



EUREKA

THE B-PLAN COMPETITION

ASIA'S LARGEST BUSINESS MODEL COMPETITION



SUNDAY, 16 October



12 NOON ONWARDS



GOOGLE MEET

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October 13, 2022

Notice

Subject: BIZMIND: E-CELL of MAIMS organizes the B-Plan competition on October 16, 2022

In consultation with Director, MAIMS, a competition organized by the BIZMIND Club of MAIMS Cultural Society for Academic Session 2022 – 23 is detailed as:

Activity	B-Plan competition as a part of EUREKA, Asia's largest business model competition.
Brief Outline of the Activity	Event BIZMIND: The Entrepreneurship Cell of MAIMS is organizing a business plan pitching competition, EUREKA. Which aims to encourage young entrepreneurs to explore new business ideas, start up their own company or bring to scale a business. Bizmind, in association with the E-Cell of IIT Bombay, is providing an opportunity to the young and budding entrepreneurs to present their startup ideas to the panel of judges. The ultimate winner team will be given a fast-track entry in the final round of Eureka (The B-plan competition of IIT Bombay) and will stand a chance to win exciting prizes.
Dates and Time	October 16, 2022 Time: 12:00 noon onwards.
Venue	G-Meet
Registration Link	https://forms.gle/2i4cGbECYhTgdcMX7
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	<ul style="list-style-type: none">• Ms. Riya Sharma, Associate Professor, Business Administration, MAIMS• Ms. Shweta Rastogi, Assistant Professor, Business Administration, MAIMS• Dr. Charu Mohla, Associate Professor, Business Administration, MAIMS• Ms. Sanam Sharma, Assistant Professor, Business Administration, MAIMS
Student Coordinators	<ul style="list-style-type: none">• Mr. Hardik Bansal (President) +917206623325• Mr. Saurabh Pauriyal (Vice President) +918447086067• Ms. Devangna (General Secretary) +917248269300• Mr. Dhruv Tayal (Joint Secretary) +919991522233
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

Prof. (Dr.) Rajni Malhotra Dhingra
(Director)

Copy to:
Director, MAIMS for kind information please

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CERTIFICATE OF PARTICIPATION

Shawn Garcia

FOR PARTICIPATING IN EUREKA "B-PLAN COMPETITION"
ORGANIZED BY BIZMIND, THE E-CELL OF MAIMS
HELD ON 16TH OCTOBER, 2022

Hardik

Ms. Riya

Dr. Sumedha

Dr. Rajni

HARDIK
Student
Coordinator

MS. RIYA SHARMA
Faculty
Coordinator

DR. SUMEDHA DUTTA
President, MAIMS
Cultural Society

DR. RAJNI MALHOTRA DINGRA
Director, MAIMS

Post-Event Report

Name of the Event: **Eureka- The B Plan Competition**

Date of Event: October 16, 2022

Time of Event: 12:00 pm to 3:30 pm

Platform: Google Meet

On October 16th, the Entrepreneurship Cell of Maharaja Agrasen Institute of Management Studies, **BIZMIND** organized **Eureka- The B-Plan Competition** where the participants with an entrepreneurial mindset prepared a PowerPoint Presentation representing their innovative business plans covering all the topics and challenges from 'How they got the idea' to 'How to make it a multi-national business'. They had to present their PPT and pitch their business idea live in front of the judge and other participants.

The moderator of the competition was Ms Saijal Bansal who started by welcoming everyone to the event.

The host wholeheartedly extended the gratitude on behalf of the team bizmind to our Founder Chairman Dr Nand Kishore Garg sir, Director General Dr S K Garg sir, Advisor MAITS Dr G P Govil sir, Director MAIMS Dr Rajni Malhotra Dhingra Ma'am for their support, and all the other dignitaries, guests, teachers, and fellow students.

She introduced and welcomed the honourable judge for the evening, **Mr Krishna Mohan**, who started as a product design engineer and later discovered his passion for entrepreneurship through freelancing. He is currently working on a Startup: - Hearth-Market Network, a community-based ecosystem for people to explore their passions, collaborate, and communicate with other passionate people as a community.

Our second mentor today, we have Ms **Megha Woraah**, Founder & CEO of "Talent Serve" a web-based app that has mentored over 1 Lac career aspirants in just 9 Months. She has completed her degree from Ranchi University, Jharkhand, and completed her MBA from Symbiosis Pune. She has around 15 years of experience in multiple facets of organisation which makes her versatile.

Details of the event:

BIZMIND, The E-Cell of MAIMS in association with **National Entrepreneurship Challenge**, an initiative of **E-Cell, IIT Bombay**, conducted **Eureka!**

The winner of this competition will get a **Wild Card Entry** to the Eureka! The winners will also be provided with duly signed e-certificates.

