

'BUTTERFLY 2018'

A Technology Business Plan competition organized by KLE – CTIE is open for all students of KLE Technological University, Hubli.

The pitch contest will be held in two categories-

- **one for the third-year students and**
- **one for the second year and lower**

We have three tracks in this competition

- B2B SaaS based business ideas
- India Stack (Aadhar, Digilocker, UPI, JDY...) based business ideas and
- General Technology Business Ideas.

B2B SaaS & India Stack projects can get mentored and funded by Alacrity India Fund, provided they see a value in the idea.

A panel of external entrepreneurs will be chosen as the judge to evaluate the validity of the B-plans shortlisted for final round.

The projects shortlisted for final round of pitch under the category of third year students shall be nurtured under CTIE and respective technology departments to design, develop and build the first prototypes.

The projects shortlisted under the category of second year and below will win cash prizes.

Eligibility:

- Butterfly 2018 is open **only** for KLE Technological University, Hubli students only.
- Submit your **one-page B-Plan summary (attached below)** and a **PPT file (Max 8 slides)** that describes your business idea to Soumya Kudagi, at, CTIE (soumya.kudagi@gmail.com) on or before 20 April 2018 by 05:00 pm (Late submissions will not be considered)
- We will shortlist teams to pitch based on the criteria set.
- The number of participants in a team **should not exceed 4 students.**
- Each team can submit maximum **two** business ideas.

Submission criteria:

- The Business ideas chosen must be **innovative**, must be **realistic** and should be backed by **technology. The focus is on potential for commercialization of the idea.**
- The summary of B-Plan should be in **word format only**. Don't send PDF or any other versions.
- Send your B-Plan idea in **MS Power Point format only**. Any other formats like Prezi are not allowed.
- Send both the above documents in a **zip folder** with your team name. (Keep it short).
- Replacing the files and folder after submission is not entertained. Make sure you cross check everything before submission.
- Don't forget to mention your contact details like **Phone number, USN and Email id's** of all team members in body of your email.
- The time limit for pitching your business idea is 5 minutes only.

Selection criteria:

The teams are shortlisted based on Innovativeness and Feasibility of their business idea.

Contact us:

- Faculty coordinator: Soumya Kudagi, CTIE → soumya.kudagi@gmail.com

General Instructions:

Refer the template below for working on your **one-page** B-Plan Summary

Team Name	
Problem Statement	<i>Keep it short, simple and easy to understand</i>
Problem description	<i>Describe it in few words</i>
Proposed solution	<i>Describe it in few words</i>
Target market	<i>Who are your target customers? Where are they located? (Urban or rural, In India or overseas) How big is your market (In rupees)</i>
Competitor products/services	<i>Mention the name of competitive products or service available in the market (Any two)</i>
Is prototype available for your idea? (Yes/No)	<i>If yes, describe it in few words</i>
Description of Technology used in solution	<i>Describe it in few words</i>
Estimated cost price of your product or service in rupees	<i>If product – Cost price per unit in rupees If service – Cost price per customer in rupees</i>
Selling price of your product or service in rupees	<i>If product – Cost price per unit in rupees If service – Cost price per customer in rupees</i>
Expected revenue by end of one year of your business operation	<i>Mention revenue in rupees. If product – mention number of units targeted to sell in one year If service – mention in terms of number of customers to be served in one year</i>

Refer this rocket pitching template for preparing your PPT (Not more than 8 slides)

- **Title Slide:** Project/Team name and team member names
- **Slide 1: The Problem**
 - What is the specific problem that your project is going to solve?
 - What is the Customer/User pain?
 - Who is affected by the problem? Be specific!
- **Slide 2: The Opportunity**
 - **Be sure to show your market opportunity and analysis on this slide. The judges want to see this.**
 - Demonstrate your knowledge regarding the opportunity associated with solving this problem.
 - Include research, numbers, estimates, databases, articles, surveys and other data regarding the opportunity associated with your project. Utilize graphs/charts to showcase the data.
 - State the number of people affected by the problem.
 - Demonstrate data on real-life people/customers that you have talked to who could benefit from your solution.
 - Is there another business or organization doing something similar to you? If so, who are they? What are they doing that is similar? (Competitor Analysis)
 - Why is your solution/project better/different than theirs?
- **Slide 3: The Solution**
 - Clearly describe your proposed solution.
 - How does your specific solution solve the problem you stated in slide 1?
 - What value does your solution provide? How is it new, innovative or unique? (Value Proposition)
 - How will your solution/project be sustained over time? Provide details in this area.
- **Slide 4: Resources**
 - If you won DifferenceMaker funding (resource), how would you use the money over time to further your project?
 - **Provide a 1 year budget May 2016 – May 2017 of how these funds will be used. The judges want to see this.**
- **Slide 5:**
 - Thank you/Questions slide
- **Slide 6+:**
 - Feel free to have appendix slides for judge Q&A

You can include the images of your proposed model or existing prototype in the slides.