



COMMENCEZ

The abstract on your start-up must include the following aspects:

Value Proposition

Full description of the product/idea on which the start-up is based on and its uniqueness in terms of service, quality, cost etc.

Customer Segment

Enumerate the customer sections and briefly explain why they form the customer circle, identify your special audience and explain the customer relationship strategy.

Finance Structure

Elucidate the finance structure starting from resource acquisition till product/service reaches the customer/client.

Competitors

Identify the potential competitors of your agency and mention the ways to tackle it in an efficient way.

Revenue model

A description of ways through which your enterprise will earn revenue, generate profits higher than average returns on investment, time to achieve break-even point etc.

Marketing strategy

A comprehensive plan to increase your sales and gain competitive advantage in the market i.e. demand generation.

Exit options

The first thing which many big investors look into before investing is the exit plans. This is crucial in case the enterprise is not running well as estimated or expected by the investors.

Future plans for the company

The future plans of the company which may include mergers, acquisitions, expansions and where your company stands after 5 years.



RULES

- ❖ **The core or main idea behind the product must be related to civil engineering.**
- ❖ Teams must consist of a minimum of 2 and maximum of 5 participants.
- ❖ Each team must consist of at least one member from the department of civil engineering.
- ❖ The event will be conducted in two phases:
 - Online submission of abstract
 - Final presentation by shortlisted teams at IIT Kharagpur
- ❖ The abstract should be submitted with **minimum font size of 11 and single line spacing and must not exceed 3 pages.**
- ❖ The abstract should be supported with valid references.
- ❖ Relevant statistics can be added to support your claim (you may add one extra page to include stats and hyperlink them wherever required).
- ❖ Mail your submissions to **commencez@megalith.co.in** with subject as **<Team name>_<Your_Idea>_COMMENCEZ_2017** before **26th January 2017.**
- ❖ All the teams are requested to provide contact numbers, Email IDs and name of the college of each member along with the submission.
- ❖ Shortlisted teams have to present their ideas in the form of power point presentation during Megalith 2017 at IIT Kharagpur.
- ❖ The decision of judges shall be final and binding.

CONTACT US

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