

Prarambham: The Agri Startup Competition

"Sambhramaa proudly introduces Prarambham (The Agri Startup Competition), aimed at fostering the entrepreneurial spirit and helping aspiring entrepreneurs transform their ideas into feasible businesses.

We firmly believe that entrepreneurship has the potential to bring about significant transformations in India, impacting various sectors including technology, energy, environment, agriculture, healthcare, and accessible technology.

In this competition, we cordially invite individuals from across India who nurture innovative Business Plans. Selected emerging entrepreneurial talents will have the opportunity to showcase their concepts to potential investors, incubators, and mentors, who have the expertise to turn their ideas into successful startups."

Team Size: 2-3 Members

Submissions:

- **Abstract Submission:** Submission of the abstract of the Agri Business Plan. Business plans must be related to agricultural domains. This will be an online round.
- **Executive Summary Submission:** In this round, qualified teams from Round 1 are tasked with explaining the idea in an Executive Summary for their submitted Agri B-Plan. This will be an online round.
- **Final presentation:** The final presentation of the Agri Business Plan at Imperial School of Agri Business, Greater Noida. This will be an offline round.

Event Format:

• Round 1: Abstract Submission

- Only .pdf file formats will be accepted.
- The submission should be on one page, Font - Times New Roman, Size - 12, Line Spacing - 1 with Normal Margins (2.54 cm by 2.54 cm).
- Please name your file in the following format:
TeamName_TeamLeader'sName.pdf.
- Overview of the Business Plan:
 - What is the existing gap or problem that you are solving?
 - What is your solution/idea/product?
 - What is your revenue model?
- Selected candidates will be intimated personally through mail/call.

• Round 2: Executive Summary Submission

- In this round, participants are tasked with explaining the idea in an Executive Summary and answering the questions:
- Cover Sheet (Company Name, College Name, Presenting Team Members, Team Leader Contact Information)
- Overview of your Business Model
- Sales and Marketing Strategy (how you will go to market)
- Intellectual Property status (e.g., patents, licenses, etc.)
- Competitor Analysis (competitors and your competitive differentiation)
- The management team and/or advisors, including relevant experience
- Value Proposition (Product or service description including the current status of development- beta, prototype, etc.)
- Customer/Market Analysis (market size and potential market share)
- The submission should not be more than 4 pages including the cover page, font - Times New Roman, Size - 12, Line spacing - 1 with Normal Margins (2.54 cm by 2.54 cm).
- Only .pdf file formats will be accepted for the executive summary submission.
- Kindly name your file in the following format: **EventName_TeamName_College.pdf.**

• Round 3: Final Presentation

- For the final round, finalists will present their Agri business plans offline at Imperial School of Agri Business (ISAB), Greater Noida.
- The details regarding this round will be conveyed to the qualifying teams through the mail.

General Rules and Regulations:

- Register in a team of a minimum of 2 and a maximum of 3 members.
- The event is open for teams comprising students who are Under graduation of any degree and Post-graduation in Management.
- Members should be from the same organization.
- No restrictions on the number of teams per organization.
- One participant cannot be part of more than one team.
- No change in the team structure is permitted after the team is registered.
- The organizer’s decision shall be final in all matters.

Timeline:-

Registration closes	November 5 th , 2023
Guidelines for the Agri Startup Competition to all the registered teams	November 6 th , 2023
Deadline for submission of Abstract	November 7 th , 2023
Deadline for submission of Executive Summary	November 10 th , 2023
Announcement of short-listed teams on ISAB website/ Social Media handles	November 15 th , 2023

Registration:

» Teams have to register online for the event from the following link by November 5th, 2023,

11:59:59 PM Registration Link:

» There is no fee for the registration.

» The team leader needs to register for the team with all team members' details and the team name.

» Ensure the contact details entered during registration are correct. We will be relying on this information for future correspondence.

Event Stage:

» All the registered teams will be required to upload their Abstract by November 7th, 2023, 11:59:59 PM. A Google Form link will be shared with all the registered participants for uploading the entries after the last date of registration.

» All the registered teams will be required to upload their Executive Summary by November 10th, 2023, 11:59:59 PM. A Google Form link will be shared with all the registered participants for uploading the entries after the last date of registration.

» Top 3 teams would be shortlisted for the awards and teams would be intimated via mail and also announced on our Facebook page, LinkedIn Page, and Instagram Page on November 15th, 2023, 07:00 PM

<https://www.linkedin.com/company/imperial-school-of-agri-business/>

<https://www.facebook.com/ISABMBA/>

https://www.instagram.com/isab_greaternoida/

Prize details to a team:

First prize: INR 15,000/-

Second prize: INR 11,000/-

Third Prize: INR 4,000/-

Note: Certificates will be given to all the shortlisted teams.