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### INTERNSHIP AND CAREER COUNSELLING COMMITTEE (ICCC)

Presents

# BILLINESS START-UP COMPETITION

### Face the thoughts, Take the chance, Awake the future!

#### HYBRID MODE

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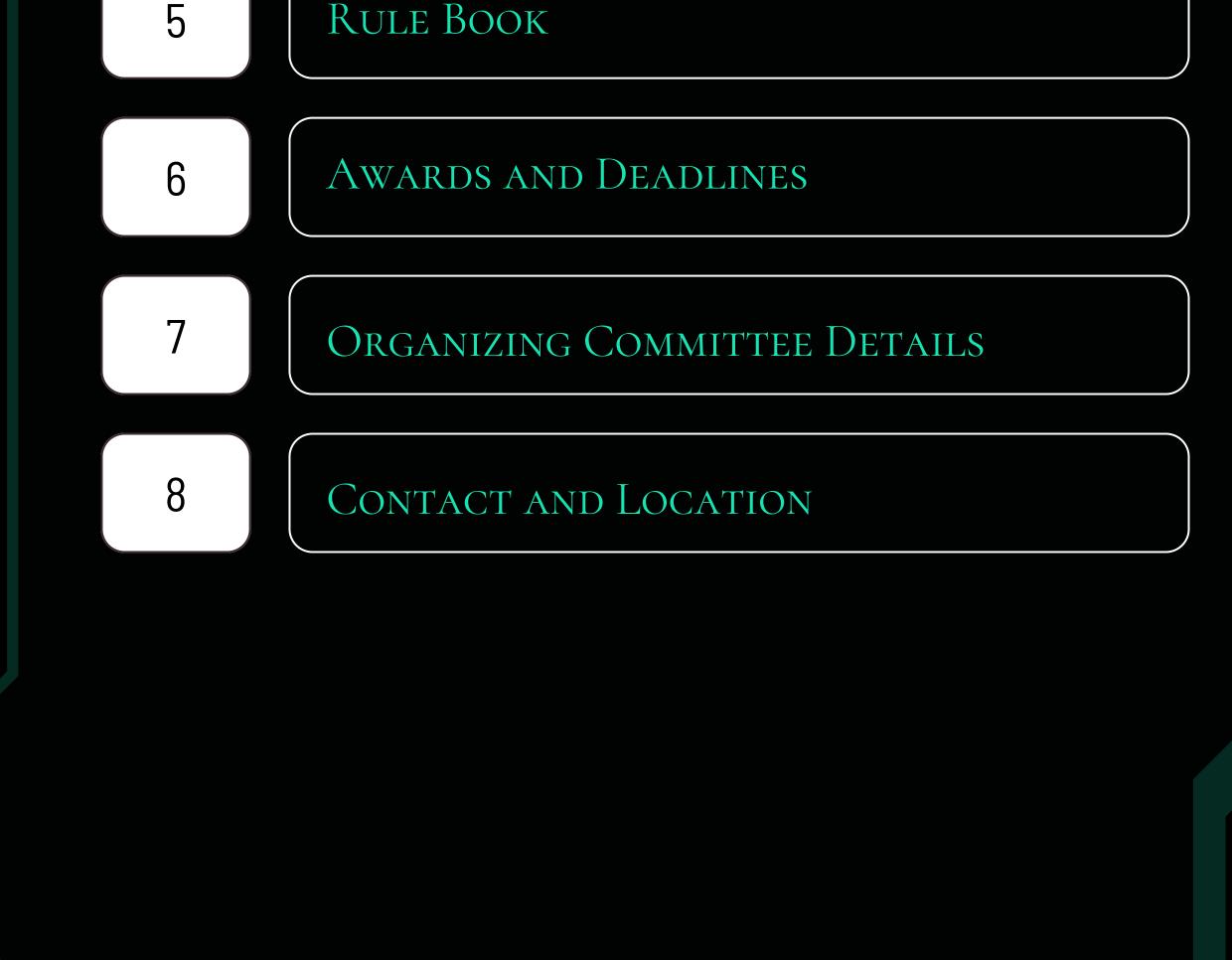
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### About Christ Academy Institute of Law (CAIL), Bengaluru

Christ Academy Institute of Law, Bengaluru is dedicated to Jesus Christ the Supreme Guru, who is our guiding light to enlighten every individual who is a part of our academic community. Saint Kuriakose Elias Chavara, the founder of Carmelites of Mary Immaculate (CMI), is our source of inspiration and we at Christ Academy Institute of Law take up this noble endeavour, to provide quality education to our students irrespective of caste, creed or religion. Our mandate is to make law and legal processes efficient instruments of social development. Guided by India's core constitutional values, our vision is to deliver socially engaged legal education, meeting the highest global academic and professional standards.

