KALINGA UNIVERSITY
RAIPUR | INDIA

KALINGA INCUBATION FOUNDATION

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

ASMA
INSTITUTE OF MANAGEMENT

IN COLLABORATION WITH

Yi
Young Indians
WE CAN WE WILL

IDEATHON 5.0

BUSINESS PLAN COMPETITION 2025

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unstop

4th – 5th NOVEMBER 2025

ABOUT IDEATHON

WHAT IS IDEATHON 5.0?

Kalinga University seeks to nurture creativity and entrepreneurial skills amongst early-stage entrepreneurs. IDEATHON 5.0 is a platform for university and college students across the globe to develop their business ideas and compete for the opportunity to win cash prizes and certification. Kalinga University helps you to bring your idea from concept to pitch.

VISION: IDEATHON 5.0 aims to develop start-ups for creating a successful start-up, vibrant, and inclusive society.

MISSION: To inspire students to adopt entrepreneurial endeavours to develop their innovation, work on profitable and socially responsible projects and adhere to high ethical standards.

WHO CAN PARTICIPATE?

- **Category A – School Students (IX-XII)**
- **Category B – College/University Students (UG, PG, & Research Scholars)**

THEMES

- Digital Finance, Social Banking and Micro Finance
- Smart Lifestyle & Sustainable Development
- Circular Economy
- Food, Agriculture, and Rural Development
- Environmental Issues, Waste Management, Clean Energy & Alternate Fuel
- Swachh Bharat Initiatives, Health Care, Hygiene
- Smart Transportation and Traffic Management, Smart City and Urban Development
- Scientific and Technological Developments
- Education and Online Teaching-Learning System
- Hospitality, Travel and Tourism
- E-Governance, E-Commerce and Digital Marketing
- Robotics, IoT, ICT, Cyber Security Systems, Blockchain, Cognitive Computing, AI and ML
- Vision 2047 Initiatives
- Gamification
- Advances in Production and Manufacturing Technologies
- Fintech
- Fitness and Sports
- Any Other Area Like Fashion, Art, Entertainment, Retail, Etc

HOW TO APPLY?

Click the Link to Register: https://forms.gle/mton7zWpWRtYHhvf7

Note - Accommodation facility is available on a chargeable basis as per the University norms.

Fill out your details and register yourself to participate in IDEATHON 5.0.

1. Pay the initial Registration fee of INR 99/- Per Team (Not more than 5 Members)/international participant must pay a entry fee $2

2. by using the QR Code and Account/Payment Details in the registration form.

SCAN TO REGISTER

IN ROUND 1

All registered teams will share their Business Plan in PDF format (maximum 50 pages).

The Business Plan is to be made as per the given template.

A Panel will screen the submitted Business Ideas and will choose the finest ones for the Second Round.

The Email id for submitting the plan is

ideathon@kalingauniversity.ac.in

IN ROUND 2

All selected teams must enroll for the next round with **INR 899/-** and international teams must enroll for the next round with **$10/-** and present their detailed business plan before the panel.

Note:

- **Maximum presentation time: 15 Minutes per team**
- **Maximum number of members in a team: 5**

The panel will decide the best business plan. The winners of Round 2 will receive cash prizes, and the best ideas, as deemed by the panel, will also receive Incubation opportunities from Kalinga University, Naya Raipur.

BUSINESS PLAN TEMPLATE

Here is a basic template that any team can use when developing its business plan:

Section 1: Executive Summary

- Basic introduction of the company.
- Present the company's mission and vision.
- Describe the company's product and/or service offerings.
- Give a summary of the target market and its demographics.
- Summarise the industry competition and how the company will capture a share of the available market.
- Give a summary of the operational plan, including inventory, office labour, and equipment requirements.
- Describe the technological adoption and IPR issues.

