



Anterprerna

Entrepreneurship Competition

Discover the Entrepreneur in You

Organised by
Entrepreneurship Development Institute of India
and
Jain Group of Institutions

The present day business is all about knowledge based enterprises standing on the premise of 'innovation.' Innovation is an essential prerequisite for economic growth.

The competition – Discover the Entrepreneur in You – is being conducted with the objective of bringing creative and innovative business ideas to the fore. This competition would showcase 'innovation' and 'talent' of budding entrepreneurs.

All about the competition:

This competition will encourage student teams to develop and implement different projects that will bring about a positive change in the economy of their local area. The ideas could be based on making India Clean, Creating Digital India or Skilled India, etc. Entries will be judged by experts from EDI and JGI Ventures on the grounds of innovativeness, adaptability and feasibility for commercialization.

The initial rounds of the event will take place at various locations and the finale will be held in March/April 2015 wherein around 10-15 selected teams will be invited for a two-day training; first at EDI and then at JGI Ventures on various aspects of creating and managing a new business. During the training the best 5 teams will be selected for hand holding and incubation.

Eligibility criteria:

Students can participate either individually or in a team of maximum four participants. For participation, the respective Institutions will be required to nominate maximum two teams before the last date. Student innovators, from all colleges, with good ideas of new products, services and technologies are strongly advised to participate.

The Entrepreneurship Development Institute of India (EDI) and JGI are looking forward to launching the futuristic “**Discover the Entrepreneur in You**” competition. *Share your ideas and find out how to take the next step to convert your untested idea into a business venture!*

Guidelines for Participation:

- ▣ Team of minimum 2 or maximum 4 can participate- please provide team details as required in the Idea submission format.
- ▣ Ideas need to be submitted in the specified format only. Send the filled form to satya@ediindia.org / jitendra.mishra@mime.ac.in
- ▣ Idea submission must cover the following:
 - The Idea and the Need: Describe the Idea in terms of an unfulfilled need or existing gap in the current market scenario and how the product/service/technology will be improved upon.
 - What is unique about the innovation? How does it demonstrate a substantial difference from other initiatives in the field?
 - Market Analysis: Analyse the market potential of the product/service in terms of size and competition/technology, customers.
 - Feasibility of the Idea: Financial feasibility and viability. Identify risks involved in realizing the idea and implementing as a business.
 - Value proposition: Elaborate the value for the customers and how the idea differentiates itself from rest of the competition.
- ▣ Entries must be submitted on or before 30th March 2015. Please mail the same to satya@ediindia.org
- ▣ Top 10 teams selected to participate in the final event will be announced on 7th April 2015
- ▣ Training of selected finalists (10-15) at EDI Ahmedabad on April 24-25, 2015
- ▣ Training of selected finalists (10-15) at JGI Bangalore on May 1-2, 2015
- ▣ Declaring the result of Final Selection for Hand Holding/Incubation on May 9, 2015



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Idea submission framework

Please provide us the following information:

Institute name: _____

Institute address: _____

Team details:

Name of the member	Email id of team member	Mobile no.
1.		
2.		
3.		
4.		

1. Describe the idea and the need of the product/ service/ technology

2. What do you feel is the innovation over an existing solution to the problem that you are trying to address?



3. Market Analysis:

What is the market potential and who are the target customers, competition?

How much do you think the average customer spends on this product, service, technology?

4. Feasibility of the Idea: Viability of idea, pricing strategy, what resources will be used and the cost implications of the same. What are the risks involved?

5. Value Proposition: Elaborate the value for the customers and how the idea differentiates itself from rest of the competition

About Entrepreneurship Development Institute of India (EDI)

EDI is an autonomous body and not-for-profit institute, set up in 1983 as a pioneering institute for Entrepreneurship Development and Training in India and around the globe. Sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd. ICICI Bank Ltd and State Bank of India (SBI), EDI's vision is to become a catalyst in facilitating emergence of competent first generation entrepreneurs and transition of existing SMEs into growth-oriented enterprises through entrepreneurship education, training, research and institution building. The driving values of the institute are innovation, experimentation, risk taking, inclusiveness, thinking out of the box and to offer need based & socially relevant solutions.



Entrepreneurship Development Institute of India

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About The JGI Group

Headquartered in Bangalore, The JGI Group represents a cluster of 85 vibrant educational establishments. In 23 years, the Group has grown to serve over 45000 students and 4500 staff members engaged at the P-12, undergraduate & postgraduate levels across 64 campuses and centers of excellence. JGI is a group committed to human development at all levels through education and entrepreneurship, to build sustainable communities. JGI's mission is to provide quality education from the elementary to tertiary levels thereby creating human assets, to fuel economic growth, create systemic changes and sustainable improvements by developing new generation social entrepreneurs, to create a globally networked community of leaders, technocrats, scientists, professionals, sports persons and artists and to foster an ethical environment founded on human values in which both spirit and skill thrives to enrich the quality of life.



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