

RULEBOOK- BUSINESS IDEA

COMPETITION 2024

RULES:

1. Time constraints:
Presentation time- 7 minutes
Q/A round- 3 minutes
2. While two members will present the business pitch , ensure all team members contribute to the pitch preparation and are acknowledged during the presentation.
3. Attach your lean canvas model at the end of the ppt

LEAN CANVAS MODEL

Lean Canvas is a business plan template that condenses complex ideas into nine core components. It helps entrepreneurs validate their assumptions and iterate quickly through a visual, easy-to-understand format.

Customer Segments: Who are your target customers?

Problem: What pain point are you solving for them?

Solution: What is your product or service?

Value Propositions: Why should they choose you?

Channels: How will you reach them?

Customer Relationships: How will you interact with them?

Revenue Streams: How will you make money?

Key Activities: What are the most important things you need to do?

Key Resources: What do you need to have in place?

Unfair Advantage: What sets you apart from the competition?

Lean canvas model of Amazon shopping platform:

