



Department of
Science and Technology



Indo-U.S.
Science & Technology
Forum



India Innovation Pioneers Challenge

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

Competition Handbook

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India Innovation Pioneers Challenge 2009

Department of Science and Technology (DST), Indo-US Science and Technology Forum (IUSSTF) and Intel have partnered on building technology entrepreneurship programs in India. The objectives of the program are 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 **India Innovation Pioneers Challenge 2009** showcases the global business opportunities that have the greatest potential for a positive impact on society. India Innovation Pioneers Challenge 2009 is an innovative technology business plan competition that provides an unparalleled avenue of opportunities for emerging entrepreneurs to explore and 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.

India Innovation Pioneers Challenge 2009 has taken the definition of a "Business Plan Competition" to a level higher than ever before as it offers an unlimited opportunity for aspiring entrepreneurs to plan for commercialization of their venture. Winners of the competition will get an opportunity to showcase their plan at Intel + University of California-Berkeley Technology Entrepreneurship Challenge, in U.S.A.

It provides young innovators with:

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

Queries about the competition:

Queries about the competition should be e-mailed to program@indousstf.org with the subject line as '**India Innovation Pioneers Challenge – Query**' or call up Program Associate at Indo- US Science and Technology Forum (IUSSTF) at New Delhi, Ph: 91-11-4269 1700, Fax: 91-11-2332 1552.



Guidelines for participation

Category of Participation

- **Scholar Sparks:** Open for students with new technology business plans from engineering colleges, polytechnics, universities, science colleges, medical schools and B-Schools
- Institutes can submit multiple entries
- Each team can have maximum of 2 members

Important Dates

EVENT	DUE DATE
Kick-Off	Feb 2009
Submission Deadline for Preliminary Round	30 April 2009
Results for Preliminary Round	26 May 2009
Mentoring Process for the Short listed Candidates from the Preliminary Round	May 2009 – June 2009
Submission Deadline for Final Round	30 June 2009
Final Private Presentation	July 2009
Final Results	August 2009
Mentoring for the Winning Team to Compete at <i>Intel+UC-Berkeley Technology Entrepreneurship Challenge</i>	August – October 2009
Winning Team participates at <i>Intel+UC-Berkeley Technology Entrepreneurship Challenge</i>	November 2009



Technology Focus Areas

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 improve the societal lifestyle.

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



Prizes

The top 3 teams will be awarded the following prize money*:

- 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.

Evaluation Criteria

A panel of experts from academia, industry, business and investment groups would shortlist the proposals submitted for the preliminary round and for deciding the winners of the finals. Some of the evaluation criterion that the Judges normally consider is:

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

** Terms and Conditions apply*



COMPETITION FORMAT

Preliminary Round

Each team is required to **submit the preliminary proposal as a softcopy (MS Word File)** by e-mail to program@indousstf.org

The preliminary proposal should comprise the following:

1. Team Details

Team Name		
Details	Member 1	Member 2
Name		
Gender (Male / Female)		
Birth Date (dd/mm/yy)		
Education		
Institute		
Department / Branch		
Course (with Year / Semester)		
Contact Details		
Complete address for correspondence		
Complete institutional address		
E – Mail		
Phone - Res (prefix STD code)		
Mobile (<i>Preferred</i>)		



2. Executive Summary *(not more than 3 pages in length)*

An Executive summary is a brief business plan which should contain all the information that should be provided to the reader that tells him all about the business idea. The proposed business should be technically feasible and the proposed business plan should not be in violation of any intellectual property rights (IPR).

The executive summary should include the following points:

- Title
- Business description
- Management
- Business / idea / company – background
- Technology / proprietary rights
- Marketing, sales and customers
- Competition
- Financial estimates for the project
- Resources for inception
- Applicability of the business idea – its advantages, novelty of the idea, and its applicability to improve the societal lifestyle

3. Resume of team members *(each resume not more than 2 pages)*

4. Declaration by the team members that the proposed business plan is original and does not violate any intellectual property rights (IPR)

Submission

Softcopy documents must be sent as an by e-mail to program@indousstf.org

Submission Deadline:

30 April 2009

Result of the Preliminary Round:

26 May 2009



Evaluation

A panel of experts comprising academia, industry, business and investment groups shortlist the teams who proceed to the Final round of the competition.

- Results of the teams who proceed to the *Final round* would be announced on the website www.indoustf.org.
- If shortlisted for the finals, teams have to work on the idea in preliminary proposal with an assigned mentor and submit a final business plan for the final round.

Mentoring and Final Round

A mentor will be assigned to the selected teams to offer guidance in the formulation of the business plan and providing real-world insights on the strengths and weaknesses of both the plan and the team developing it. Mentors would be real-life entrepreneurs, industry and academia experts and venture capitalists. Mentors work jointly with teams to improve and work upon their executive summary to submit a final business plan. Mentors work with the team in person, by phone, or through e-mail, depending on mentor's / team's schedule and time constraints.

Each team is required to **submit the final round documents as a softcopy** by e-mail to program@indousstf.org by **30 June 2009**.

The final round documents should comprise the following:

1. Team Details

Team Name		
Details	Member 1	Member 2
Name		
Gender (Male / Female)		
Birth Date (dd/mm/yy)		
Education		
Institute		
Department / Branch		
Course (with Year / Semester)		
Contact Details		
Complete address for correspondence		
Complete institutional 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:

- Title
- 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. Private Presentation (*not more than 15 slides*): Power-point presentation should focus and include the following elements:

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



Presentation Guidelines for the Final Presentation

- Teams are required to present their business plan at a private presentation to a jury of experts from industry and academia. This constitutes the Final Private Presentation.
- 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.

Submission

Softcopy documents must be sent as an by e-mail to program@indoustf.org

Submission Deadline for Final Proposal:

30 June 2009

Result of the Final Round:

August 2009



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.
- Teams that submit incomplete packages will be disqualified.
- Teams shortlisted for the finals would receive mentoring support from the industry/academia experts to work on their business ideas and submit a final business plan for the finals.
- No application materials or copies of materials will be returned to the applicant.
- No feedback will be provided to teams participating in the first 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. The participant agrees to provide their current, complete and accurate information.
4. 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.
5. Teams shortlisted for the finals should submit a photocopy of their passport along with the final softcopy documentation for the Finals.
6. Organizers does 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.
7. Award decision made by the jury shall be final and binding and no correspondence or communication shall be entertained in this regard.
8. Cash grants are subject to tax deduction at source (TDS) as per the Government of India norms.
9. 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.
10. 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. Participant is solely responsible for ensuring appropriate / relevant intellectual property right protection is obtained prior to sending the entry to the contest.
2. 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.
3. 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.
4. All private sessions of the competition are confidential and open to selected audience.
5. 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.
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

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 & Touche 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.

- [Entrepreneurial Edge Online](#) - An on-line resource center and magazine for entrepreneurs. Check out the section called Business Builders.
- [Small Business Administration](#) - Information on legal issues, business planning, software, and other resources.
- [Developing Your Business Plan Workshop](#) - This page from the Small Business Administration Web site contains a basic step-by-step approach to writing a business plan.
- [The Red Herring](#) - The Red Herring provides directories, resources and news and analysis on high-tech and entrepreneurial happenings.
- [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.
- [AltaVista's LookSmart links to business plan tools](#)
- [Long Business & Economics Library](#)
- [Bplans.com business planning resources](#)
- [NTIA's business plan outline](#)



About Us

National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & 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.

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.

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.