

# IndiaAfrica

## ● A SHARED FUTURE

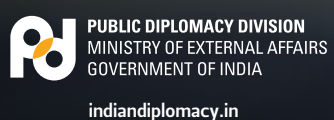
Business Venture Competition 2014

Participate and win exciting cash prizes, equity investment, mentorship, a unique experience at Davos, Switzerland in Jan 2015 and more!

Register today at [www.indiafrica.in](http://www.indiafrica.in)

**ENTREPRENEURIAL SOLUTIONS TO ADDRESS DEVELOPMENTAL CHALLENGES**

supported by



[indiadiplomacy.in](http://indiadiplomacy.in)

managing partner



[theideaworks.in](http://theideaworks.in)

institutional partners



[woxsen.edu.in](http://woxsen.edu.in)



[isb.edu](http://isb.edu)



[gimpa.edu.gh](http://gimpa.edu.gh)



[indianangelnetwork.com](http://indianangelnetwork.com)

enterprise partners



[gsf.india.com](http://gsf.india.com)



[villgro.org](http://villgro.org)

knowledge partners



[accenture.com](http://accenture.com)



[oxfordbusinessgroup.com](http://oxfordbusinessgroup.com)



[africa.com](http://africa.com)



[yourstory.com](http://yourstory.com)

media partners

youth outreach partner



[ihub.co.ke](http://ihub.co.ke)



# Entrepreneurial Solutions to Address Developmental Challenges

Your business venture should focus on any of the following sectors:

- Creative Industry
- Cultural Industry
- Education
- Energy
- Food, Nutrition & Agriculture
- Healthcare
- Skill Development
- Information & Communications Technology
- Water
- Financial Inclusion

## ELIGIBLE PARTICIPANTS

Open to all African and Indian citizens under the age of 35 years.

## AWARDS

- INDIAFRICA Cash Prizes of Rs. 50000 each for the Top 20 teams (10 each from Africa and India)
- Trip to Accra for the Finals for one member each from the Top 8 teams (4 each from Africa and India)
- Trip to Davos during the World Economic Forum Annual Meeting 2015 for one member each from the African and Indian teams winning Top Honours at the Finals in Accra, Ghana
- Two WOXSEN INDIAFRICA Prizes of Rs. 750,000 each for the First ranked teams from Africa and India from the Finals at Accra, Ghana
- Chance to win The Indian Angel Network INDIAFRICA Prize for one African or Indian team from among the Top 8 – Incubation, Mentoring and Equity Investment in the selected venture
- Chance to win The GSF India INDIAFRICA Prize for one African or Indian technology venture from among the Top 8 – for an Investment Committee (IC) review for its Accelerator Programme. If selected by the IC, the venture will receive equity investment and be part of a 10 week accelerator/mentor programme
- Selection for final round of interviews for the unique GSF Global and GSF Impact Accelerator Programmes for deserving African and Indian technology ventures
- The Villgro INDIAFRICA Prize for one or more Indian social impact ventures from among the Top 8 – for their Entrepreneur-in-Residence, Social Entrepreneur and Enterprise Development or incubation programmes. The winner(s) will receive intense support in establishing a viable social enterprise, benefitting from business mentorship and networking
- The africa.com INDIAFRICA Prizes for the top ranked Indian and African teams – US\$ 1000 worth of website creation and web management services for one year
- 3-year subscription (worth US\$2500) to the Oxford Business Group Online Library upon registration.

\* Subject to Govt of India Tax Rules which currently stipulate a Tax Deduction at Source (TDS) @ 30.9% of prize money. Disbursal of prize money may take up to 12 weeks after announcement.

