

BIC-2022

**STATE LEVEL
BUSINESS IDEA
COMPETITION**

01 April, 2022

GUJARAT MARITIME UNIVERSITY
School of Maritime Management



ABOUT BUSINESS IDEA COMPETITION

Do you have an idea for a product or a service you want to sell or think would appeal to consumers? If yes, this is the platform to showcase your talent.

Business Idea Competition (BIC) 2022 will provide undergraduate / postgraduate students an opportunity to explore their creativity towards the business ideas and receive valuable feedback from the experts. This competition will nurture innovations and entrepreneurial skills among the students from varied disciplines. This competition is held by School of Maritime Management, Gujarat Maritime University.

Competition Rules

1. Competition is open for any undergraduate/postgraduate students who are studying in the state of Gujarat.
2. Students may compete individually or as a team (not to exceed 4 members)
3. Submit a written business idea (only one submission per student or team, see submission guidelines)
4. The presentation needs to be made physically in front of panel of judges at Gujarat Maritime University.
5. If you are participating in the team then the prize money is per team and not per candidate.
6. Only one team member (Group leader) needs to fill the google document for registration. Registration is mandatory to participate in the competition.

Submission Guidelines

1. Submit a written description of your idea for a business or not-for-profit organization in the form of word file with maximum 10 pages in Times New Roman font (12 pt) 1.5 line spaced with 1" margins.
2. Include a cover page with the name of the business, the name(s) of the student(s) and name of the University/education institute.
3. Save your Word document with your first and last name (Student leader) followed by your university/institute.
4. Each submission should contain the following:
 - Name of Business.
 - What is the real-world goal of your business?
 - Who will be your target market?
 - Describe your business (on-line, service based, manufacturing, not-for-profit organization, etc.) Explain in detail.
 - What will be the structure of your organization? (Sole proprietorship, partnership, corporation or not-for-profit organizations)
 - Describe how you will promote and market the product or service.
 - How will the business be financed?
 - Growth potential beyond initial opportunity.

Presentation Guidelines

1. Participants must use English language only.
2. Candidates must give presentation in formal attire.
3. It is not compulsory for all the team members to do the presentation. It is participant's responsibility to divide the time among team members.
4. Every participants/team should abide by the time limit. Minimum & Maximum time limit will be same irrespective of number of team members.
5. It is mandatory to follow the given rules and guidelines. Any kind of misbehaviour will lead to disqualification.
6. The decision of the judging panel will be final and binding
7. The students who will come to make the presentation at the university has to submit a declaration stating that the business idea is original and is not copied from others.

Prize of Competition

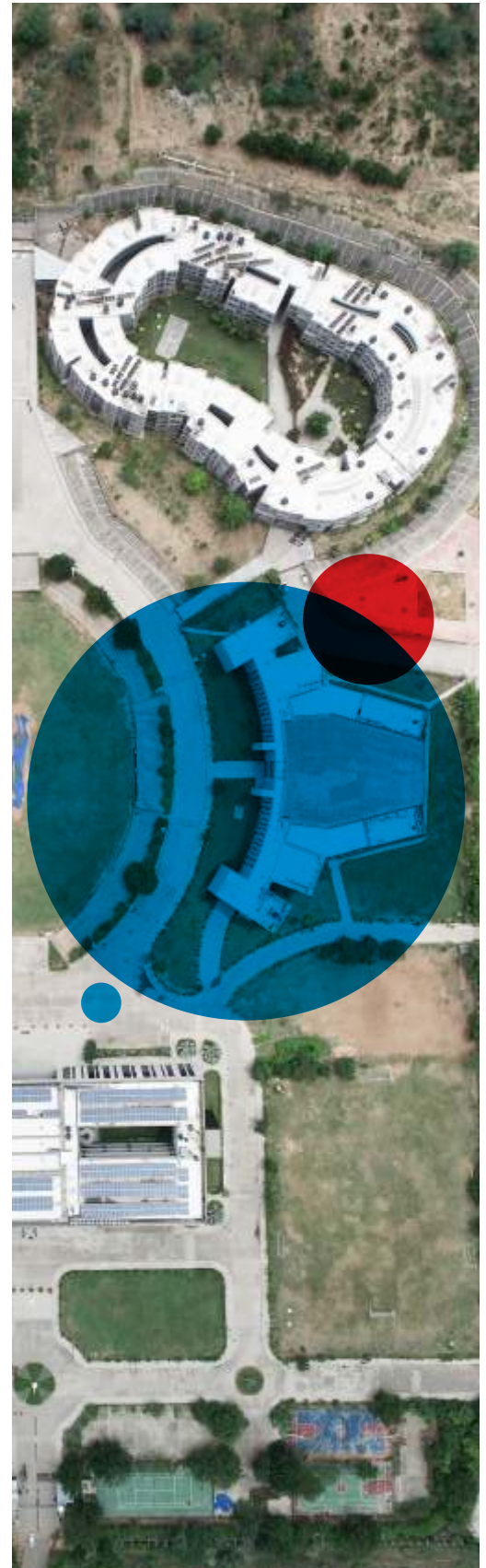
1st Prize – Rs. 10,000/-

2nd Prize – Rs. 7,500/-

Certificate of participation will be issued to all the participant.

Schedule/Important Dates

Date	Program
29 March, 2022	Submission of Soft Copy and registration closed
01 April, 2022	Presentation of Business Idea



ABOUT GUJARAT MARITIME UNIVERSITY

The establishment of Gujarat Maritime University (GMU) is an endeavour by the Gujarat Maritime Board to provide a fillip to this growth by bridging the knowledge gap within the industry. Gujarat Maritime University has been established under the Gujarat Private Universities Act, 2009. The prime objective of Gujarat Maritime University is to be a global center of excellence in maritime education, research and development, professional training and it aims to enhance and increase the human capital and capacity of maritime industry both in India and across the globe.

Registration Link



About School of Maritime Management

The School of Maritime Management has been established to address the growing need of management professionals in the Maritime Sector. The maritime sector faces a number of modern challenges like Decarbonization, Global economic crisis, Climate Change, cyber-attacks and lack of automation. Addressing these issues requires a new age skillset the lack of which presents itself as a skill gap in the maritime sector. Driven by this need to lower the "High Skill Gap" on the commercial side of the Maritime Sector and the need of continuous upskilling in the industry, the School of Maritime Management has been launched from 2020 with the programme of MBA (Shipping and Logistics).

Organizing Committee:

Patron:

Prof. (Dr.) S. Shanthakumar,
Director (I/C),
Gujarat Maritime University and
Director, Gujarat National Law University.

Faculty Convener:

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