

## MS Green Consortium







### 27 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-tomarket)
- 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

Designing a
sustainable solution to
tackle the current
environmental issues
related to
carbon/greenhouse
emissions.

The model should bridge the gap between the more privileged and the more vulnerable strata of the society.

Solution can be in the form of working model/prototype (digital or nondigital). Solution must accelerate Green economy. Solution should focus on 4R's-Reuse, Recycle, Reduce, Recover.

The model should use clean/green energy.

Formulating a real world solution and being a part of the global journey to NET ZERO (2030 goals of the U.A.E) in liaise with COP28.

Solution should have a blend of innovation, modification of existing solution, adaptation of new technology to promote sustainability and economic benefits.

Integration of the various SDGs to come up with one solution (circular economy).

Sustainable
Business
Solutions

Assessment Criteria

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