amity.edu/iceil2023).

### **FORMAT OF LAKSHYA AT A GLANCE**



### **IMPORTANT DATES**

Lakshya –B-Plan competition will be rolled out in the below mentioned phases:

Last Date of Online Submission & Registration	:	31 <sup>st</sup> August 2023
Short Listed Candidates to be intimated	:	7 <sup>th</sup> September 2023
Inaugural Session	:	14 <sup>th</sup> September 2023
B-Plan Presentation	:	15 <sup>th</sup> September 2023
Valedictory Function cum Award Ceremony	:	16 <sup>th</sup> September 2023



**INFORMATION REQUIRED:**

The candidates are supposed to submit a Detailed Business Plan Proposal. The details for presentation are mentioned below.

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 no, what kind of competition is existing? 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 timeframe? Having deducted your costs what “margin” can you make on your product or service?
8	a. How much investment would you need to commercialise 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)?

**\* Please explain the detailed economics, funding requirement expenses income plan over the next 3 years after start. Please include the Product/ service documentation also.**

Individual teams will present their Business Plans to the team of Judges comprising of academia, government personnel and venture capitalists the **Observer**. The teams will present their Business Plan in ppt format comprising of one slide each of above-mentioned points on MS Teams Platform.

## INSTRUCTIONS FOR THE PRESENTATION

- The shortlisted participants shall be invited to present their business plan to the jury comprising of successful entrepreneurs, internationally leading mentors on startups, venture capitalists and academicians.
- A primary contact person for each team must be identified.
- Contest entrants understand that the contest is a public competition and that all information disclosed by them will be kept confidential. Further, entrants give permission to the ACED to use the materials they submit for educational purposes.
- PowerPoint presentations should be limited to 5 slides. It is recommended that presentations cover market, value proposition and product, competition, financials (financing needs, projections), timeline, and team.
- 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 time limits will be strictly enforced.

## WHO SHOULD PARTICIPATE?

- Students
- Student start-ups
- Academicians
- Corporates / Entrepreneurs
- Research Scholars
- Alumni

## AWARDS:

Position	Prize		Non-Collegiate / Start-ups	Collegiate	
	Non -Monetary	Monetary		Amity	Non-Amity
1 <sup>st</sup>	INR 5 Lakh*	INR 10,000	1	1	1
2 <sup>nd</sup>	INR 3 Lakh*	INR 7,500	1	1	1
3 <sup>rd</sup>	INR 2 Lakh*	INR 5,000	1	1	1

**\*Incubation & seed support which includes mentoring & networking (6 months incubation / 4 months incubation / 2 months incubation)**

- **All winners shall get one year membership with TiE, New Delhi, NCR**

### REGISTRATION FEE :

Academicians	: INR 5000/- per team
Corporates / Entrepreneurs	: INR 5000/- per team
Research Scholars	: INR 2000/- per team
Alumni	: INR 5000/- per team
Students	: INR 1500/- per team

Note: Applicable taxes shall be levied additionally.

Payment should be done at the time of registration at website – [www.amity.edu/iceil2023](http://www.amity.edu/iceil2023)

### **MENTORING TEAM**

*Prof. (Dr.) Balvinder Shukla, Professor Entrepreneurship & Leadership, [bshukla@amity.edu](mailto:bshukla@amity.edu).*

*Prof. (Dr.) Sanjeev Bansal, Dean - Faculty of Management Studies Director - Amity Business School [sbansal1@amity.edu](mailto:sbansal1@amity.edu)*

*Dr. Geetika Dayal, Executive Director, TiE Delhi- NCR*

*Mr. Ojasvi Babber, CEO, Amity Innovation Incubator, Noida*

### **Organising Committee**

*Prof. (Dr.) Nidhee Chaudhary, Head, Centre of Biotechnology and Biochemical Engineering, Amity Institute of Biotechnology, [nchaudhary@amity.edu](mailto:nchaudhary@amity.edu); 9899285614*

*Dr. Garima Agarwal, Assistant Professor, Amity Centre of Entrepreneurship, [gagarwal@amity.edu](mailto:gagarwal@amity.edu); 9818213655*

*CS. Monika Suri, Assistant Professor, Amity Law School, [msuri@amity.edu](mailto:msuri@amity.edu); [9891404035](tel:9891404035)*

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