



# Champion of Champions

## India Innovation Pioneers Challenge 2009

DST-Intel Technology Business Plan Competition  
in partnership with  
Indo-US Science and Technology Forum

## Competition Handbook



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## ***DST – Intel India Innovation Pioneers Challenge 2009***

Department of Science and Technology (DST), Indo-US Science and Technology Forum and Intel have partnered on building technology entrepreneurship programs in India. The objectives of the program are as follows: to create an entrepreneurial ecosystem in India, boost entrepreneurial spirit in Indian academia and scientific enterprises through business plan competitions, and to build a curriculum on technology entrepreneurship for Indian academia.

In emerging markets like India, innovation and entrepreneurship are particularly important. The ***DST-Intel India Innovation Pioneers Challenge*** showcases the global business opportunities that have the greatest potential for a positive impact on society. DST – Intel India Innovation Pioneers Challenge 2009 is an innovative technology business plan competition that provides an unparalleled avenue of opportunities for emerging entrepreneurs to explore issues, share ideas and gain insight for commercializing their venture through the mentoring and networking support that are integral to the competition. Business plans that make integral use of novel technology for a positive impact on society are invited to participate.

***DST-Intel India Innovation Pioneers Challenge*** has taken the definition of a “Business Plan Competition” to a level higher than ever before as it offers an opportunity for aspiring entrepreneurs to plan for commercialization of their venture. Winners of the competition get an opportunity to showcase their plan at Intel + UC-Berkeley Technology Entrepreneurship Challenge.

DST-Intel India Innovation Pioneers Challenge provides opportunities to the aspiring entrepreneurs. It provides young innovators with:

- A platform to showcase technology
- Smart commercialization strategies
- Guidance from experts and mentors
- Excellent funding opportunities
- Global business opportunities
- Experience of a lifetime

### **Queries about the competition:**

Queries about the competition should be e-mailed to [program@indousstf.org](mailto:program@indousstf.org) with the subject line as '***DST-Intel India Innovation Pioneers Challenge – Query***' or call up Program Associate at Indo-US Science and Technology Forum at New Delhi, 011-42691709.

## Guidelines for participation

### Champion of Champions

- Open for teams that have held top 3 positions at prominent business plan competitions held in India in the last 2 years
- **Incubatees** not more than 2 years old at prominent business incubators in India
- Teams with seed financing from non-venture capital sources totaling less than INR 10,000,000 are eligible. Teams must provide details of such funding
- Teams that have received venture capital financing for their business plan are ineligible
- Each team can be represented by maximum of 2 members

### Important Dates

<b>EVENT</b>	<b>DUE DATE</b>
<b>Kick-Off</b>	Mar 2009
<b>Proposal Submission (Team Details + Plan + Power point Presentation)</b>	31 May 2009
<b>Preliminary Results</b>	15 June 2009
<b>Final Private Presentation</b>	June/July 2009
<b>Final Results/Award Ceremony</b>	August 2009
<b>Mentoring for the Winning Team to compete at <i>Intel+UC-Berkeley Technology Entrepreneurship Challenge</i></b>	Aug – Sep 2009
<b>Winning Team participates at <i>Intel+UC-Berkeley Technology Entrepreneurship Challenge</i></b>	Nov 2009

## Technology Focus Areas

***DST-Intel India Innovation Pioneers Challenge 2009*** showcases areas with the greatest potential for a positive impact on society through the commercialization of new and truly innovative technologies. Only business plans that make integral use of novel technology, such as technologies in the following industry categories, will be chosen to participate. Team must have their business plan focused in technology areas as listed:

- Biotechnology.
- Education
- Electronics & Communication
- Energy, Environment, Clean Technology
- Health and Biomedical Devices
- IT for Agriculture
- IT for Disabled
- Manufacturing
- Social Sustainable Ventures
- Software and Web Services

While the scope of technology innovation is not restricted to the above, plans without a strong technology focus may not be chosen to compete. The technology implemented in the business plan should also address issues like the novelty of the plan, feasibility, utility aspects and its applicability to disadvantaged people, rural areas and to improving the societal lifestyle.

If business models/entrepreneurship models are proposed, they should be really new and should have significant advantages over existing models.

## Prizes

The top 3 teams will be given the following prizes\*:

- First Prize = Rs 3,00,000 (3 lakhs)
- Second Prize = Rs 1,00,000 (1 lakhs)
- Third Prize = Rs 50,000 (Fifty thousand)

The team receiving the first prize will also receive an all expenses paid-trip (Economy-class airfare, boarding and lodging only) to University of California-Berkeley for participating at the Intel + University of California Berkeley Technology Entrepreneurship Challenge in November 2009.

Intel has partnered with the Lester Center for Entrepreneurship and Innovation at Berkeley's Haas School of Business to provide their world-class brand of entrepreneurship education and for boosting entrepreneurial spirit among the budding entrepreneurs.

