

**Event Category:** Flagship Event

Name of the: **Talent Exposition- An Innovative Business online Idea**

**Name and contact details of the coordinator:**

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**About the event:**

With every seasonal shift comes a reminder of the possibilities of life. And if you feel stuck in a rut, you must not feel demotivated because reinvention and blooming business ideas are closer than you think. You can feed off the energy of innovative business ideas and parlay it into **Talent Exposition-** an exciting chance to design your own predeterminations.

The e-commerce boom in India has not only changed the face of consumer business but also opened many doors in terms of career and job opportunities. With several ecommerce startups launching every year and the market growing by leaps and bounds, the e-retail trend is here to stay.

Regardless of whether they do not begin a business, youth associated with business programs acquire abilities and become more creative, viable workers and supervisors.

**The Talent Exposition** is the initiative of its own kind to encourage entrepreneurship in India. It is to provide a meaningful learning experience for students/ persons who are interested in pursuing an entrepreneurial opportunity at some point in their careers.

**The Talent Exposition** aims at motivating students into innovative thinking, skills, and ideas to be an entrepreneur.

**Objectives:**

- Facilitate more innovative ideas and potential entrepreneurs in the field of e- commerce.
- Encouraging budding entrepreneurs worldwide to catalyze and grow their business.
- Offer a platform to budding entrepreneurs, where they can showcase their Talent.
- Create a forum for participation where different perspectives are pooled in to understand their practical implementation.

**Last date of registration -** 20th August 2021

**Date of the event: Screening Round -** 25th August 2021

**Final round-** 2<sup>nd</sup> Sept 2021

**Instructions for participants:**

- The competition is open to all (national and international) participants.
- Each team shall comprise a minimum of 1 participant and maximum of 3 participants.
- Designate one person on the team to be the team lead.
- No participant can be a part of more than one team.

**Registration process:** Registration will be done on the official website of **TECH INVENT 2021, Chandigarh University** and the final round presentation link will be provided on an online platform (48 hours prior to the event) for all the International and National participants.

**Rules and Regulations:**

- After registration, participant have to share their business proposal to an official email id, i.e., **directoroffice.idol@cumail.in**
- The business plan shall be restricted to e-commerce business ideas.
- Participants can send their ideas in any format.
- After screening only selected participants will be called for the final presentation.
- Final Presentation will be submitted under the provided template only.
- Final Presentation should not exceed 10 minutes.
- Results will be announced on 4th September 2021.
- Participation in the Talent Exposition means the terms and conditions of the organizers of the summit are binding and acceptable to the participants.
- The decision of the experts/ investors shall be final and binding on the participants.
- The winning ideas will get funding from **TBI Chandigarh University & Angel Investors** in addition to the prizes.

**The Detailed Business Plan may include – As per template (attached therewith )**

**Judgment Criteria:**

Each judge will provide a score for each of the criteria sections for every business plan submission reviewed. While evaluating the proposal, the experts shall check and consider:

- Quality of the Idea
- Key innovation in the business idea
- Practically implementable or not
- Prospects of generating employment by the business
- SWOT analysis of the business plan
- Potential market segment and the target market
- Marketing strategies
- Quality of Written Work
- Financial Projections
- Plan demonstration
- Impact on the social, cultural, and environmental aspects of the region

**Prizes:**

- Winner - Rs 11,000
- 1<sup>st</sup> Runner up- Rs 8,000
- 2<sup>nd</sup> Runner up- Rs 5,000
- Consolation Prize -6 months Netflix subscription for 5 potential business ideas.
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- E-Certificates for participants

## **The Detailed Business Plan Template (Recommended)**

**Name of the Participant** –  
**Registration ID** –  
**Organization (if any)** –  
**Email Id** –  
**Mobile No.** –  
**Date of Submission** -

- Problem Statement
- Solution of problem statement
- Company Name
- Mission, Vision & Core Values
- Description of Products & Services
- Business Model
- Market Analysis
- Market Size
- Competitive Advantage
- Marketing Plan
- Resource Requirement
- SWOT Analysis
- Challenges
- Financial Plan
- Revenue Model
- Summary -Business proposal
- Other