### About Internship and Career Counselling Committee (ICCC)

Internship and Career Counselling Committee (ICCC) at Christ Academy Institute of Law assists and facilitates internship to students in various organizations and provides counselling depending on their areas of interest. Further, ICCC assists in identifying new internship opportunities for the students. The Committee creates awareness among students on the importance of internships by conducting various seminars, webinars and workshops. We as a part of ICCC are currently working on three areas: Corporate Law, Entertainment & Fashion Law and Sports Law.

"Face the thoughts, Take the chance, Awake the future!"

BHAAVI 3.0 is the Second National Start-Up Competition organized by the Internship and Career Counselling Committee (ICCC) at Christ Academy Institute of Law, Bengaluru. The competition aims to bring out the entrepreneurial and technical skills imbibed in the individuals, by providing a platform to present their business ideas thus providing an impetus to innovation and justice.

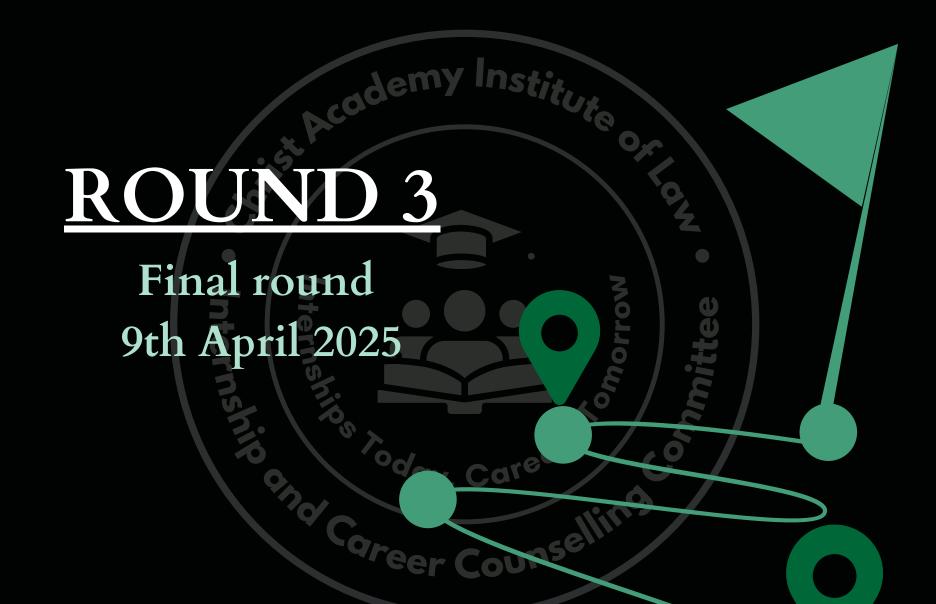
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"Creating a world of leaders rather than followers"

The main aim of BHAAVI is to create an atmosphere where the students have a platform to germinate their business idea and develop it further by exploring the resources of the Institution.

# STRUCTURE OF THE COMPETION

The competition shall consist of three rounds





Preliminary round 8th April 2025

### ROUND 1

Screening round 3rd April, 2025

### Team Composition

The competition is open for all UG/PG/Research Scholar students under various disciplines from the institutions across India. A team shall consist of minimum one and maximum three participants.

### Registration

Click here for Registration

The last date for registration is on or before, 31st March 2025,

11.59 P.M.



### Registration Fee

The participants are required to make a payment of Registration fee INR 1000 per team.

#### Team Code

After registration, each team will be allotted a Team Code. The identity of the participants, particularly the institution and the course they are representing, should not be revealed at any stage of the competition to the judges, in any way or under any circumstances. Any such disclosure will amount to non-compliance and will lead to immediate disqualification. The speakers may only state their team code during the course of their participation in the Competition.

Food and Accommodation

Food and accomodation for the Final Round will be arranged by the Institution.

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#### Theme

"AI-Powered Legal Innovation: Pioneering the Future of Law and Business"

# ONLINE ROUND

### SCREENING ROUND

Teams will undergo evaluation and shortlisting based on the quality of their submitted proposal. The proposal document shall include the following:

- Introduction
- · Problem
- Solution

Each team must submit an initial proposal for the screening phase, adhering to a maximum word limit of 350 words.

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<u>Note</u>: Submissions should be exclusively in PDF format.

#### <u>General Rules</u>

 $\cdot$  The registered participants will be provided with a Google Form to upload the PDF.

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· The language used should be English.

• The Content in the pdf should not be copied. Any plagiarism will lead to direct disqualification. If the content is taken from any source, appropriate credits must be given.

The last date for submission of the PDF is 3rd April 2025, by 11.59 P.M. Link for the submission will be provided for the registered participants.