## Judging Criteria

A panel of experts from academia, industry, business and investment groups would shortlist the proposals submitted for the preliminary round, and decide the winners for finals. Some of the evaluation criterion that the Judges normally consider while looking into a Business Plan

- Is the business technically feasible?
- Quality of product(s) and/or solution(s)
- Market opportunities and competition
- New concepts and innovativeness of the proposal
- Market potential
- Areas of application of the proposed business
- Potential of the proposal to improve and impact the quality of life
- Most elegant design for a challenging problem
- Overall attractiveness of the plan with financial feasibility and its applicability

\*Terms and conditions apply

## Proposal Submission Format

Each team is required to **submit the Proposal as a softcopy** (*MS Word File*) by e-mail to [program@indousstf.org](mailto:program@indousstf.org)

The documentation will comprise of the following:

### 1. Team Details

<b>Team Name</b>		
<b>Details</b>	<b>Member 1</b>	<b>Member 2</b>
Name		
Gender (Male / Female)		
Birth Date (dd/mm/yy)		
<b>Education</b>		
Institute		
Department / Branch		
Course (with Year / Sem)		
<b><i>Please tick whichever is applicable:</i></b>		
<input type="checkbox"/> Biz-plan competition won with Year		
<input type="checkbox"/> Incubatee (Y / N)		
<i>If you are an incubatee, please provide the below details</i>		
Name of the Incubation Centre		
Address of the Incubation Centre		
<b>Profession</b>		
Organization		
Designation		
Place		
<b>Contact Details</b>		
Complete address for correspondence		
Complete Official address		
E – Mail		
Phone - Res (prefix STD code)		
Mobile ( <i>Preferred</i> )		

**2. Business Plan** (not more than 30 pages in length): Business Plan should contain all the major information about the proposed business.

**Business Plan** should include the following points:

- The Idea
- Opportunities and application of the plan
- Technical Feasibility and design aspects
- Proof of concept
- What makes your idea innovative?
- Competitive Analysis / Sustainable Competitive Advantage
- Market Research
- Financial Aspects
- Team strength
- Marketing and sales strategy and potential investors (if any)
- Back-up strategies
- Intellectual Property Value (if any)

**3. Certificates:** Documents of proof for having won a business plan competition should be scanned and sent. Incubatees should submit a No Objection Certificate (NOC) from the concerned Incubation Center which they are part of.

**4. Brief Bio data** of team members (each bio data should not exceed more than 2 pages).

**5. PowerPoint Presentation:** Teams must submit PowerPoint presentation (not more than 15 slides) including the following elements:

1. The Idea
  - a. Problem / need addressed
  - b. Opportunities and application
2. Markets and Competition
  - a. Clearly Identified customer (Market)
  - b. Competitive Analysis
  - c. Competitive Advantage
3. Team
  - a. Relevant domain experience. Industry experience, business track record, education, network etc.
  - b. Gaps in the team
  - c. Steps taken to fill the gaps
4. Products and Services
  - a. Technical Feasibility and design aspects
  - b. Proof of concept
  - c. Intellectual Property of the proposed product / service
  - d. Innovativeness of the proposal
5. Financial Aspects
  - a. Profitability of the proposal
  - b. Projected capital requirements
  - c. Sources to raise capital
6. Justification for why the plan should be funded?

## **Submission**

Soft copy documents must be sent as an by e-mail to [program@indousstf.org](mailto:program@indousstf.org)

## **Submission Deadline:**

**31 May 2009**

## **Preliminary Results:**

**15 June 2009**

## **Private Presentation Guidelines:**

- Teams are required to present their business plan at a private presentation to a jury of experts from industry and academia. The private presentation will be held on **July 2009**.
- Each team will be given 15 minutes to present followed by a 10-minute question and answer session between the presenting team and the judges. **THESE TIME LIMITS WILL BE STRICTLY ENFORCED.**
- Any additional requirements must be coordinated in advance with the organizing team.

## Note

- The participants will have to regularly check the website for any developments or information that will be updated from time to time. Results of the Preliminary round will be declared on the website [www.indousstf.org](http://www.indousstf.org)
- Teams that submit incomplete packages will not qualify for evaluation to move to the final round.
- Funding Rules:
  - Teams with seed financing from non-venture capital sources totaling less than INR 10,000,000 are eligible. Teams must provide details of such funding.
  - Teams that have received venture capital financing for their business plan are ineligible.
- No application materials or copies of materials will be returned to the applicant
- No feedback will be provided to teams participating in the preliminary round

