



# Guidelines for Idea Competition for Entrepreneurs

**Claris**CAPITAL  
Growth Partners





## ELIGIBILITY & RULES

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- + Applications are accepted in English and Gujarati.
- + Applicants' University / Start-up / Incubation Centre must be registered and located in Gujarat.
- + Students enrolled in a degree (Diploma, Bachelors, Master, MPhil, PhD) program of colleges/institutes registered under State or Central Universities from Gujarat can apply for this competition. Students from Private or Deemed Universities of Gujarat may also apply.
- + Start-ups registered under academic/government incubation centres from Gujarat can apply for this competition.
- + Recent pass-out students/alumnus (0-3 years) from college or university from Gujarat, working on innovative idea/venture are eligible to apply for competition.
- + The applications will be recognised by its idea or venture/enterprise's name.
- + Student applicants need to submit Bonafide Certificate from their registered college/university. Incubated Start-ups are required to submit "Letter of Association" from their incubation centre. And, recently pass-out Students or Alumnus must submit their colleges /university's "Bonafide Certificate", indicating their year of pass-out. These documents are mandatory for all participants to submit along with application.
- + The competition participation fees will be INR 600/- (non-refundable) to be paid online by all participants during application.
- + Applications for competition will be invited for all sectors including the following focus areas

### Sectors Covered

Hospitality	Social Development	Health-Pharma
Tech- Automation	Art & Culture	Environment & Green Tech, Sustainability
FinTech	Supply Chain & Logistics	Textile & Apparels
IoT	Media, Communication & Entertainment	Food-Beverage & FMCG



## IMPORTANT DATES

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**Registration Starts** : 5<sup>th</sup> October 2017

**Registration Closes** : 15<sup>th</sup> December 2017

**Semi final Round** : 12<sup>th</sup> January, 2018

**Final Round of Pitching** : 3<sup>rd</sup> February, 2018

**Announcing Winners** : 4<sup>th</sup> February, 2018



## SELECTION PROCESS

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### Stage 1 – Application Submission

- + Ideas will be received through online application.

### Stage 2 – Semi Final Round

- + From application pool, 100 applications will be shortlisted for semi-final round and will be informed via telephone/email.
- + Selected applicants will be called at Ahmedabad for semi final round of presentation.

### Stage 3 – Pitching Against Investors

- + 30 applications will further be shortlisted for final round of pitching.
- + 10 minutes to pitch against the jury (comprising VCs, investors & start-up specialists) during the event on 3<sup>rd</sup> February 2018.

### Stage 4 – Award Ceremony

- + 3 winners and 3 honorary ideas will be rewarded during .Inc Conference on 4<sup>th</sup> February, 2018.



## SELECTION CRITERIA

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### Product & Innovation

- + The products offered should be innovative, technologically advanced and have distinct competitive advantages over existing products in market.

### Market Potential

- + The product/idea should have market demand & potential customer base. Additionally, the idea should address the pain point solution to industry/consumers.

### Team Profile

- + The core team should be having necessary skills and expertise to grow the business will add value to the start-up's proposal.

### Business Model

- + The business model & strategy can give much needed cutting edge to start-up idea and make it much more appealing. A clear evidence of product demand in market and to leverage it, the strategy to scale-up the venture plays crucial role.

### Gained Traction

- + The start-ups with refined strategy and product/prototype will have additional advantage.



## COMPETITION GUIDELINES

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- + Application has to be submitted online.
- + Refer the competition application form in advance and have necessary details ready while applying.

- + Type the answers of all question in the space provided in typed format. Do not overlap with other questions. Follow the word limit given for each question. Incomplete applications will not be entertained.
- + Applicants submitting their answers in Gujarati are advised to prepare Gujarati write-up in MS-Word document in advance and paste it in appropriate boxes while applying.
- + The start-up team can have multiple team members; however the applicants are advised to provide details of three leading members who will represent the team during semi-final & final round of pitching and also participate in .Inc Conference.
- + The registration fee (INR 600/-) has to be paid online during final stage of application. The primary email & mobile number given during application & registration fees payment must be same. The applications failed to submit registration fees will not be accepted. The registration fees are non refundable.
- + Letter of Association, Bonafide Certificates or Official Letter from college/university are required to be submitted along with application. Respective documents should be scanned & saved as PDF format with name of Idea/Enterprise as the file name. The size of that document should not exceed 10MB. No additional files can be attached during submission.
- + Failure to disclose vital information or misrepresentation by participant/s can lead to disqualification and could also affect participation in future editions of .Inc – Idea Competition for Entrepreneurs.
- + The participant/s retain all the rights of their proposal, however, the information shared will be used for the purpose of this competition.