



presents

निर्वाण २०१०

Nirman 2010 – Business Model Competition



Does your mind think broadly and take a 360 degree view...?

Do you want to wear the shoes of an Entrepreneur...?

Having solely a Business Idea doesn't make sense. You need innovative ideas but along with proper Business Model. **nirman** provides a unique platform for your idea & Business model to dress it up into a Start firm.

Over the years we have found that there is a missing link between the opportunity identified and the Business Plan - and it is the Business Model.

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A business model describes the rationale of how an organization creates, delivers, and captures value. The term business model is thus used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, offerings, strategies, infrastructure, organizational structures, trading practices, and operational processes and policies. It is the building block for any startup firm and getting the model right for the startup is crucial.

Linder and Cantrell assert that: “Executives can't even articulate their business models. Everyone talks about business models but 99% have no clear framework for describing their model.”

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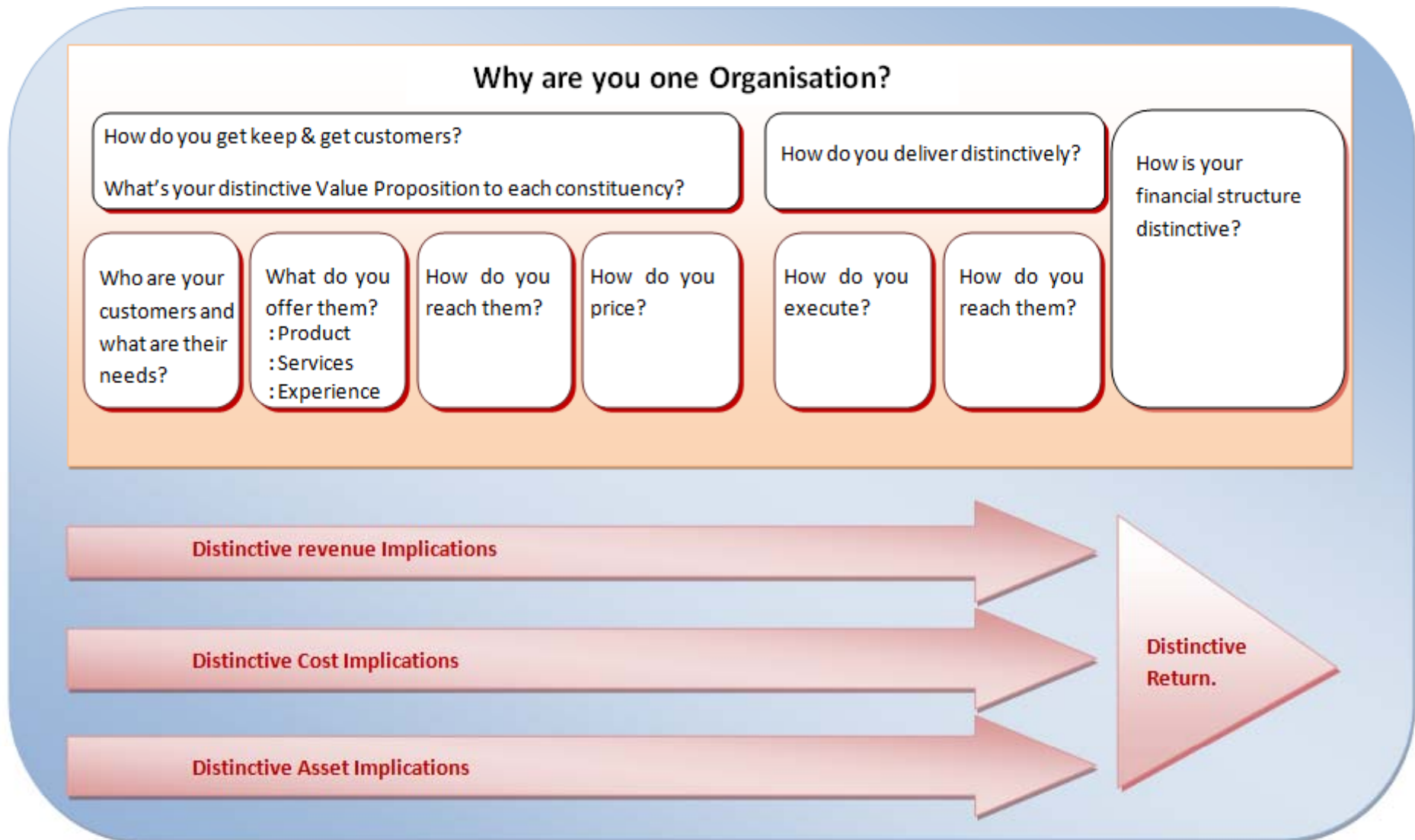
The Business model is the engine of any enterprise which explains how the product/service flows from a company to its customers and subsequently how funds flow from customers to the company and onwards. It depicts the working of a business model and how to take care of your business financials and operations.

The purpose of **nirman** is not just to be innovative but also to make this innovation work in the market where uncertainties are certain. It will judge your innovative and managerial skills.

nirman will provide you exposure to VC, Angel Investors and Corporate ,where you will see your dream become reality.

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Business Model Framework



Rules



1. The event is open to all colleges
2. A team can have a maximum of 4 members from the same college/across colleges
3. All participants should be current students of a graduate or post-graduate course in any stream
4. A team can submit only one Business Model
5. One participant cannot be part of more than one team
6. No change in the team structure is allowed after the team is registered

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Phase 1



1. The team should submit their executive summary describing in brief the business Idea and the Business Model. Executive summary should not be more than 2 pages (Excluding the cover page)
2. The executive summary should be submitted as a word document. The file should be named : <Team Name>_nirman2010.doc
3. The cover page of the entry should include the team name, team member's name, address, e-mail and telephone no. of all team members. No names of the team members or institutes should appear anywhere else in the body of the document
4. The document should be mailed to the following email id by 11:59:59 PM, December 15 2009
nirman2010@greatlakes.edu.in
5. Short listing would be done based on the executive summary submitted and the results would be announced by 20th December, 2009

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Phase 2



1. Shortlisted teams would be called to submit their detailed Business Idea & Business Model. The detailed report should not exceed 20 pages (Excluding the cover page) and should be submitted along with the presentation by 10th January 2010, 23:59:59 hrs
2. The Teams will be required to present their Business Model on 13th January 2010 through a Power Point presentation in front of the Investors (Only selected members will be present during event). The presentation will be for 15 min followed by 10 min for Q&A

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Others



Travel Expenses:

The teams selected for Phase 2 will be reimbursed AC III tier return fare for a maximum of 2 members and based on the shortest route between the member's institute and Chennai. Accommodation will be provided to a maximum of two outstation members.

Note: The decisions of the organizers of the event and the panel of judges will be final and binding on all the participants.

For any queries relating to the event, contact:

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