

Business Plan Competition 2018

Finals held on 7th June 2018

The Business plan competition 2018 was held as an initiative of Entrepreneurship and Ethics course in order to provide management student executives with “real world skills” related to Launching and running a business Venture.



The entire activity was spread through 3 months where in student's executive from all the three sections (A1, A2, and A3) came up with innovative ideas and they were sent in to market to research the viability of their idea. Post the Market research they zeroed in on ideas

which were found to be feasible and they developed a crisp business plan around it for the next three months. They were 20 teams in total, out of which 6 Teams were selected for finale round which was held on **7th June 2018**

A young entrepreneur, Mr. Sandesh Kanagod, a cofounder at Work Flexi, Bangalore, which is India's only platform which empowers people to work on contract, was invited to judge the finale event, all the 6 Teams presented and defended the business plans and the judge gave away his insights about their business plan.



‘Vending Daddy Pvt Ltd.’ won the first place which is a T-shirt Kiosk Vending machine which can Customize T-shirts and dispense at any vending centre. The team came up with the animated design of vending machine and developed a prototype website for the same. The team also developed an advertising video on the vending machine and its working.



Second Prize was won by **Team ‘Automata Manufacturers PVT. Ltd.’** Their product was built on cutting edge technology on innovative technique to save water, which is designed with the help of IOT Technology to control water in overhead tanks, The Team had built a prototype to showcase their idea, both the teams had strategically drafted their marketing and promotional strategies for the product. The teams were

scored for their content, presentation and question and answers. The winner's team included Mr Abhishek SA, Akshata Hegde, Lavanya, Sai Tharun, Siddhesh and Devraj Naik and The Runners up team included Akash .M, Adithibhai S.K, G.Nikilesh, Inti sai charan, Komal G Naik, Mukhim Ahmed, Swathi S and Subramanian S.

M.P. Birla Institute of Management

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The winning team was awarded a Cash Prize of Rs 5000 with Certificates while the **Runner Up team** was given mementos with Certificates. This innovative teaching event was conceived and coordinated by **Prof Bhavya N and Prof Anu A Natraj**.

