



# BUSINESS PLAN MODEL

(UNIVERSITY STUDENTS AND FRESH GRADUATES ONLY)

## 1. Idea & Concept (25%):

- Originality and creativity of the idea
- Clear description and understanding of the target market
- Feasibility of the idea to be turned into a viable business

## 2. Market Analysis (20%):

- Understanding and analysis of the industry and competitors
- Identification of potential customers and target audience
- Identification of market opportunities and trends

## 3. Business Model & Strategy (20%):

- Clearly defined business model and revenue streams
- Realistic and achievable goals and objectives
- Effective marketing and sales strategy

## 4. Financial Plan (20%):

- Financial projections for the next 3-5 years
- Cost structure and funding sources
- Realistic valuation of the business

## 5. Presentation & Communication Skills (15%):

- Clarity and persuasiveness of the pitch
- Effective use of visual aids and presentation tools
- Ability to handle questions and engage with the audience
- **The project portfolio and the link of the video should be submitted via the submission form**

- **Suggested file attachments:** bibliography, experimental procedure, photos of experiment, data spreadsheets, charts, graphs, PowerPoint presentations if used as part of experiment)

- **Benefit to the Community** Suggested file attachments: brochures, fliers, posters, website Suggested file attachments: Breakdown of team responsibilities, team plan, experiment schedule)

- **NB: Bonus points (10%) will be added to the outstanding projects for the team Collaboration**