## Marking Criteria

CRITERIA odemy Institut	<b>MARKS</b> [100]
Introduction (Relevance & ability to grab attention)	15
Depth, Clarity, & Alignment with societal or Market needs	<b>30</b>
Innovation, Feasibilty, & Effectiveness of the proposed solution	35
Originality	10
Adherence to guidelines, structure, & overall clarity	10

# RVBRID ROUND

Based on the submission the participants will be shortlisted for the Offline Round.

This round will take place offline in the campus of Christ Academy Institute Of Law, Bangalore on 8th April,2025.

The round comprises of Preliminary round, and Business Plan Presentation.

**NOTE:** For Participants residing outside Karnataka, Virtual participation will be facilitated either through Zoom/Google meet/Any platform. Further details & access links will be shared with the shortlisted students.

#### PRELIMINARY ROUND

For this stage, teams must submit an extended proposal featuring the following key components:

- Unique Selling Proposition (USP)
- Overview of the Idea
- Market Competition and Analysis

### Guidelines

- The proposal must be concise and not exceed 6 pages.
- Each team will have 8 minutes to deliver a brief presentation of their idea, which will be followed by a 3-5 minute Q&A session.
- The link for the submission of the proposal will be shared with shortlisted participants.

### Marking Criteria

CRITERIA	<b>MARKS</b> [100]
Unique Selling Proposition	20
Comprehensiveness, Innovation, & Clarity of the concept	25
Market Competition & Analysis	25
Presentation Delivery	o <sup>n</sup> orrow 70
Q & A Handling	10



### <u>Top 5 teams will be shortlisted and qualify for the final</u> <u>round.</u>

#### FINAL ROUND

### Business Plan Round

Shortlisted students must prepare and submit a comprehensive business plan for the final round in both PPT and PDF formats.

### Business Plan Submission

The participants are required to make a Business Plan that includes the following but not restricted to:

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- General Background
  - Company Description
  - Profile of the Proposer(s)
- Business Idea
  - Provide a detailed overview of your business idea, including:
    - The core objective or purpose driving the idea or initiative.
    - A comprehensive outline of the plans and strategies proposed to achieve the stated objective.
    - A detailed explanation of the specific goals associated with the initiative.

• Problem

Outline the background of the idea, emphasizing the problem or challenge your business seeks to address and resolve.

• Solution

Describe the proposed solution or business model, detailing how it addresses the identified problem and emphasizing its potential effectiveness and impact.

- Production Strategy (If applicable)
  - Product Development Process: Outline key stages, development timeline, and necessary resources, including materials, tools, and expertise.
  - Production Workflow: Detail manufacturing or delivery steps with cost and time optimization strategies.
  - Quality Assurance: Specify measures for maintaining quality and adhering
    - to standards or certifications.
  - Scalability: Explain how production adapts to demand and plans for expansion.
  - Sustainability: Highlight eco-friendly practices and plans to minimize environmental impact.
- Marketing Strategy
  - Market Size & Potential: Estimate the target market size and the population expected to benefit from the initiative.
  - SWOT Analysis: Assess the Strengths, Weaknesses, Opportunities, and Threats.
  - PESTEL Analysis: Evaluate the impact of Political, Economic, Social, Technological, Environmental, and Legal factors

• Financial Strategy

What is the current and projected financial performance?

- Funding Sources
- Revenue Model
- Fund Allocation
- Competition

What is your strategy for differentiating and competing with existing solutions in the market?

• Execution Plan

How execution is being done? (In Stages)

• Legal Procedure & IPR

Which laws and regulations are adhered to for setting up and registering the startup? What intellectual property protections are in place for the logo, name, and services offered?

• Milestones

What are the proposed milestones the business must achieve in the legal field?

The Business Plan for the final round must be submitted on or before 8th April 2025, 11.59 P.M. The link will be shared with finalists for the submission. The participants are required to bring two copies of their Business Plans for the Offline rounds. The hard copies must be submitted to the in-charges on their arrival to the campus.