## IMPORTANT DATES

Monday, January 20

Announcement of the Grand Jury Panel

Tuesday, April 15

Last date for submission of Executive Summary

Wednesday, April 23

Last date for submission of Full Business Plan

Monday, May 05

Announcement of top 20 teams

Sunday, May 10

Mentoring of top 8 teams in preparation for the finals

Thursday, June 05

Final presentations by top 8 teams at GIMPA, Accra, Ghana

## THE VENTURE

- Submitted ventures should plan to be financially sustainable and/or profitable; self-sufficiency on earned revenue will be a key criterion for evaluation.
- Submitted ventures must be scalable in the long term. Scalability will take into account the potential for growth of the business, both financially and in its social impact.
- Operational “early stage” ventures should not have been in operation for more than 3 years (with the start of the venture marked by first income or first patent, whichever occurred earlier) as of April 10, 2013.
- Submitted ventures can not be wholly owned subsidiaries of existing entities (either for profit or non-profit)
- The business plan must include a financial analysis as well as a Social Impact Assessment (SIA) which includes DEFINITION of the Social Value Proposition; QUANTIFICATION of the top three social indicators; and MONETIZATION or Social Return on Investment (SROI) analysis.

Those unsure of their idea’s eligibility must contact the Organizing Committee for clarification.

## THE TEAM

- Your team must include an undergraduate/graduate student or someone who has completed their last degree not earlier than 31st December 2010, from any masters-level or post-graduate higher education program in any area of study in the world; the student must be actively involved in the venture (i.e., actively participating in development of the business plan or actively working on the business).
- Teams are strongly encouraged to include at least one seasoned entrepreneur or professional with relevant skills and experience.
- Teams can have up to 4 members

## SUBMISSION GUIDELINES

### Specifications

### Executive Summary

- Send a separate Executive Summary not exceeding 4 pages plus 1 cover page.
- Times New Roman, 12 point, 1” margins all around, A-4 page. Name your file as: project name, team leader, school and Exec. Summary eg: [columbus\\_arnold\\_WITS\\_ExecSummary](#)
- Submission to be done only as .PDF

### Business Plan

- Full Business Plan not to exceed 20 pages plus 4-6 pages of appendices and 1 cover page.
- Convert all financial numbers to USD and use metric number system
- Bring all the excel sheets into the word document
- Have a cover page, table of contents, page numbers
- Name your file as: project name, team leader, school and BizPlan eg: [columbus\\_arnold\\_WITS\\_BizPlan](#)
- Submission to be done only as .PDF

## CONTENTS FOR SUBMISSION

### Executive Summary

- Business idea or concept
- Social mission
- The target market and size
- The target customers
- Competitive advantage
- Barriers to entry
- Quantified social impact
- Revenues and net income for 3 yrs
- Funding requirements

### Full Business Plan

- Company description and business model
- Value proposition- financial
- Value proposition- social or environmental
- Vision
- Current status
- Current or committed funding and all funding sources

## The Market Opportunity

- Define the problem, describe the pain
- Why is the solution such a great idea?
- Competitive analysis (how the problem is not being solved by competitors)

## Market Solution

- Product or service
- Description of a working model or prototype, if appropriate
- How you will remove the pain, solve the problem
- Ability to create barriers to entry

## The Market

- Identification of customer(s)
- Market size, analysis and forecast
- Industry analysis and forecast

## Management Team

- Founders and key management
- Industry experience, education
- Board of advisors (Critical-it can augment team experience if needed)
- Optional: Board of directors
- A statement describing level of involvement of MBA student

## Financial Analysis

- Outline overall financial model with detailed projections through Year 3 including proforma cash flow and budget analysis
- Other analysis, as appropriate (i.e. break even analysis)
- Discuss assumptions and capital requirements

## DISCLOSURES

- Ideas based on academic research must mention sources. Strict confidentiality will be maintained.
- Participants should mention the source of their ideas, if adapted from other studies. Patent details should be disclosed at the time of submission of summary. Any lapse in submission of patent information will lead to disqualification. The participant should also mention pending patent applications in case a full patent is yet to be granted.
- Participants who receive funding for their ideas at any time during the competition must disclose that fact once they have secured a formal commitment from the investor.
- All cash generated during the time of the competition in the form of sales revenues or contracts, research grants and personal or family funds must be disclosed. Confidentiality will be maintained.
- Ventures that have already received outside investment from venture capital firms, private investors or industry sources may be considered ineligible to compete and should contact the Organizing Committee.