Section 2: Industry Overview

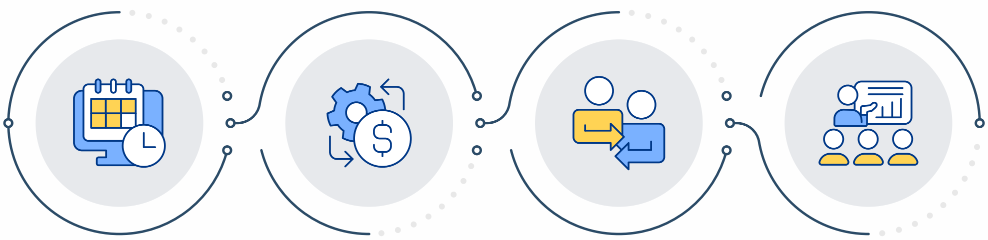
- Facts explaining present industry scenarios.
- Describe the company's position in the industry.
- Describe the existing competition and the major players in the industry.
- Provide information about the industry that the business will operate in, estimated revenues, industry trends & government influences.

Section 3: Market Analysis and Competition

- Define your target market, their needs, and their geographical location.
- Describe the size of the market, the units of the company's products that potential customers may buy, and the market changes that may occur due to overall economic changes.
- Give an overview of the estimated sales volume vis-à-vis what competitors sell.
- Give a plan on how the company plans to combat the existing competition to gain and retain market share.
- Conduct a SWOT analysis.

Section 4: Sales and Marketing Plan

- Describe the products that the company will offer for sale and its unique selling proposition.
- List the different advertising platforms that the business will use to get its message to customers.
- Describe how the business plans to price its products in a way that allows it to make a profit.
- Give details on how the company's products will be distributed to the target market and the shipping method.
- Explain the major bottlenecks the company will face and how the company plans to overcome them.



Section 5: Management Plan

- Describe the organisational structure of the company.
- List the owners of the company and their ownership percentages.
- List the key executives, their roles, and remuneration.
- List any internal and external professionals that the company plans to hire and how they will be compensated.
- Include a list of the members of the advisory board, if available.
- Mention the major highlights of the company's HR policy.

Section 6: Operating Plan

- Describe the location of the business, including office and warehouse requirements.
- Describe the company's labour requirement. Outline the number of staff that the company needs, their roles, skills training needed, and employee tenures (full-time or part-time).
- Describe the manufacturing process and the time it will take to produce one unit of a product.
- Describe the equipment and machinery requirements, and if the company will lease or purchase equipment and machinery, and the related costs that the company estimates it will incur.
- Provide a list of raw material requirements, how they will be sourced, and the main suppliers that will supply the required inputs.

Section 7: Financial Plan

- Describe the financial projections of the company by including the projected income statement, projected cash flow statement, and the balance sheet projection.
- Fundraising from Venture Capitalists, etc.
- Details of loans/debt and sources.

Section 8: Appendices and Exhibits (optional)

- Quotes of building and machinery leases.
- Proposed office and warehouse plan.
- Market research and a summary of the target market.
- Credit information of the owners.
- List of products and/or services.
- Sources and Uses of Funds.

REPUTED INSTITUTIONS WHICH PARTICIPATED IN PREVIOUS IDEATHON

La Trobe University, Melbourne, Australia	University of Madras
IIT Guwahati	Christ University, Bangalore
IIT BHU	University of Mumbai
IIT Kharagpur	Chandigarh University
IIIT Pune	IISCR
IIM Ahmedabad	SRM
IIM Bangalore	Manipal Bangalore
MANIT Bhopal	Universitas Islam, Indonesia
NIT Hamirpur	Savitribai Phule University, Pune
Delhi University	Indian Institute of Technology, Hyderabad
SKUAST, Kashmir	University of British Columbia, University of Waterloo

CASH REWARDS

The panel will decide the best business plan team from both categories:

- **Category A - (School)**
- **Category B - (College/University)**

Winning Team: **INR 25,000/-**

First Runner-up: **INR 15,000/-**

Second Runner-up: **INR 10,000/-**

Third Runner-up: **INR 7,500/-**

4 Business with Potential: **INR 5000/- Each**

IMPORTANT DATES

Round 1 Registration Start Date: **02/09/2025 |** Closing Date: **04/10/2025**

Last Date for Submission of Business Ideas: **11/10/2025**

Announcement of Shortlisted Teams: **16/10/2025**

Presentation of Business Plan (Online/Offline): **04/11/2025 & 05/11/2025**

Result Announcement: **05/11/2025**

*Terms & Conditions: The teams should get a minimum score of 50% to be eligible for the reward.

