

**NATIONAL YOUTH COUNCIL**



**CATHOLIC BISHOPS' CONFERENCE OF INDIA**

UNITED IN WITNESS

**AND**



**KANARA ENTREPRENEURS**

SUCCESS THROUGH NETWORKING



*presents*

# **BUSINESS PLAN COMPETITION**

**AUG - DEC 2021**

**Encouraging Entrepreneurship  
among Christian Youth**

**PRIZES:**

- WINNERS:** Rs. 50,000/-  
+ KE Membership for 1 year
- RUNNER UP :** Rs. 25,000/-  
+ KE Membership for 1 year
- THREE FINALISTS :** Rs. 10,000/-  
+ KE Membership for 1 year

Scan code to  
submit Business Plan



**LAST DATE FOR SUBMISSION:**  
**30TH SEPTEMBER 2021**

## Frequently Asked Questions

**1. Any age limit for participants?**

Ans: Anyone who is 18 years and above can participate. There is no upper limit on age.

**2. When is the last date for submission?**

Ans: 30<sup>th</sup> September 2021

**3. How many members per team? Is Individual submission allowed?**

Ans: A team can have maximum of 4 members. Individual submissions are also allowed if they don't have any team members.

**4. Will there be any Non-Disclosure Agreement (NDA) signed?**

Ans: No. Organizers will not be signing any NDA. However, organizers will ensure that the list of ideas is not shared outside of judging committee.

**5. How many teams will be shortlisted?**

Ans: Top-20 teams will be shortlisted by 30-Oct-2021 based on the business plan submitted using the google form. These 20 teams will be asked to do a 10-mins presentation over Zoom call to a panel of judges during the month of November. Based on the quality of presentation and innovation, judges would shortlist Top-5 teams for the final round of demos to be held in Bangalore in the month of December.

**6. Is there any prize money?**

Ans: Yes. Winning team will get Rs50,000/-. Runner-up team will get Rs25,000/-. Other 3 finalist teams will get Rs10,000/- per team. All the members participating in this final demos/presentation in Bangalore will also get one-year free membership to Kanara Entrepreneurs network, worth Rs10,620/-.

**7. Any personal documents to be submitted?**

Ans: All the participants of Top-5 teams need to carry Govt. ID proof & address proof documents along with a letter from regional Youth Director or from parish priest. At the time of google form submission no personal documents are required to be submitted; participants only need to attach one-page business plan in pdf format.

**8. Is there any mentoring or guidance provided for participants to fill the business plan?**

Ans: Yes. Organizers have scheduled a Webinar on the topic of “How to write a Business Plan” on Thursday, 26<sup>th</sup> August at 8pm IST. Interested participants may join the whatsapp group created for information on this webinar. Here is the link to join this whatsapp group: <https://chat.whatsapp.com/CHvgVonaF9U6cwC9WiAmtY>

**9. Any reference documents/ youtube videos to help fill in one page business plan?**

Ans:

- a. <https://railsware.com/blog/5-lean-canvas-examples/>
- b. <https://ideabuddy.com/blog/one-page-business-plan/>
- c. <https://businesstown.com/write-one-page-business-plan/>
- d. <https://articles.bplans.com/how-to-write-a-business-plan-on-just-one-page/>

**10. For those travelling to Bangalore, is any accommodation provided?**

Ans: Yes, on need basis. Those who are in need of accommodation need to contact organizers at least a week before the final demos.

**11. For those travelling to Bangalore, is the travel cost reimbursed?**


Ans: No. However, all the (Top-5) teams who are required to travel for final presentations are guaranteed to win at least Rs10,000/- per team.

**12. How do I participate in this competition?**

Ans: You need to create one-page business plan using the template shared at <https://bit.ly/3Bq0wkl>. Once done you need to submit the google form ( <https://forms.gle/H24wL6ckueo9Z8477> ) by attaching your one-page business plan.

**13. Any examples of one-page Business Plans?**

Ans: Shared below are 5 examples:



2008

<p><b>PROBLEM</b></p> <ul style="list-style-type: none"> <li>- Hard to find cheap/affordable accomodation options when travelling</li> <li>- Staying in hotels travellers cannot get authentic experiences of a location</li> <li>- It's not easy for a homeowner to monetize vacant areas on a day-by-day basis</li> <li>- Uncultivated home sharing culture</li> </ul> <p><b>EXISTING ALTERNATIVES</b></p> <p>Booking.com Hotels.com</p>	<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>- An online service where travelers can rent an affordable local apartment, and homeowners can earn extra money by renting out vacant areas on a day-by-day basis</li> </ul>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>- Travelers can get authentic experience of local area</li> <li>- Extra monetization of vacant areas for homeowners</li> </ul>	<p><b>UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>- Any homeowner can rent out space</li> <li>- Trust building: bi-directional rating system of hosts and visitors</li> <li>- Insurance by default for hosts</li> </ul>	<p><b>CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>- Travellers looking for an adequate accommodation experience for a low price</li> <li>- People having some accomodation options to become a host</li> </ul>
	<p><b>KEY METRICS</b></p> <ul style="list-style-type: none"> <li>- Number of views-to-bookings per host</li> <li>- Number of hosts applied</li> <li>- NPS</li> <li>- DAU/MAU</li> </ul>	<p><b>HIGH-LEVEL CONCEPT</b></p> <p>Everyone can become a host Sharing economy</p>	<p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>- Referrals</li> <li>- Recommendations</li> <li>- Advertising (both online and offline)</li> </ul>	<p><b>EARLY ADOPTERS</b></p> <p>People ready to share their residence and earn money as hosts</p>
<p><b>COST STRUCTURE</b></p> <p>Development Hosting Marketing Payroll Insurance Photography</p>		<p><b>REVENUE STREAMS</b></p> <p>Fees for travellers</p>		



