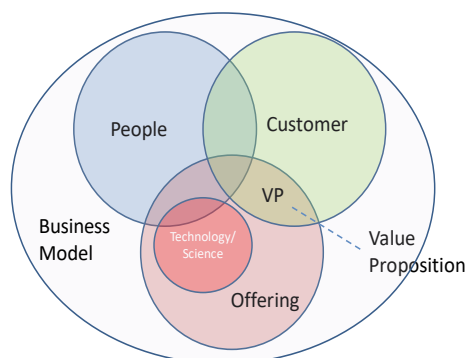


# Bihar Entrepreneurs Association Enterprising Zone

(Not-for-profit for "Making Bihar Enterprising" 12AA, 80G & FCRA, Govt of India compliant)  
**Business Plan Format**



These are the parameters to change when creating or refining a Venture idea. Think of it when sketching your idea.

Please address each of the questions below as fully as you are able within the space provided.

Name:

--	--	--

Address:

--

City, State,  
Postal Code:

--

Email Id:

--

Phone No:

--

*Please note:*

1. *This form is just to provide guide or outline. You may include any additional details relevant to your business idea. You may use additional sheets.*
2. *Your business idea will be treated confidentially and will not be divulged to any unauthorized third party.*
3. *Please submit completed form by email to [secretary@beabihar.com](mailto:secretary@beabihar.com)*

**Corporate Office cum Incubation Centre:**

Enterprising Zone, Ram Swarup Path, Opposite Bihar Museum, Bailey Road, Patna – 800001

Bihar Business Helpline: +91-9507229900/11

Landline: 0612-253-1175

Website: [www.beabihar.com](http://www.beabihar.com)

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## Overview of the Application

The *Business Idea Submission* is an initiative of Bihar Entrepreneurs’ Association and Enterprising Zone. We are delighted to offer this opportunity for new businesses/ Startups in Bihar. The initiative is targeted at new business start-ups with an innovative idea that has expert potential and will create sustainable employment in the state of Bihar.

The primary aim of the *Business Idea Submission* is to encourage individuals with an entrepreneurial spirit to consider self-employment as a real option. There are many benefits associated from the participation and here are just some of them:

- Encouragement and motivation to develop a business idea
- Feedback on your business idea from the expert Judging Panel
- Opportunity to win the Prize to a new start-up
- Networking with like-minded people during the participation
- Good publicity for your potential business

## Selection Process

The Judging Panel will shortlist Cohort (applicants) every quarter who meet the criteria as set down in the Application Form and Terms of Conditions. These TEN applicants must be available for interview and presentation of their Business Plan/Idea to the Judging Panel.

The selected Business Plans or StartUps will be intensively connected to Enterprising Zone pool of resources including Govt of India, Govt of Bihar and Foreign Partners for funding and mentoring at the same time.

### 1. Summary

- a. Briefly describe your business idea. Who is the customer? What is their need or problem (their “job to be done”)? What is your offering? How will it solve the customer’s problem?

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### 3. Who is Your Customer?

a. Who is the user? Who will use and benefit from your offering?

b. Who is the economic buyer? Who will make the purchase decision? Who will pay you?

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c. How many buyers are there? How many in the market area you can realistically address?

4. What does the Customer Need or Want? What is the Problem to be addressed?

a. What does the customer need or want? What is the problem to be addressed?

b. Why is the problem important to the customer? How do you know? How have you validated the need?

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c. How is the customer currently addressing this problem? What are his/her alternatives?

d. Why is the problem important to the economic buyer? How do you know? How have you validated the need?

5. What is Your Offering? How will you solve the Customer's Problem?

a. What type of offering is envisioned? i.e., commodity, good, service, or experience?

b. Name and describe it...

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- c. Sketch it... (attach a sketch of the offering if appropriate)
- d. Do you have any core, differentiating technology or science? How will you protect your intellectual property?

- e. Are there any legal or regulatory requirements to be addressed?

- f. How will the user use your offering? Will any special skills or training be required?

- g. Why will the customer/economic buyer choose your solution over the alternatives?

## 6. What is your Business Model?

- a. What is your revenue model? How will you get paid?

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**b. How will you deliver your product/service? What channels will you use? How will the channel partners be compensated?**

**c. What activities will be required to produce/deliver your product/service to the customer? Which activities will be performed in-house? Which will be outsourced or performed by partners?**

**d. What are the key elements of your cost structure? What costs will be incurred in creating, producing and delivering the product/service to your customer?**

## 7. Who are the People?

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a. Who are the people involved in starting this venture? Who is on your team?

b. What relevant knowledge and experience do they bring to the table (technical skills, domain knowledge and startup experience)?

c. What additional knowledge/skills/experience will you have to add to your team to successfully launch this venture?

d. Who are your key advisors? What roles will they play?

8. What will it take to get started?

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- a. What are the key tasks to be accomplished in order to launch this venture?  
(Describe each task and indicate total elapsed time in week from start to launch.)

	Task Description	Weeks
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

- b. What resources (funding) will be required (just a rough estimate)? How will they be used?

	Use of Funds	Amount
1		
2		
3		
4		
5		
6		
7		
8		
9		
	<b>TOTAL</b>	

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## Declaration:

*By printing my name below, I hereby declare that the business idea submitted by me through this form is my own and that I would be held responsible for any violations of intellectual property rights arising due to this. I also agree to the terms and conditions mentioned with this form.*

**Name:**

**Date:** / /

## Terms & Conditions

The participant should be 14 years of age and above to participate in the business plan submission.

- Individual participation is allowed in the submission, although participation in teams is also welcome. However, the maximum number of members allowed per team is Seven (7)
- Representation of the participation by any other individual is allowed only for the Organizations and Startups during the whole process.
- Participants will need to produce valid photo identity at each stage or as requested by the Incubation Manager/Authority.
- All time lines provided shall be adhered by the participants failing which; their participation may be rejected at the discretion of BEA Finalizers.
- There is no restriction on the number of entries that the participant can enter till the end of Registration Phase.

## Post selection

- The incubates has to update their work and activities related to StartUp before 5<sup>th</sup> of every month.
- Prior appointment has to be taken to fix up meeting with mentors and experts.

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