GLIMPSES FROM PREVIOUSLY HELD IDEATHON

IDEATHON 2.0
BUSINESS PLAN COMPETITION **2022**

IDEATHON WINNERS

WINNER
₹ 25,000/-

Mr. AHMER BASHIR SHAH
Shere Kashmir University of Agricultural Sciences and Technology, Kashmir

1st RUNNER UP
₹ 15,000/-

Mr. PRESHIT GUJAR
College of Engineering, Pune

2nd RUNNER UP
₹ 10,000/-

Mr. AMAN SINGH
IIT BHU

3rd RUNNER UP
₹ 5,000/-

Mr. AKASH PATEL
NIT, Andhra Pradesh

Mr. AMAN KUMAR
MANIT, Bhopal

Mr. ANUJ PRAJAPATI
MANIT, Bhopal

Mr. ANURAG DUBEY
MANIT, Bhopal

IDEATHON 3.0
BUSINESS PLAN COMPETITION **2023**

THE WINNERS OF THE COMPETITION IN THE SCHOOL CATEGORY:

Mr. DEEPANSH SABHARWAL

Mr. RISHI AHUJA

Team Algorithm Alchemist (St. Francis School, New Delhi) - Winner

Mr. ATHARVA MISHRA
Team Inno Vision
(KPS, Naya Raipur) - Runner Up

THE WINNERS OF THE COMPETITION IN THE COLLEGE CATEGORY:

Mr. RUTVIK DNYANESHWAR MEHENGE

Mr. SANJIV

Team VacSaver (Trinity College, Pune) - Winner

Mr. KISHOR

Ms. SNEKHA

Ms. SANJANA

Team Pip Install (St. Joseph College, Chennai) - 1st Runner-Up

Mr. PARTHA MAJUMDAR
(Kalinga University, Naya Raipur) - 2nd Runner-Up

Mr. KARNAYINA NIKHIL SAI

Mr. MUNAGALA HEMANTH KUMAR

Ms. SATHVIKA

Ms. M. VEDAVATHI SAI PRIYA

Team Stylin (NIT, Agartala) - 3rd Runner-Up

IDEATHON 4.0
BUSINESS PLAN COMPETITION **2024**

CONVENOR

Dr. SHINKI K. PANDEY
HoD, Faculty of Commerce and Management, Kalinga University, Naya Raipur

CO-CONVENORS

Ms. MARIYAM AHMED
Assistant Professor, Faculty of Commerce and Management, Kalinga University

Ms. SHIVANGI MAKADE
Assistant Professor, Faculty of Commerce and Management, Kalinga University

Ms. ANGEL MARY XESS
Assistant Professor, Faculty of Commerce and Management, Kalinga University

Ms. PRIYAM VISHWAKARMA
Assistant Professor, Faculty of Commerce and Management, Kalinga University

Ms. MILAN SINGH
Assistant Professor, Faculty of Commerce and Management, Kalinga University

ORGANISING COMMITTEE

FACULTY OF COMMERCE & MANAGEMENT, KALINGA UNIVERSITY

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Dr. CHANDRA BHOOSHAN SINGH
Dr. KANCHAN THAKUR
Ms. ANUSHREE SHRIVASTAVA
Mr. SHUBHAM SINGH CHANDEL
Mr. RAKSHAK BHARTI
Dr. NISHTHA SHARMA
Dr. SATVIK JAIN
Mr. TUSHAR RANJAN BARIK
Ms. DEEPSHIKHA PATEL
Ms. DAWAKIT LEPCHA
Ms. DIVYA NANDINI SHARMA

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HOW TO REACH

Railways: Raipur Junction railway station is situated on the Howrah-Nagpur-Mumbai line of the Indian Railways (via Bhusawal, Nagpur, Gondia, Bilaspur, Rourkela, Kharagpur) and is connected with most major cities.

Airport: Swami Vivekananda Airport is the primary airport serving the state of Chhattisgarh and is located 15 km south of Raipur near Atal Nagar.

GET IN TOUCH

+91-7024116975 www.kalingauniversity.ac.in

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