
MASTERPLAN

ABOUT MASTERPLAN

Masterplan is a business plan contest like no other. The ever-increasing competition, along with its unique structure, gives Masterplan the image of a giant amongst contemporary events and competitions. Envisaged in 2005 as a competition for aspiring managers with an entrepreneurial drive, it has evolved to remain relevant in the changing business environment. Each year the stakes get higher, the challenges increase and every aspect of business strategy and knowledge is put to test.

The objective of Masterplan is to spur innovation and encourage ideas that are scalable to larger contexts. The event also seeks to develop awareness and understanding of the applicability of different management techniques in a modern enterprise and stresses the importance of the entrepreneurial spirit and passion for the plan befitting such an event.

Masterplan, over the years, has encouraged ideas that are both innovative and scalable. Winning plans, in the past, have ranged from greenfield opportunities to exploring new growth avenues for large enterprises.

Active involvement of industry professionals at various stages of the event helps channelize the participants' efforts in the right direction and greatly improves the quality of competition. The focus of the competition shall be to stimulate creativity, encourage adoption of modern technologies and management tools to celebrate the spirit of enterprise.

MASTERPLAN BRIEF

In 2009, Masterplan has taken on a mandate different from previous years. From exploring new growth avenues for large enterprises, it has taken on the responsibility of encouraging innovation and facilitating entrepreneurship, among both business school students and corporates. As India emerges into a world where globalization, cost arbitrage and climate change are changing the way businesses are conducted, there is a distinct opportunity for start-ups to take advantage of new emerging trends through disruptive innovations and carve out a niche for themselves with a potential to become the future corporations of the world.

Masterplan brings to you the chance to explore your entrepreneurial spirit and pit your business acumen against competition from India and abroad. Masterplan, in association with State Bank of India, invites business plan ideas from all sectors that reflect real business opportunities. Teams can choose the sector that they think holds most promise and devise the B-plan that would blaze a new trail in their chosen industry.

The B-plan must be innovative, viable and with a clear potential for strong financial returns. Along the way, when teams get shortlisted, they'll be mentored by our knowledge partner who'll help them in fine-tuning their plan, giving it the edge that they would need, both to win the contest and to take their idea forward as a potential venture.

RULES

Team Composition

1. The event is open for Business school students and corporate professionals.
2. A team can have at most 3 members of the same B-school **or** 3 corporate participants
3. One participant cannot be part of more than one team
4. Students going out on exchange can also participate, as long as a minimum of 2 students from the team are able to make it to the final presentation
5. No change in the team structure is allowed after the team is registered. Please register your team after careful thought and deliberation

Stage 1 Rules

1. The teams should submit their executive summaries along with a presentation, describing the plan brief.
2. The executive summary should be submitted as a PDF document. The length of the document must be restricted to 500 words, Garamond font with 1.5 line spacing.
3. The presentation must be restricted to 5 slides including the title slide. The minimum font size on the PPT is 20.
4. Data taken from published/unpublished sources must be adequately referenced
5. The file should be named as: **MP_<Team Name>.pdf/ppt**
6. The Team Name, Team Leader, names of all the members and their contact details should be clearly mentioned on the first page of the Executive Summary.
7. B-School teams should also mention the name of their college.
8. All entries for Stage 1 should reach us latest by Friday, October 30th, 2009, 23:59:59 hrs
9. The document should be mailed to: masterplan@iima-confluence.com
10. Shortlisting would be done based on the executive summaries and the results would be announced by Sunday, November 1st, 2009.

Stage 2 Rules

- The shortlisted teams would be invited to submit their business plans
- The business plans would be evaluated by our Knowledge partner, Frost & Sullivan
- The top 6-8 teams would be invited to participate in the second round of MasterPlan
- The selected teams would receive feedback from our Event Partner, State Bank Of India and Knowledge Partner, Frost & Sullivan

- The final Business Plan along with the presentation must be submitted by November 17th, 2009, 23:59:59 hrs
- In the final round the selected teams will have to present their business plans to a panel of judges in IIMA during Confluence 2009 from Nov 27th – Nov 29th
- Other rules will be intimated to the selected teams after they clear Stage 1

EVALUATION

Stage1

The executive summary will be evaluated on the following basis:

Criterion	Description	Weight (%)
Concept Feasibility	Definition of the opportunity in a clear and concise manner; Overall feasibility of the business model consisting of demand/market feasibility, financial feasibility and operational feasibility.	30
Novelty	The business idea should be fresh, unique and hitherto unexplored, including sustainability of differentiation	20
Implementation Plan	Ability to identify Critical Success Factors (CSFs) for the business, and brief description of the plan to address these	30
Socio-Economic Impact	Socio-economic impact of the business idea (Socio-economic cost-benefit analysis)	20

IMPORTANT DATES

Stage 1: Submission of entries Oct 30th, 2009, 23:59:59 hrs

Tentative declaration of Stage 1 results Nov 1st, 2009

Stage 2: Submission of entries Nov 17th, 2009, 23:59:59 hrs

Tentative declaration of Stage 2 results Nov 21st, 2009

Mentoring Nov 22nd – Nov 25th, 2009

Stage 2: Final Round: Confluence 2009 Nov 27th – Nov 29th, 2009

FAQS

Q1. Who is eligible to participate in MasterPlan?

The contest is open to management students who are currently pursuing a Masters in Business Administration or a similar degree and corporate professionals.

Q2. Can more than one team participate from the same University / Business School?

Yes. There is no limit on the number of participating teams from the same University / Business School.

Q3. Do all the team members have to be from the same University / Business School?

Yes. All the team members have to be from the same University / Business School.

Q4. Can corporate participants from different companies form a Team?

Yes. Corporate professionals from different companies can form a team together.

Q5. Can the team have a mix of first and second year students?

Yes, as long as they are from the same University / Business School.

Q6. Can the team have a mix of Business school students and corporate professionals?

No, the team cannot have a mix of Business school students and corporate members.

Q7. Can students who have gone on exchange form part of a team?

Yes, as long as they team up with students (who may or may not be on exchange) from their own University / Business School. At least 2 members of the team need to be present for the final presentation during Confluence.

Q8. Is the team composition mentioned at the time of registration final?

Yes. No changes will be allowed in the team composition after registration. Therefore, please enter the team details after proper deliberation.

Q9. What if a person gets registered as part of more than one team?

Both the teams will become ineligible to participate. Therefore, please check with the proposed team members before registering.

Q10. What is the registration fee for participation?

There is no registration fee.

Q11. Where the finals of the event will be held?

The finals will be held on the campus of Indian Institute of Management, Ahmedabad between 27th November and 29th November 2009 during Confluence 2009.

Q12. Can we consult non-team members such as professors or industry experts?

The interaction with non-team members should be restricted to interviews and surveys, and proper reference should be made to the same in the business plan document. Similarly, any other information source including published studies may be used, but the document submitted should contain proper references.

Q13. Should the business plans strictly adhere to a structure?

While adherence to any structure is not compulsory, all the relevant aspects such as business concept, market opportunity, competitive advantage, detailed competitive analysis and the resources and finances required to implement the idea can be included. Relevant financial projections including expected cash flows, pro-forma balance sheets and P&L statements can be included.