## IPR, COPYRIGHTS AND PUBLICATION

- All submissions to the INDIAFRICA: A Shared Future contest series will be, for exhibition or publication purposes, the property of the Organizers. The Organizing Committee retains the right to publish the business plan ideas and information associated with them and the participants in all communication exercises related to INDIAFRICA: A Shared Future.
- The Organizers or any employee or agent of the Organizers will NOT be liable for:
  - (a) any costs incurred or loss or liability suffered by the participants in relation to the program
  - (b) any lost expectation of profits by participants
  - (c) any failure by participant(s) to understand their rights in relation to Intellectual Property, or the rights of The Organizers in relation to Intellectual Property
  - (d) any other benefit applicants may expect to gain by participating in the program.

The Organizers may change the Terms and Conditions of participation at any time without specific notice. The amended Terms and Conditions of Entry will be effective immediately upon being posted on the Website. Important changes to the Terms and Conditions will be highlighted on [www.indiafrica.in](#) for your convenience; however, you acknowledge that it is your sole responsibility to regularly visit [www.indiafrica.in](#) to read any changes to the Terms and Conditions

## SUBMISSION

- The entry should be submitted to [business@indiafrica.in](mailto:business@indiafrica.in) latest by 15 April 2014, 2300 hrs IST.
- Can also be mailed to **INDIAFRICA: A Shared Future** Ideaworks Design & Strategy Pvt Ltd 609, Block-C, 6th Floor Nirvana Courtyard South City-2, Sector-50 Gurgaon, Haryana, Pin-122018, India Phone: +91 124 425 3501
- The submission should contain details of all team members
  - Full name
  - e-mail address
  - Contact no
  - City, country and region
  - Date of birth (date-month-year)
  - Institution / Organization
  - Proof of identity
- A short bio not exceeding 100 words

For queries please mail us at [contact@indiafrica.in](mailto:contact@indiafrica.in)

## SELECTION CRITERIA

- The entries will be judged on the relevance and the quality of perspective presented within the context of the contest theme.
- Entries will be short-listed based on adherence to clauses mentioned under ‘Eligibility’ and ‘Technical Criteria’. Also, there will be weightage for overall merit of the idea.
- Entries will be evaluated on criteria pertinent to the contest’s theme.
- There is no single standard matrix or criteria to be imposed on all entries, thereby granting greater creative freedom to participants.
- Emphasis will be laid on the participants’ conviction of the idea and the thoroughness of research and understanding of the plan and its context. INDIAFRICA: A Shared Future may at any time and for any reason:

- (a) disqualify a participant from the program if the evaluation panel or the Grand Jury in their absolute discretion, determine that such disqualification is warranted
- (b) discontinue the program by posting a notice to that effect on [www.indiafrica.in](#)

## INSTITUTIONAL PARTNERS

### Indian School of Business, Hyderabad

ISB is one of India’s leading business schools with campuses in Hyderabad and Mohali. It offers an MBA-equivalent Post Graduate Programme (PGP), an executive MBA-equivalent Post-Graduate Programme in Management for Senior Executives (PGPMAX) and a doctoral-equivalent Fellow Programme in Management (FPM) as well as short-duration and part-time executive education programs for middle and senior management. The school’s Post Graduate Programme has been ranked amongst the top 20 programmes in the world in the 2012 Financial Times Global MBA Rankings. [www.isb.edu](#)

### Ghana Institute of Management and Public Administration, Ghana

GIMPA was established in 1961 as a joint Ghana Government and United Nations Special Fund Project. Originally christened the Institute of Public Administration, established to train public servants with administrative and professional competence to plan and administer national, regional and local services, it was later changed to Ghana Institute of Management and Public Administration. Today, GIMPA has been transformed from a small, public service institution to a comprehensive tertiary institution offering programmes in leadership, management, public and business administration and technology for both the public and private sectors, NGO’s, civil societies and many more. [www.gimpa.edu.gh](#)

### Woxsen School of Business, Hyderabad

Woxsen School of Business aims to become an internationally accredited business school, based in Hyderabad but with a global identity, to be recognized as a world-class, highly sought-after, professionally managed business school, with experienced faculty of high caliber and global repute, outstanding students, and powerful corporate connections. Woxsen will pursue and achieve academic certifications such as AACSB, as well as organisational qualifications such as ITIL for best practices in IT and Infrastructure Management. [www.woxsen.edu.in](#)

Register today at [www.indiafrica.in](#)

