ENTREPRENEURIAL SUMMIT

IDEAS DEN

Round Proceedings & Delegate Guidelines

Speaking time: 3–5 minutes per delegate, followed by questions from the panel.

How the session works

Delegates will give a concise overview of their business idea, explaining its purpose, structure, financial potential, and place in the market. The presentation should give the panel a clear understanding of how the idea works as a business. The panel listens to the full presentation first, then questions the delegate about it.

Each step below explains what to cover, the key terms to use, and an everyday example to make the idea clear. Technical terms appear in **bold** and are defined in the glossary at the end of this guide.

1. Introduce the idea

Outline the problem your business addresses, the solution it offers, and its target customers.

Start with the problem. A **pain point** is something that annoys or troubles your customers right now. Your **value proposition** is one simple sentence that says how you fix it. Your **target market** is the exact group of people you want to sell to. Be specific: say “university students living in hostels”, not “everyone”.

Everyday example: Imagine a college student with a 20-minute break between lectures who cannot find a quick, cheap snack nearby. That is the pain point. A small stall that promises “hot samosa and chai in two minutes, under Rs 150” is the value proposition. The target market is the students and staff of that one college, not every person walking down the road.

2. Explain the business model and operations

Describe what you sell, how the business generates revenue, and how its key operations and logistics will work.

Tell the panel how you make money and how the work gets done. Your **revenue streams** are the ways money comes in, such as subscriptions or one-time sales. **Unit economics** means looking at just one item you sell: what it costs you and what you earn from it. Your **supply chain** is the journey from where you buy materials to the moment the customer gets the product. A business is **scalable** if it can serve many more customers without its costs growing just as fast.

Everyday example: Think of a fresh juice cart. Its revenue streams are the glasses sold during the day and a monthly order from a nearby office. For unit economics, one glass costs Rs 80 in fruit, ice and cup and sells for Rs 200, so each glass earns Rs 120. The supply chain runs from the fruit wholesale market in the morning, to the cart, to the customer’s hand. If the owner opens a second cart in another area using the same recipe and supplier, the business is scalable.

3. Present financial projections

Provide estimates for start-up costs, pricing, expected sales, operating expenses, and potential profit. Explain the basis for your projections.

Numbers show the panel that your idea can survive. **Start-up capital** is the money you need before your first sale. **Fixed costs** are bills you pay every month no matter what, like rent. **Variable costs** go up each time you sell something, like ingredients. **Gross margin** is the share of each sale you keep after paying the variable costs. The **break-even point** is the number of sales at which you stop losing money and start earning it. **Cash flow** is the money coming in compared with the money going out each month. Finally, tell the panel where your numbers came from, such as a survey or a supplier's quote.

Everyday example: Imagine you sell handmade candles. You spend Rs 100,000 on wax, moulds and a table before your first sale: that is your start-up capital. Your stall rent of Rs 30,000 a month is a fixed cost, while wax and jars at Rs 600 per candle are variable costs. Each candle sells for Rs 1,000, so you keep Rs 400, a gross margin of 40%. To cover the Rs 30,000 rent you must sell 75 candles a month (30,000 ÷ 400), and that is your break-even point. Cash flow matters too: if customers pay you a month late but your supplier wants money now, you can run short of cash even while the business is making a profit.

4. Outline the marketing plan

Explain how you will reach your target customers, promote the product or service, and encourage sales.

Explain how people will hear about you and why they will buy. **Marketing channels** are the places where you reach customers, such as Instagram, posters or word of mouth. **Customer acquisition cost (CAC)** is how much you spend, on average, to win one new customer. Your **brand positioning** is the place you want in customers' minds, such as "the cheap option" or "the premium option". The **conversion rate** tells you how many people, out of every group you reach, actually buy.

Everyday example: Imagine you run a small home bakery and spend Rs 20,000 in a month on Instagram ads and flyers. They bring in 50 new customers, so your customer acquisition cost is Rs 400 each. Instagram and flyers are your marketing channels. Your brand positioning could be "fresh home-baked cakes at everyday prices", which tells customers what you stand for. If 200 people stop at your stall and 20 of them buy, your conversion rate is 10%.

5. Analyse the competition

Identify relevant competitors and explain your business's competitive advantage, such as price, quality, convenience, or a distinct customer focus.

Show the panel that you know who else is in the market. **Direct competitors** sell almost the same thing as you. **Indirect competitors** sell something different that solves the same problem. Your **unique selling proposition (USP)** is the one thing you offer that others do not. A **barrier to entry** is anything that makes it hard for others to copy you, such as a signed contract or a special skill.

Everyday example: Imagine opening a pizza shop on a busy street. The other pizza shops on that street are your direct competitors. The burger stall, the biryani seller and a parent cooking dinner at home are indirect competitors, because they all solve the same problem: being hungry. Your unique selling proposition could be "delivered in 20 minutes or it is free". A barrier to entry could be an exclusive deal with a cheese supplier or a secret recipe, which makes your shop hard to copy.

Panel Q&A

Following the presentation, the panel will ask questions about the business idea as a whole. Questions may explore its feasibility, assumptions, financial estimates, market position, and potential challenges.

Questions the panel may ask

1. What specific problem does your business solve, and who would buy your product or service?
2. How will the business generate revenue, and what are its main operating costs?
3. What assumptions support your sales and profit projections?
4. Who are your main competitors, and what differentiates your business from them?
5. What are the biggest risks to the idea, and how would you address them?

Presentation overview

Business idea	Problem, solution, and target customers.
Business model & operations	Revenue model, core operations, and logistics.
Financial projections	Start-up costs, pricing, sales, expenses, and profit.
Marketing & competition	Customer reach, promotion, competitors, and competitive advantage.
Investor Q&A	Questions about the overall business idea.

The aim is to communicate the business idea clearly and respond to the panel's questions about it.

Glossary

Barrier to entry
Anything that makes it hard for new competitors to copy you.

Break-even point
The sales needed for income to equal total costs.

Brand positioning
How you want customers to see you compared with others.

Cash flow
Money coming in versus going out over a period.

Conversion rate
The share of people reached who actually buy.

Customer acquisition cost (CAC)
Average cost of winning one new customer.

Direct competitors
Businesses selling the same product to the same customers.

Fixed costs
Costs paid regardless of sales, such as rent.

Gross margin
Share of each sale left after variable costs.

Indirect competitors
Businesses meeting the same need in a different way.

Pain point
A specific, real frustration customers face.

Revenue stream
A way the business earns money.

Scalability
Ability to grow without costs rising as fast.

Start-up capital
Money needed before the first sale.

Supply chain
The path from supplier to customer.

Target market
The exact group of customers you serve.

Unique selling proposition (USP)
The one thing you offer that rivals do not.

Unit economics
Profit or loss on a single unit sold.

Value proposition
The benefit you promise, in one sentence.

Variable costs
Costs that rise with each sale, such as ingredients.