

VENUES

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Technopreneur Promotion
Programme

Presents

Navonmesh: The Entrepreneurial Convention



VC - Challenge

Navonmesh – A Brief Introduction

Navonmesh, the entrepreneurial convention, aims to breathe in a new life to the spirit of innovation in the country. The biggest problem faced by the innovators in our country is the lack of proper business advice. A plan woven around their innovations would enable them to take it further. This event is the **flagship event at Avenues 2011**, the annual business festival of IIT Bombay.

At Navonmesh, our objective is to offer a helping hand to those innovators and sensitise the modern business school fraternity about the potential and power of such innovations.

VC Challenge

We invite teams from various B-schools from across the country to act as Venture Capitalists who will evaluate the Business plans prepared by the B-plan challenge teams. Venture Capital challenge provides a unique opportunity for students to get the first hand experience in evaluating the feasibility of **LIVE** business proposals, typically of a start up in need of venture funding. In doing so, the team must also keep the Venture Capitalist's profile in mind.

General Rules

- Registered teams will be sent a B-plan by 20th September
- Teams have to submit an analysis report on the same by 30th September. The guidelines for analysis report are mentioned below.
- A team can have a maximum of 2 members all of whom belong to the same institute
- Any number of teams from an institute can register for the event
- One student cannot be a part of more than one team
- Each team must submit only one entry

- Exchange students can also participate. They however have to be present for the presentation
- No change in team structure is allowed after the team is registered
- Each team can submit a maximum of one entry either for the B-plan or VC-Challenge
- Register at <http://sjmsom-avenues.com>, following which visit <http://sjmsom-avenues.com/the-vc-challenge/> to register for the event.

Prizes

- 1st Prize worth Rs. 20,000

Event Timelines

VC-Challenge

Registration commences	15 th September 2011
Deadline for analysis report	30 th September 2011
Shortlist declared	4 th October, 2011
Allocation of final B-Plan for shortlisted teams	7 th October, 2011
Deadline for final analysis report	14th October 2011
Navonmesh Final Event	15th October 2011

Instructions (VC Challenge Phase 1: B-plan evaluation)

- In the first round the participating teams are required to submit a **brief critical analysis** of the business plan.
- The details of the Analysis report are given in the next section.
- The analysis will be judged by the venture capitalists and the faculty from IIT Bombay

- The analysis report should not exceed **8 pages A4 size**
- The analysis report should be written in 12 point Times New Roman with 1.5 line spacing and a margin of 1" on all sides
- All appendices are to be included within the 8 page limit
- There should be an **additional cover page** indicating:
 - Name of team and names of all members
 - E-mail addresses and telephone numbers of all the team members
 - Name of the start-up
 - Name of the institute
- The above details should not appear in any other part of the submission (i.e., as a header or a footer).
- The Analysis reports not meeting the above criteria will be disqualified
- Please mail the Analysis Report to navonmesh@sjmsom.in by 30th September 23:59:59 IST
- The shortlists will be released on **4th October** and the selected teams will be sent Bplans of the finalists which have participated in the Navonmesh B-plan challenge.
- The VC challenge teams will then have to analyse those Business plans.

The VC Analysis Report

You are part of a venture capital firm founded in May 2011 in India. It is looking for investment opportunities and has raised US \$ 15 million from investors for a period of 5-7 years. Your firm wants to collaborate with businesses that have potential to grow big. The businesses should be in the high growth stage that needs expertise and contacts of a VC to scale its operations.

The firm has just received a proposal in the form of a B Plan from a start up in India (**The Case + B-plan will be mailed to you before 20th September**). You must evaluate the start up on its attractiveness for funding and present an analysis. The analysis must try to cover the areas mentioned below

- **Market/Sector assessment-** Macro view on performance of the sector in terms of growth rate, expected investment in the sector and major upcoming trends. VC is expected to cover any government regulations which affect the sector.
- **Strategy:** Analysis of the Teams execution plan to estimate the chances of success. Risk management and back up plans (if any). Whether the strategy is focused and comprehensive.
- **Competition Analysis-** Study of the close competitors to the entrepreneur and an objective comparison of respective strategies, strengths & weaknesses.
- **Profitability & Financial Analysis-** Break even time period for investment, Validity of financial forecasts, Expected ROI. Deviations (if any) VC expects from the stated Financials in the Business plans and reasons for this.

Please note that the file in the participant's kit will be in the form of a case which will introduce the company to you and a Business plan which tries to chart out the company's growth.

TePP – Event Sponsor Navonmesh

Technopreneur Promotion Programme (TePP) is India's largest network program supporting Independent Innovators. The network with its 30 outreach centres spread across the country provides grants, technical guidance and mentoring support to independent innovators. The purpose of this support is to enable innovators emerge as entrepreneurs by incubating their ideas and enterprise. Since the time of its inception, 250 innovations have been supported under TePP. It is positioned as a pre-seed fund for start-ups.

TePP has developed a unique framework in a network mode and contribution by various players as illustrated by deal flow. Cumulatively, TePP accessed around 7500 ideas, evaluated 1650 proposals and supported 240 innovations. TePP pioneered network movement to make the support accessible for all eligible innovators and to add value in screening and monitoring. Modern communication tools are used to get all the stakeholders involved, chief among them are *'TePP blog'* and the LinkedIn Group, *'Friends of Indian Innovators'*.

We are proud to have TePP as a partner for Navonmesh.

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