



M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan

Business Plan Competition 2019

....Realise Real World Skills



The Business plan competition 2019 was held as an initiative of innovative teaching pedagogy for Entrepreneurship and Ethics course in order to provide management student executives with “Real world skills” related to Launching and running a Business Venture. It was coordinated by **Prof Bhavya N** and **Prof Anu A Natraj**.

The entire activity was spread over 3 months where in student executives came up with innovative ideas and they were sent in to market to research the viability of their idea.

Post the Market research they zeroed in on ideas which were found to be feasible and they developed a crisp business plan around it for the next three months. They were 13 teams in total, out of which 6 Teams were selected for finale round which was held on **8^h June 2019**.



Mr Dev Samarth Homey and **Mr Sagar Saran Mitra** (Alumni of MPBIM) who have good experience in the field of business were invited to judge the finale event. At the finale, all the 6 Teams presented and defended the business plans and the judges gave their insights into their business plan in the capacity of playing role of the venture capitalist.

A Cash Prize of **Rs. 5000** and **Rs. 2,500** was given to the Winners and Runners up.
List of the Winners and Runners

Winners: TrAoyteam: Bharath Singh H, MediniBhat, PriyankaSarvade, Rohit Bulla,& Samarth.



~ A new thought for better world.

TrAoy is a partnership firm, based out of Bengaluru positioned through creative approach and environmentally responsible one. The start up aims at addressing two of the most important problems in current time:

1. Plastic waste management &
2. Job satisfaction at corporate firms.





TrAoy, offers to improve the green attributes, by collecting the plastic waste from household, discard-able toy industry plastic waste, also with putting a biodegrading agent at the time of re-formation, this will allow them to biodegrade and leave only natural humus or plant food behind, rest is sent to waste management.

To make this happen, we:

- i. Work with your out of house plastics, as needed.
- ii. Supply with a landfill biodegradable additive (the component is outsourced).
- iii. Help with marketing details to promote a new green line of biodegradable products.
- iv. Biodegradable plastic is now used for Cubicle décor, leveraging the innovative DIY ideas.
- v. A laboratory certified biodegradation verification report valid as we are environmental cautious.
- vi. Tie up with Toy Companies for waste or scrap, defective toy collection to convert them into an Art or Décor product.
- vii. Art is our strongest sense, yet we take it for granted as a method for boosting productivity, said Wilkes. Typists made fewer errors when exposed to various scents & free time for creativity, according to research by Takasago Corporation: lemon scent produced 54% fewer mistakes, jasmine 33% and lavender 20%.
- viii. Plants aid concentration, increase productivity, and boost staff wellbeing by 47% at work, research by Scientists at the University of Exeter found.



Runner's Up: VARSH - Spreading Healthier community

Varsh team: Aishwarya, Abhishek, Pooja, Rohith, Sanket, and Vishwanath.

B PLAN - Which helps to fulfill all doubts regarding Startup. This was a competition held in MPBIM in 2nd semester (In entrepreneur subject) on 8th June 2019. In this competition the student executives were asked to come up with a new business idea. And our team members



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(i.e., AISHWARYA, ABHISHEK, POOJA, ROHITH, SANKET, and VISHWANATH) took the challenge of searching the idea for B plan. Lots of ideas came up initially and went through many modifications before taking it up to the final round of presentation. We as a team worked for 2 months so that our plan gets launched successfully in the market.

VARSH is a company where converting empty terrace into beautiful garden and VARSH would grow organic vegetables. The business model covers not only growing organic vegetables but also into the process of maintenance. Initially questionnaires were prepared to test the market and to test regarding Organic vegetables, then survey initiated. Survey was essential to understand the customer needs towards organic vegetables,



VARSH secured 2nd prize. Sri Sagar Saran Mitra a venture capitalist expressed his interest in investing in VARSH the venture capitalist agreed to pay Rs. 4 lakh. He also provided leads by suggesting six clients as a starter.

The students thanked their Professors and MPBIM for extending such an opportunity to

learn even better.

Other teams which qualified for finals were:



BMTC Wallet – Smart Card



Anchal – the Gaurdian



Bridology



Healthy Harvestors



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Prize winners- TrAoy and Varsha teams
With Judges



Participants with Judges