The winning team will also receive a **Cash Prize of Rs 1000!**

The following things were considered while judging the winners of the competition :

- Uniqueness and authenticity of the idea
- Fluency & clarity of thoughts while pitching
- Viability of their idea and financial feasibility
- The overall impact on the society
- And, quality & originality of the presentation

The participants could participate individually or in a team of at most 5 members. All the teams had a maximum time of 4 minutes to pitch their ideas.

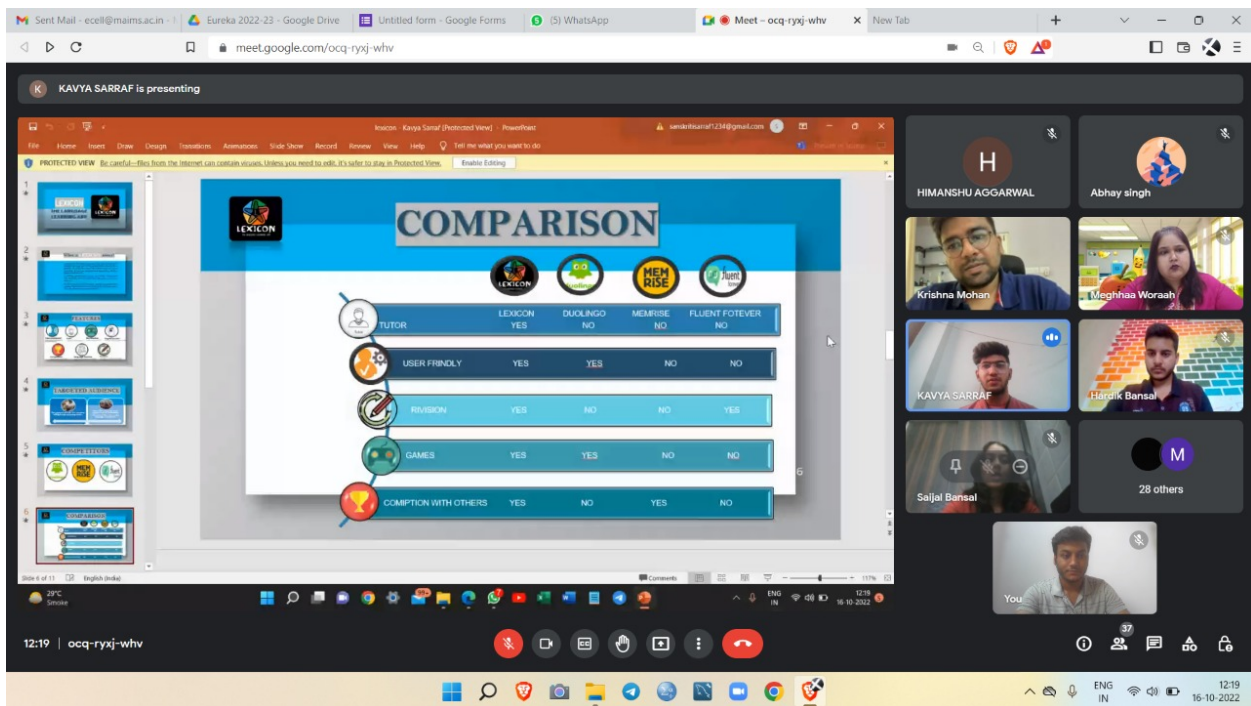
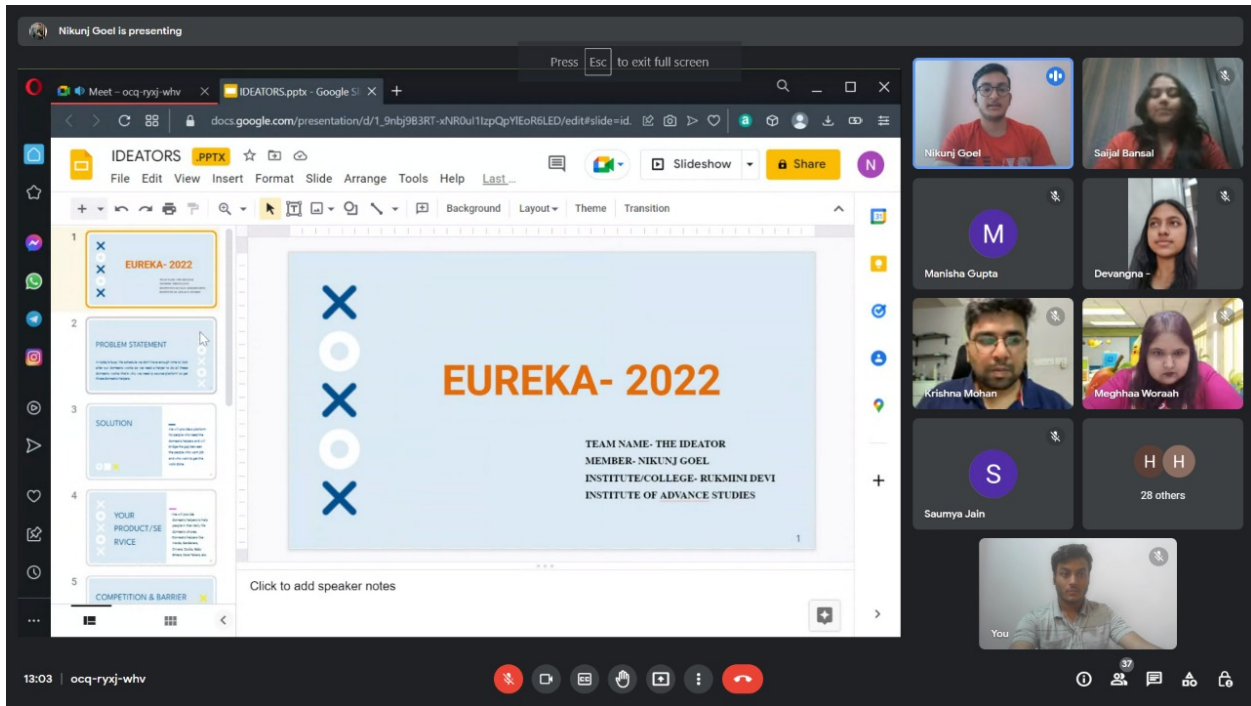
The moderator explained all the details and rules of the competition to the teams and cleared all the queries they had beforehand.

