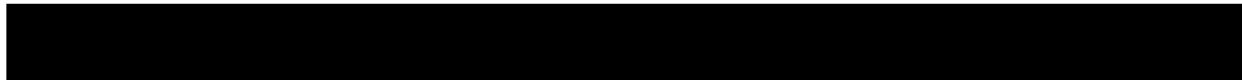


**Ayurstart2018** is the **first ever Ayurvedic startup competition**, conducted as part of the **Global Ayurveda Summit organised by Confederation of Indian Industry from 21 – 23 November 2018 at Hotel Le Meridien, Kochi**. The contest will attract young minds to come up with out of the box ideas in the Ayurveda sector. The competition intends to foster & ignite the passion for entrepreneurship in the Ayurveda community. The event provides a platform for students/young entrepreneurs to pitch in their business startup ideas.

The Top 3 teams stand to win exciting prizes, apart from being given an opportunity to be incubated.



- A multi-staged event - consists of rounds of presentation, review and feedback.
- The Executive Summary should be Innovative & Disruptive.
- Ideas related to Technology, services, genomics, agriculture etc are invited.



- Students and professionals with Innovative ideas can participate who are within the age limit of 18 – 40 years.
- Team size: Maximum of 3 members in each team, with a team lead specified.
- Start-up plan submissions should be done online at website and abstracts mailed to [dipu.thomas@cii.in](mailto:dipu.thomas@cii.in) or online submission can be made after paying the registration fee of Rs 1000



Rs.1000 per team

Once the registration is made, participants may supply the Executive Summary either online or to CII Secretariat, Mr Dipu at [dipu.thomas@cii.in](mailto:dipu.thomas@cii.in)



➤ **Phase I: Registration & submission of the 1 page abstract ( 15 July 2018 – 31 October 2018)**

Each team should register online and then make the non – refundable participation fee to Confederation of Indian Industry. After making the payment, the details has to be entered in the registration form (attached) along with the Executive Summary and mail to [dipu.thomas@cii.in](mailto:dipu.thomas@cii.in) on or before 30 October 2018

**Format of the Executive Summary:**

The executive summary should preferably be typed (double space), Ariel 12 leaving and should not be more than 500 words.

The first page of the written presentation should have the format.

1. Title	2. Team Members Name with Phone & email id
3. Objective	4. Abstract

➤ **Phase II: Shortlisting of Teams & Declaration of the shortlisted teams ( 10 November 2018)**

Top 30 teams will be shortlisted online based on the executive summary submitted. The teams shortlisted will be intimated through their mail id and announced online on **18 October 2018.**

➤ **Phase III: Business Plan Screening ( 15 November 2018)**

The shortlisted 30 teams has to make a presentation of the entire business plan in 10 slides orally in front of the jury on 15 October 2018. The shortlisted 5 teams will be published on the website on 20 November 2018. The final 5 teams will get the opportunity to present at the Global Ayurveda Summit.

**Format of the Business Plan: Presentation in PDF Format of up to 10 slides, covering the following:**



## AYURSTART 2018

### - Ayurveda Startup Competition



1. Business concept: Describe the business, its product/offering. It should specify the unique value proposition, and what the business' competitive advantage will be.
  2. Market Opportunity: Outline the market it will serve, what problem the offering would solve for whom, and the scalability / growth opportunity for the business.
  3. Current status: How far have you progressed with your business plan?
  4. Financial requirements & Financial Projections: Clearly state the capital needed to start the business and expand. Highlight the important financial points of the business including sales, profits, cash flows and return on investment.
  5. Marketing Strategy & Competition Analysis: Pricing, Distribution, Promotion Plans, Sales potential, Current & Potential Competition, Competitive Strength etc.
- Note: References & Annexure material may be submitted if required, they can only support the presentation.
  - Note: The participating teams are not to mention the name of the college in the Executive Summary or in the Business plan.

#### ➤ **Phase IV : Final event**

Shortlisted 5 teams will make the final presentation at the Global Ayurveda Summit scheduled from 21 – 23 November 2018 at Hotel Le Meriden, Kochi

\*\*\*