



ICFAI Foundation
for Higher Education
(Deemed-to-be University under Section 3 of the UGC Act, 1956)
CENTRE FOR INNOVATION, ENTREPRENEURSHIP AND INCUBATION

IFHE
Innovation
Council

Centre for Innovation, Entrepreneurship and Incubation (CIEI) is organizing an Intra university **IDEA COMPETITION** on 29th March 2019.

Students from all the three school are encouraged to submit their idea in the prescribed format to the respective coordinators.

Faculty of Management students should submit their ideas to

Dr. Amar Raju - amar.raju@ibsindia.org

ICFAI Law school students should submit their ideas to

Dr. Gangi Reddy - ygreddy1975@gmail.com

ICFAITech (FST) students should submit their ideas to

Dr. H. Sudheer - hsudheer@ifheindia.org

The poster and the prescribed application form is attached herewith the mail. Last Date for receiving applications is **24th March 2019**.

Idea Competition Application Form

1. Describe genesis of your Idea

2. Mission Statement

3. Idea to Opportunity Map (Have you identified any opportunity for your idea, if so describe)

4. Marketing Strategy (*You need to explain market segments, target markets etc. How do you differentiate yourself from competitors? How do you plan to reach and/or engage your target audience and/or beneficiaries?*)

5. Financial Strategy (*Sources of funds, cash flow projections, income & expenditure statement etc.*)

6. Operations Strategy(*Location, manpower recruitment, training, operation activities, customer service strategy etc. What is the measurable impact? What are the risks – Operational, strategical, market, competition and/or financial?*)

Declaration and Signature

I/we declare that the statements made in this application are true and complete to the best of my/our knowledge. I/we fully accept the rules and conditions if I/we were admitted to the Idea Competition.

Signature

Name :

Date :