



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL



**JAIN UNIVERSITY
YOUTH FEST-24**



INNOVISION'24

FuturePreneurs: Creating New Horizons

Finale: 12th February 2024

Prelims: 29th January 2024

National Level Entrepreneurship Event

bschool.cms.ac.in

About the Event

The event is a part of the Jain University Youth Festival being organized from 06th - 20th February, 2023 at CMS Business School, JAIN (Deemed-to-be University) at NIMHANS Convention Centre, Bengaluru. This event is organized by CMS Business School, JAIN (Deemed-to-be University).

"Innovation '24" is an entrepreneurial event which is a fusion of innovation and vision within the context of entrepreneurship. The theme aims to highlight and celebrate the symbiotic relationship between innovative thinking and the ability to craft a compelling business solution for future.

Innovation '24 aims to create an environment where entrepreneurial minds come together to explore, innovate, and reshape their business visions for a dynamic and competitive future. The event provides a platform to budding entrepreneurs to realize their dreams of starting up and be part of the startup revolution and contribute to a sustainable future of the country.

JAIN (Deemed-to-be University), CMS Business School

CMS Business School, an integral part of JAIN (Deemed-to-be University), is India's leading business school with an international perspective. It is a place where ideas are born, theories are debated and business is done. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and personal progression of students. Our MBA Program has a strong foundation in academic research, yet is designed to tackle the genuine issues that face today's international business community.

Its dynamic curriculum, meticulously designed in collaboration with academic experts and industry leaders, offers unparalleled opportunities to master new skills and explore diverse perspectives for the students.

CMS Business school is ranked in the top 100 in the National Institutional Ranking Framework 2023. The Business is accredited by the National Board of Accreditation (NBA). It is also an esteemed member institution of the Association to Advance Collegiate Schools of Business (AACSB), USA and the Business Graduates Association (BGA), an international membership and quality assurance body. BGA is part of the same organization as the Association of MBAs (AMBA).



Who Can Participate

01

Any undergraduate /post graduate students with a passion for entrepreneurship .

Students with a business idea (Ideation Stage, MVP/Prototype/ B plan) or those who already have a start-up.

02

03

Multi-disciplinary teams are also encouraged to participate.

Takeaways



Networking



Idea Validation



Mentoring



Feedback

Rules and Guidelines



Competition is open for any undergraduate/postgraduate (UG/PG) students



Team Size: 2 members



Submit a written business idea (only one submission per student or team, see submission guidelines)



For outstation participants, online presentation is possible for the Prelims. Offline presentation for others will be held at JAIN (Deemed-to-be University), CMS Business School. Finale will be held at NIMHANS Convention Centre, Bengaluru



Only one team member (Group leader) needs to fill the google document for registration. Registration is mandatory to participate in the competition

Evaluation Criteria



Innovativeness



Feasibility



Social Media
Presence



Situational
Handling



Q&A

Submissions

- Select a failed business venture and modify the idea which is similar to the selected one and come up with innovativeness which could revamp the same.
- Submit a written description of your idea for a business in the form of word file in Times New Roman font (12 pt) 1.5 line spaced with 1" margins. A 2 minute video presentation also to be submitted.

Video should contain

- Introduction to the Business /Idea
- Insights on the business /idea by existing/potential customers (Customer insights should cover the questions on whether they like the idea, is it unique(yes/no), their willingness to purchase, is it scalable and sustainable etc)
- Insights from industry experts and stakeholders
- Include a cover page with the name of the business, the name(s) of the student(s) and name of the University/education institute.
- Save your Word document with your first and last name (Student leader) followed by your university/institute.

Each submission should contain the following

- Name of Business.
- What is the real-world goal of your business?
- Who will be your target market?
- Describe your business (on-line, service based, manufacturing, not-for profit organization, etc.) Explain in detail.
- What will be the structure of your organization? (Sole proprietorship, partnership, LLP, Private Limited, or not- for-profit organizations)
- Describe how you will promote and market the product or service.
- How will the business be financed?
- Growth potential beyond initial opportunity.



Presentation Guidelines

- Participants must use English language only.
- Candidates must give presentation in formal attire.
- It is not compulsory for all the team members to do the presentation. It is participant's responsibility to divide the time among team members.
- Every participants/team should abide by the time limit. Minimum & Maximum time limit will be same irrespective of number of team members.
- It is mandatory to follow the given rules and guidelines. Any kind of misbehavior will lead to disqualification.
- The decision of the judging panel will be final and binding.
- The teams have to submit a declaration stating that the business idea is original and is not copied from others.



What the Winner Get



Participation Fee: ₹2000/-

Team Size: 2

Scan QR code
for registration



Scan QR code
for payments



Event Coordinators

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