Each team presented their ideas and afterwards, the judges marked them and also gave their valuable reviews and suggestions to improvise their plan to build a flawless pitch.

After all the presentations were done, the judges, Mr Krishna Mohan and Ms Meghaa Woraah gave their concluding remarks and enlightening feedback. They also praised and motivated all the participants to work on their business ideas and try to generate more & more employment for the nation.

All the participants and attendees were provided with a feedback form by the end of the session for gathering their opinions on the event execution and sending them the due E-Certificates.

The moderator from The E-Cell of MAIMS concluded Eureka- The B-Plan Competition by delivering a vote of thanks to the honourable judges, thanking all the participants for their valuable efforts and congratulating the whole audience for their patience. She also thanked our faculty coordinators who helped conduct the event in the smoothest manner possible.



Yatharth khanna is presenting

KEY PARTNERS
Currently we have no key partners

CHANNELS
•Physical channel of distribution through stalls.
• Online channel of distribution through social media platforms like Instagram and Facebook

KEY RESOURCES
•A diverse team of 26 talented individuals.
•A brand well known throughout our college "Pankhuri".
• A platform on Instagram currently used for promotions and for sales as well.

KEY ACTIVITIES
•Procurement of flowers from temples and different functions.
•Use of pure 100% cotton cloths.
•Preservation and restoration of natural resources.

VALUE PROPOSITIONS
•To utilize floral waste as fertilizers after proper treatment without contamination issues.
•To adopt a green recycle approach by using extracted pigments for making semi-synthetic dyes.
•To reduce river pollution and maintain cleanliness, the floral waste is collected at the primary source to refrain from encouraging toxicity at the dumping points
•To boost sustainability by using floral waste to dye T-shirts, giving them a highly organic yet chic blend.

REVENUE STREAM
The primary and the only revenue stream comes from selling of the naturally dyed garments.

CUSTOMER RELATIONSHIPS
•Long term relationship.
•Deep meaningful relationships.
•Recurring customers.

CUSTOMER SEGMENTS
Our target market is people who want to buy environment friendly products and wants to bring a change but currently our focus is mass market.

COST STRUCTURE
The primary cost of the project involves the procurement of fabrics which is needed to be dyed and salaries paid to workers. Secondary cost includes the cost incurred in the selling of the product.

13:57 | ocq-ryxj-whv

Nikunj Goel is presenting

UNIQUE SELLING PROPOSITION

- What make us unique from others is that we take full responsibility of any fraud or inconvenience and offer full replacement if demanded by customer.
- We are available 24X7 so anyone can reach out to us anytime during an emergency as well.
- For those who are unable to use smartphones like old or uneducated people can reach our small outlets for convenience.

Click to add speaker notes

13:04 | ocq-ryxj-whv

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Yatharth khanna is presenting

enactus.
Maharaja Surajmal Institute

Project Pankhudi

WE BE-LEAF IN ZERO WASTAGE

Your computer might slow down while running video effects | meet.google.com is sharing your screen. Stop sharing Hide

13:49 | ocq-ryxj-whv

26

ENG IN 16-10-2022

Participants: Sajjal Bansal, Kashitij Mukerji, Prachi Chhabra, Meghhaa Woraah, Krishna Mohan, Yatharth khanna, Manisha Gupta, 17 others, You