

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: 30th 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, 26th 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>PROBLEM</p> <ul style="list-style-type: none"> - Hard to find cheap/affordable accomodation options when travelling - Staying in hotels travellers cannot get authentic experiences of a location - It's not easy for a homeowner to monetize vacant areas on a day-by-day basis - Uncultivated home sharing culture <p>EXISTING ALTERNATIVES</p> <p>Booking.com Hotels.com</p>	<p>SOLUTION</p> <ul style="list-style-type: none"> - 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 	<p>UNIQUE VALUE PROPOSITION</p> <ul style="list-style-type: none"> - Travelers can get authentic experience of local area - Extra monetization of vacant areas for homeowners 	<p>UNFAIR ADVANTAGE</p> <ul style="list-style-type: none"> - Any homeowner can rent out space - Trust building: bi-directional rating system of hosts and visitors - Insurance by default for hosts 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> - Travellers looking for an adequate accommodation experience for a low price - People having some accomodation options to become a host
	<p>KEY METRICS</p> <ul style="list-style-type: none"> - Number of views-to-bookings per host - Number of hosts applied - NPS - DAU/MAU 	<p>HIGH-LEVEL CONCEPT</p> <p>Everyone can become a host Sharing economy</p>	<p>CHANNELS</p> <ul style="list-style-type: none"> - Referrals - Recommendations - Advertising (both online and offline) 	<p>EARLY ADOPTERS</p> <p>People ready to share their residence and earn money as hosts</p>
<p>COST STRUCTURE</p> <p>Development Hosting Marketing Payroll Insurance Photography</p>		<p>REVENUE STREAMS</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

SOLUTION

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

UNIQUE VALUE PROPOSITION

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

UNFAIR ADVANTAGE

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

CUSTOMER SEGMENTS

All web users

EXISTING ALTERNATIVES

AltaVista
Yahoo
Excite

KEY METRICS

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

HIGH-LEVEL CONCEPT

Fast web search based on the relevancy of web pages

CHANNELS

- User references

EARLY ADOPTERS

Stanford students

COST STRUCTURE

Hosting
Development

REVENUE STREAMS

- Investment
- Advertising revenue