



**Business Plan Development Competition
Investors' Day 2022
Department of Accountancy and Finance, Faculty of Management Studies
Sabaragamuwa University of Sri Lanka**



Guidelines for Business Plan Development Competition

Competition Objectives

Business plan development will be a key point of success of a business where to take prudent decisions to complement the relevant factors. This event was proposed with the expectation of providing an opportunity for university students to generate their business ideas. In terms of business ideas, undergraduates could be able to cope with innovations beyond the existing concepts which intense the needs of customers. Further, the undergraduates should be able to expose to financing requirements and project appraisals.

Objectives:

1. Identify business opportunities and generate their own business ideas.
2. Performing feasibility analysis.
3. Practice financial planning.
4. Enhance creativity and teamwork

1. General Information

1.1. Student Eligibility

The Competition is open to any student registered, for the duration of the Competition, in an undergraduate (bachelor level or equivalent) representing any faculty of state or private university in Sri Lanka. Undergraduates who may be interested to participate can apply as individuals or as teams; a team entry consists of two to a maximum of five members. There is no team limit for one university.

1.2. Competition Procedure

The business idea should be new (not currently existing), original, ethical and legal. The competition organizing committee will share the business plan format with the specific sections to be included. Undergraduates are expected to develop the business plan write-up according to the given format and submit it by the due date.



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A panel of independent evaluators will examine the business plan write-ups and select five (05) best business plans for the final round. In the final round, the teams are requested to present their business plan to the panel and the three best business plans will be awarded.

1.3. Language

All business plan reports must be in English.

2. Qualifying Round: Rules and Guidelines

2.1. Important Dates

15th November 2022 - Deadline for receipt of Qualifying Round submissions

The completed business plan about the proposed product/service must be emailed to investorsday2022@gmail.com by the due date. The participants are requested to follow the format provided.

30th November 2022- Finalists announced

The five finalists (name of the institution and team name) will be announced and instructed for the next round.

2.2 Written Business Plan

The written business plan must be submitted as a MS Word file. The text should be double-spaced using Times New Roman 12 - point font; no handwritten material of any sort will be accepted. A margin of 1 inch (2.54 cm) should surround the text. Any team not following the format will be summarily disqualified. Teams should refrain from including identifying information in headers and footers to ensure anonymity.

The business plan document may also include a maximum of five (5) pages of appendices if any, the purpose of which is to provide support for the assertions and conclusions expressed in the body of the business plan. Appendices should be numbered, titled, and appropriately referenced within the body of the document. Although teams may use this space as they see fit, appendices in case analysis reports commonly include elements such as:

- financial statements;



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- diagrams / illustrations;
- itemization / categorization of key information;
- implementation timeline.

2.3 Evaluation

Each business plan submitted in the Qualifying Round will have its title page removed and replaced with an identification number to ensure anonymity. Judges will evaluate these business plans independently and evaluate them on a scale from 1 (extremely weak) to 100 (excellent). These scores will then be averaged, and the teams ranked to determine which five teams will be invited to compete in the Final Round.

3. Prizes and Awards

All the final round participants will be awarded a certificate. The winners:

1st Place – LKR 30,000

2nd Place – LKR 20,000

3rd Place – LKR 10,000

For more details, please contact the below-mentioned.

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