



# Entrepreneurship Springboard Program

*To locate, educate and cultivate entrepreneurs in India*

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## The 2012 ESP

### 50K Competition Business Plan Template

Dear Candidates,

Welcome to the ESP 50K competition. The competition is organized annually at different locations by The Boston Pledge (TBP), with the support of other organizations. Below is a form that will need to be completed to enter this prestigious contest. The description for each section is in italics. The entire section, except the financial projections *is suggested to be 1000 words or less, not including the title headings.*

In evaluating your submissions, we will be looking for strong ideas – those that solve practical problems, in society or in commercial space. But such ideas do not always arise in big cities. The best issues to work upon are those surrounding us in our daily life – problems that you are very well aware; but now we're asking you to find a solution to such challenges.

Note that electronic versions of the Business Plan in the format below are preferred for submission, however if not possible, you can write the business plan on paper and mail the completed entry to:

If submitted online, please email as Word or PDF attachment to:

**Mr. N.Maity**

**Dy. Director, Enterprise Development Institute (EDI),  
Beside Columbia Asia Hospital, IB-194, Sector-III, Salt Lake, Kolkata-  
700106.**

**Ph- 2335-7258/ 2335- 7681, Email: [edi\\_bncci@sify.com](mailto:edi_bncci@sify.com)**

**Fax- 033-2335-7681, website: [www.edikolkata.org](http://www.edikolkata.org)**

The key goal of ESP is to create enterprises and new jobs. The top winners will receive financial awards, ranging from Rs 30,000 and Rs 50,000, and be invited to accept the awards at a major conference in India or USA. Some winners will receive mentorship from business leaders and access to their networks. To receive the full award, you must be willing to launch the proposed business within six months of the award ceremony or have an ongoing concern in the same line of business as represented in your business plan. Otherwise, the award would be given to the next eligible participant. We may conduct a separate interview to better evaluate the business logic and your organizational capabilities. You may also be asked to show proof of "original ideas" or prior expertise on a subject.

TBP and ESP personnel sign a Non-Disclosure Agreement to protect the



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confidentiality of your intellectual business properties or proprietary ideas. It is completely up to you regarding what information to disclose in the plan. However TBP reserves the right to use part of the 50K submissions purely as educational material for the business workshops, without mentioning any classified information or exact company names, to protect your identity. By participating in ESP, you agree to not hold TBP liable for such use of information.

We wish you our best in the development of your business plan and hope to see you in one of the workshops as well as the award ceremonies. Please follow the format shown in the section below and be aware of the evaluation criteria attached. Above all, we want you to succeed in your entrepreneurship activity and this exercise will improve your chances, regardless of the competition results. Good Luck!

**Last date of submission of Business Plan- 2012: 31st July 2012**

Your friends at Entrepreneurship Springboard Program

The Boston Pledge

[www.thebostonpledge.org](http://www.thebostonpledge.org)

Enterprise Development Institute

[www.edikolkata.org](http://www.edikolkata.org)

**Application Form: attached below**



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## ESP 50K Business Plan Submission Form

### 1. Team Name

*This is the team name that will be seen by the public, including the judges.*

### 2. Primary Industry

*Please indicate which category you believe best describes your business. For example, this could be Information Technology, Life Sciences, Automobile Industry, Retail Services, Telecommunications, Energy etc.*

### 3. Public Summary

*This field will be seen by the public. Do not disclose any proprietary information or technology. 80 word limit.*

### Business Concept

*What, precisely, is the product or service that you are trying to sell? What problem does your product or service solve? What types of people or companies suffer from this problem? What is the technology behind your product? Is your business model different from the industry standard? Include whatever field results or tests you have conducted so far and clearly state the benefit to all involved parties.*

### Sales and Marketing

*How big is the addressable market? How many customers? Who, specifically, will you sell to? Why will they buy? How do you position your product in the market? How do you divide up your target niche and execute to win in each? How do you make money and what is our target pricing? What is the possible total revenue? What is your overall sales strategy – i.e. will you sell directly through your team, seek help from others, and if so, whom?*

### Competitive Advantage

*Who is your competition? How long have they been in business? What are their revenue and growth projections? What alternative products or services already exist in the marketplace? Why are your idea and team better than the competition? What stops other people from copying you? Specifically state if there are patents or contracts that you have or are filing for to protect your inventions or business model.*

### Financial Plan

*Explain in more detail the assumptions used for revenue and expense projections. When does cash flow become positive? How much money are you planning to raise? When? What will you use it for? Where will you source the capital? Please provide a table showing revenue, customer and profit margin*



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*breakdown over the next 12 quarters.*

## **Management Team**

*Include a brief CV (four lines maximum) of each team member and the role that s/he will play in the venture.*

## **Advisory Board**

*A board of advisors in an early-stage company conveys the image of strong management and a good governance structure that can help to build relationships with potential investors, business partners and customers. Please include, with a brief 3 line resume of each advisor if you have such a board.*

## **Contact Information**

*Please provide your full contact details.*

*Full Name:*

*Postal Address:*

*Telephone 1:*

*Telephone 2:*

*Email (primary):*

*Email (secondary)*

*Your Primary Profession:*

*If necessary, do you have the financial resources to come to attend an award ceremony in USA?*

*Do you have a passport for travel?*

*What are your passions? What interests you the most?*

*What are your current funding needs and what are your plans to secure such funding?*

*Do you promise to launch a real company if you were an ESP winner or received help from our organization? Note that awards will only be given to those who will or have already started the business initiative.*

*Is there any other information that you would want the judges of the competition to know about yourself or your entrepreneurship idea?*



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Evaluation Criteria	Scorecard	
	1 poor	10 outstanding
<b>1. Market Opportunity and Firm Value Proposition</b> <ul style="list-style-type: none"> <li>Clearly defined problem to be solved</li> <li>Addressable market size</li> <li>Business Logic &amp; quality of fact base</li> </ul>		
<b>2. Management Team</b> <ul style="list-style-type: none"> <li>Management team experience and education</li> <li>Strength of Advisory Team</li> </ul>		
<b>3. Product/Technology/Service</b> <ul style="list-style-type: none"> <li>Clear description of offering</li> <li>Ability to deliver value in proposed market</li> </ul>		
<b>4. Business Model and Strategy</b> <ul style="list-style-type: none"> <li>Who will buy and why</li> <li>Pricing and margins</li> </ul>		
<b>5. Competition and Competitive Advantages</b> <ul style="list-style-type: none"> <li>Comprehensive Competitive analysis</li> <li>Sources of sustainable competitive advantage</li> </ul>		
<b>6. Financial Prospects</b> <ul style="list-style-type: none"> <li>Realistic but compelling financial projections</li> <li>Investment needs and use of funds</li> </ul>		
<b>7. Marketing and Sales</b> <ul style="list-style-type: none"> <li>Product Positioning and outreach plans</li> <li>Practicality of proposed sales channels</li> </ul>		
<b>8. Impact on local region and India</b> <ul style="list-style-type: none"> <li>Job or franchise creation potential</li> <li>Motivational or social benefit</li> </ul>		
<b>9. Business Plan Writing Style (English or local language)</b> <ul style="list-style-type: none"> <li>Professionalism, Structure and impact</li> <li>Balance across sections</li> </ul>		
<b>10. Judges Discretion</b> <ul style="list-style-type: none"> <li>Project Creativity, passion, chances of success</li> </ul>		
<b>Total (out of 100 points)</b>		