



# Green Consortium



*Invent to prevent*



## General Guidelines:

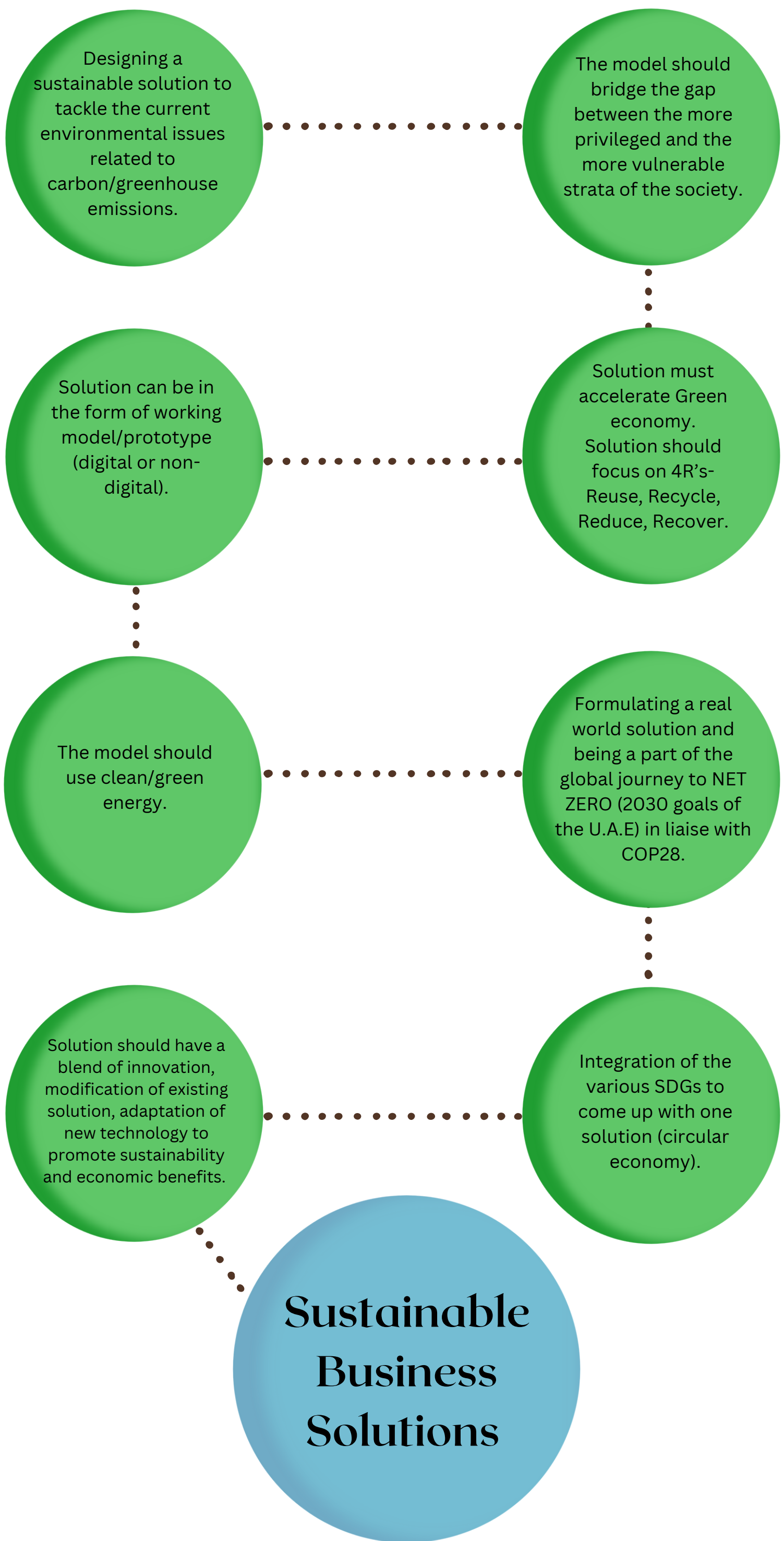
1. Each team comprising of 4 students should design a sustainable business solution.
2. Written business plans must follow the same structure and subtopics as listed below, with a maximum of 15 slides using any software and shall include the same flow/sub-topics as mentioned below. Detailed spread sheets and appropriate appendices should follow the text portion of the plan.

## Market Face

The business plan should include-

1. Cover Sheet (Company Name, Team Code, Presenting Team Members)
2. Executive Summary
3. Business/ Product or service description
4. Customer/Market analysis (market size and potential market share)
5. Competitor Analysis (competitors and your competitive differentiation)
6. Sales and Marketing Plan (how you will go-to-market)
7. Management team and/or advisors, including relevant experience
8. Financial highlights (Cash flow, Income statement, Balance sheet); Offering of the company (how much investment you are seeking, use of funding, possible exits)
9. Intellectual property status (patents, licenses, etc.)

# Green Accelerator



## Assessment Criteria

- Originality of the idea
- Feasibility of the plan
- Presentation