**amazon**

1994

**PROBLEM**

- Lack of online bookstores
- Hard to select books in offline stores (no rating, recommendations, hard to find a book, etc.)

**SOLUTION**

Build an online bookstore with millions of titles

**UNIQUE VALUE PROPOSITION**

Buy books using a PC from home/office (without visiting several local stores to find a particular book)

**UNFAIR ADVANTAGE**

- Lower price (less employees, less rent payment and other costs)
- no competition for online booksellers

**CUSTOMER SEGMENTS**

Book readers

**EXISTING ALTERNATIVES**

- Interloc (future Alibris)
- Local booksellers
- Barnes & Noble

**KEY METRICS**

- Website traffic
- CAC
- ROI (sales conversion rate, revenue per visitor, percentage of shopping cart abandoned rate, etc.)

**HIGH-LEVEL CONCEPT**

Earth's biggest bookstore (company's original tagline)

**CHANNELS**

Affiliates  
Resellers

**EARLY ADOPTERS**

- Customers searching for rare and specialized books
- Internet users looking for bookselling services

**COST STRUCTURE**

Hosting  
Website development  
Operational costs (rent cost, storage, facilities, delivery)  
Payroll

**REVENUE STREAMS**

Direct sales

## PROBLEM

There's no hosting video as a service

## SOLUTION

- Create a website devoted to this amateur videos

## UNIQUE VALUE PROPOSITION

- The People's TV service
- Watch and share video content on a single platform
- Star-based rating system

## UNFAIR ADVANTAGE

- Hard to recreate video hosting on a large scale
- Users of this video hosting push other users to join the network

## CUSTOMER SEGMENTS

- Mass market users
- Amateur video bloggers
- Advertisers

## EXISTING ALTERNATIVES

- ShareYourWorld
- Vimeo
- Google Video

## KEY METRICS

- Number of views per video
- DAU
- Stickiness (videos per session, watched timing, etc.)

## HIGH-LEVEL CONCEPT

The next Flickr of video

## CHANNELS

- Founders' friends
- Technology magazines
- Emailing (contest with iPod Nano as a prize)
- Referrals

## EARLY ADOPTERS

- Teenagers
- College students
- Video hobbyists
- Film-makers

## COST STRUCTURE

Hosting  
Development  
Payroll

## REVENUE STREAMS

Investment  
Advertising revenue (after Google purchased it)



# [thefacebook]

2004

## PROBLEM

- Harvard university's online network is very limited in functionality and not fun
- Students want a solution to communicate online

## EXISTING ALTERNATIVES

- MySpace
- Hi5
- Friendster

## SOLUTION

Online communication for Harvard students with the possibility to connect with friends (share photos, interests), chat and other stuff

## KEY METRICS

DAU/MAU  
North star metric

## UNIQUE VALUE PROPOSITION

Harvard students-oriented communication platform (then other colleges)

## HIGH-LEVEL CONCEPT

Friendster for college students

## UNFAIR ADVANTAGE

- Person to person interaction
- Friends' activities push other friends to use the network
- Invention of a new website type - social network with social features

## CHANNELS

Referral among Harvard students society

- Cross-friends of Harvard students in other colleges

## CUSTOMER SEGMENTS

- College students
- Students of other colleges and universities

## EARLY ADOPTERS

Harvard university students

## COST STRUCTURE

Hosting  
Development  
Payroll

## REVENUE STREAMS

- Investment
- Advertising revenue

## PROBLEM

- Irrelevant search results of existing search engines
- Hard to find what you're searching for

## EXISTING ALTERNATIVES

AltaVista  
Yahoo  
Excite

## SOLUTION

Develop a technology that would allow users to search and find relevant content

## KEY METRICS

- Number of search requests
- Percentage of users who end their search on the first page

## UNIQUE VALUE PROPOSITION

- Users can truly find what they're looking for (unlike with the competitors)
- Fast search

## HIGH-LEVEL CONCEPT

Fast web search based on the relevancy of web pages

## UNFAIR ADVANTAGE

Innovation. Google PageRank technology (combined citation-ranking system)

## CHANNELS

- User references

## CUSTOMER SEGMENTS

All web users

## EARLY ADOPTERS

Stanford students

## COST STRUCTURE

Hosting  
Development

## REVENUE STREAMS

- Investment
- Advertising revenue