### **Business Plan Presentation**

The participants must follow the following aspects for the Oral Round:

- General Background
- Company Description
- Profile of the Proposer(s)
- Business Idea
- Problem
- Solution
- Production Strategy [If applicable]
- Marketing Strategy
- Financial Strategy
- Competition
- **Execution** Plan
- SWOT Analysis & PESTEL Ananlysis
- Legal Procedure and IPR
- Milestones

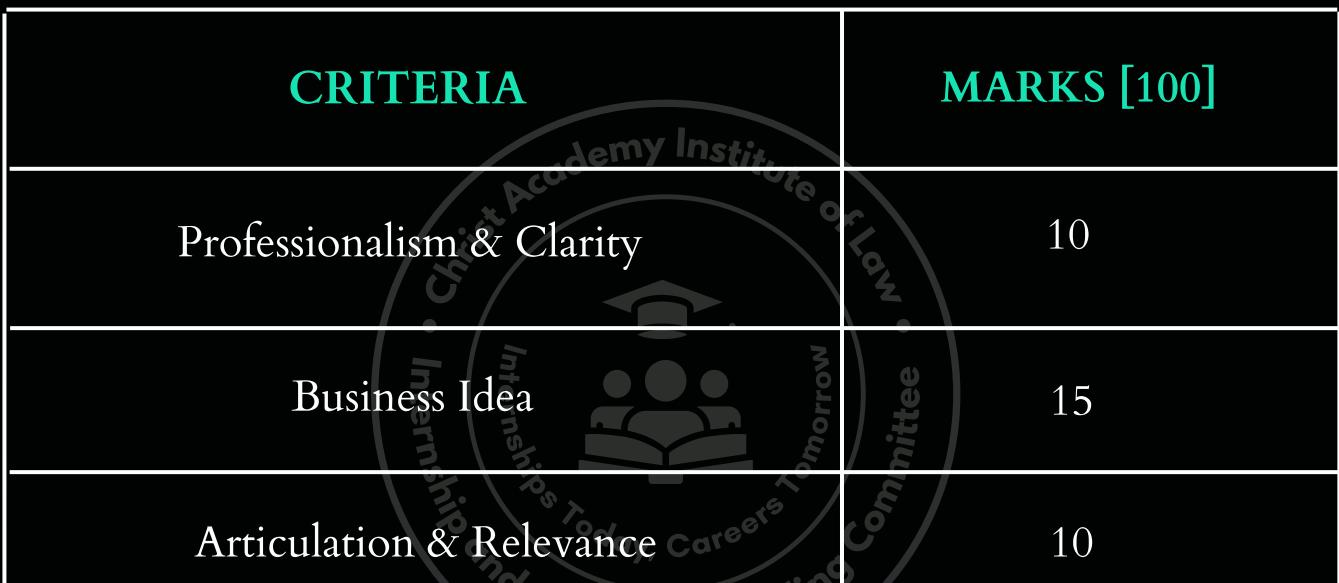
Participants are required to pitch their Business Ideas and elaborate the Execution Plans in 15 minutes. The time limit for Q & A orbit is 4 minutes. Any further extension in time is at the discretion of the judges.

In case of two or three members in a team, the time distribution is left to the discretion of the members of the team. Both the participants must be present throughout the Oral Presentation. Any relaxation of the same will be allowed only with valid reasons with the permission of the BHAAVI Organizing Team conveyed via mail.

The Business Plan Presentation (PPT) must be submitted on or before 8th April 2025, 11.59 P.M. The link will be shared with finalists for the submission.

### Marking Criteria- 100 marks

Business Plan Submission (60 marks)



Solution & Business Model	15
Depth in SWOT, PESTEL, & Market Size Analysis	10

#### Business Plan Presentation (40 marks)

CRITERIA	MARKS [40]	
Clarity, Confidence, & Structure of Pitch	20	
Creativity & Alignment with the presentation	10	
Q & A Handling	<b>1</b> 0	
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### Award Marking Criteria

The winners will be decided based on the cumulative marks obtained by the participants in the various activities and Business Plan Rounds.

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Any derogatory comments against any personality, minorities of the society, socially and economically weaker sections and any class "ejusdem generis" will lead to direct disqualification of the team. The decision of the judges will be regarded as final.

# ONLINE PAYMENT DETAILS

Registration fee: is 1000 INR for each participating team. Fee once paid is non-refundable. <u>Click here for Online payment</u>.



Dest Idea	₹4,000 Cash Prize + I rophy	
Best Speaker	₹ 2,000 Cash Prize + Trophy	

Participation Certificate to every participant

Certificate of Merit to the teams qualifying to the Final Rounds

# DEADLINES

Registration Last date	31st March, 2025
Online Round	3rd April, 2025
Preliminary Round	8th April, 2025
Final Oral Round	9th April, 2025

### FACULTY IN-CHARGE

Ms. Deepti Susan Thomas, Faculty Convenor Mr. Kiran S Sekhar, Faculty Member Ms. Christeena Raju, Faculty Member Mr. Sujeet Kumar, Faculty Member Ms. Priya Das, Faculty Member

### ORGANISING TEAM

Aparna S, Student Convenor, ICCC Anusree. S, Student Co-convenor, ICCC

**Student Members** 

Sanjeev R

Dibyansh Bagaria J Jwalitha Thangminsem Khongsai Spoorthi K V Abimanayu Theja Sree Kannu Mohan

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