## Terms and Conditions

1. The proposed business plan should not be in violation of any intellectual property guidelines.
2. Teams should ensure that they follow the process and timelines mentioned in the enclosed document.
3. Teams ensure that they send valid documents to prove their;
  - a. Position won at the business plan competition in India
  - b. Place and their graduation as an Incubatee at prominent Technology Business Incubator. Also, procure a No Objection Certificate for the same.
4. The participant agrees to provide their current, complete and accurate information.
5. Organizers reserve the right to reject any entry without assigning any reason thereof. Any decision taken in this regard shall be final and binding and not subject to any dispute or challenge.
6. Teams shortlisted for the finals should submit a photocopy of their passport along with the final softcopy documentation for the Finals.
7. Organizers do not make any commitment, express or implied, to respond to any feedback, suggestion and, or, queries of the Participants or furnish reasons for inclusion and, or, exclusion of any particular submission of the Participant at any stage of the Competition.
8. Award decision made by the jury shall be final and binding and no correspondence or communication shall be entertained in this regard.
9. Cash grants are subject to tax deduction at source (TDS) as per the Government of India norms
10. All perpetual and worldwide intellectual property rights, including any copyright in the applications developed by the participants and, or, their submissions, feedback, material and the like shall be owned by the participants. Organizers or its associated partners shall use the materials submitted for the competition, only for the purposes of the competition.

11. Organizers are not responsible for packages not received due to lost, failed, delayed or interrupted connections or miscommunications, or other electronic malfunctions, or due to lost, late, mutilated, illegible, incomplete, postage due or misdirected mailed applications. Organizers are not responsible for incorrect or inaccurate entry information, whether caused by persons entered at the website or by any of the equipment or programming associated with or utilized in the program or by any human error which may occur in the processing of the applications.

## **Confidentiality and Intellectual Property Guidelines**

1. The authors of the business plan will retain all rights to the plan regarding its use at all times prior to and following the competition.
2. Due to the nature of the competition, Organizers will ask judges, reviewers, staff or the mentors to agree to or sign non-disclosure agreement with Organizers.
3. All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are not open to the public at large and only to select audience.
4. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.
5. Participant is solely responsible for ensuring appropriate / relevant intellectual property right protection is obtained prior to sending the entry to the contest.
6. Participation in the competition shall be construed as an acceptance of the Terms and Conditions stipulated herein. Any breach or default by a participant of any of the Terms and Conditions herein shall result in immediate disqualification without notice.

# ANNEXURE

## Resource Center

(Please follow the hyperlinks on the competition website to reach the respective websites)

You may submit any format you feel is appropriate, but here are some resources to help you think about structuring a business plan and executive summary:

- [Ernst & Young: "Outline for a Business Plan"](#)
- [Deloitte & Touché Consulting: "Writing an Effective Business Plan"](#)

Below are a few suggested Web sites to help get you started in the preparation of your business plan. These sites provide information on a wide range of entrepreneurial subjects.

- [Small Business Administration](#) - Information on legal issues, business planning, software, and other resources.
- [Business Essentials Library - Palo Alto Software](#) - Palo Alto Software produces business planning software. There are several sample business plans available as well as tips, planning outlines, and other information.
- [Long Business & Economics Library](#)
- [NTIA's business plan outline](#)

## About Us

### **About National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Govt. of India**

Department of Science and Technology (DST), Govt of India The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/ Departments, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions. The NSTEDB program objectives are to promote and develop high-end entrepreneurship for S&T manpower as well as self-employment by utilizing S&T infrastructure and by using S&T methods. To facilitate and conduct various informational services relating to promotion of entrepreneurship. To network agencies of the support system, academic institutions and Research & Development (R&D) organizations to foster entrepreneurship and self-employing using S&T with special focus on backward areas as well. NSTEDB also acts as a policy advisory body with regard to entrepreneurship.

### **About Intel Education**

The Intel® Higher Education Program is part of the Intel® Education initiative - a sustained commitment in collaboration with educators and government leaders worldwide to help today's students prepare for the demands of tomorrow. In India, the Intel® Higher Education Program works closely with premier institutions and universities along with the Government, to help enrich the quality of technological and intellectual human resource available for the rapidly proliferating technology economy. In India, Intel® Higher Education objectives are to accelerate the advancement of university curricula to bridge the gap between academia and industry standards. Act as a platform for sharing of ideas of the common research areas for collaboration between academia and industry and develop ecosystem to support new technology adoption & market expansion. This is achieved through sustained interaction in the form of variety of programs and initiatives. These could be research grants, curriculum input, faculty training programs, technology entrepreneurship education program, faculty sabbaticals, scholarships at Masters level and fellowships at PhD level.

### **About Indo – US Science and Technology Forum**

The Indo-US Science & Technology Forum (IUSSTF) is an autonomous, not-for-profit society that has been established under an agreement between the Governments of India and the United States of America on March 21, 2000 with the mandate to promote and catalyze Indo - U.S. bilateral collaborations in science, technology, engineering and biomedical research through substantive interaction between academia, industry and governmental agencies of the two countries. The IUSSTF supports innovative programs aimed to stimulate interactions that have a strong potential for generating follow-on activities and building long term Indo - American science and technology relationships. The IUSSTF supports and promotes programs that nurture contacts between the young and mid career scientists and technologists and fosters active public-private partnership in research and development through industry driven programs through the unique Research and Philanthropy Program helps to foster academic - industry linkage leading to innovation and entrepreneurship.