

AN IDEA CAN CHANGE YOUR LIFE AND OTHER LIVES AS WELL...

A BUSINESS PLAN COMPETITION
SEARCHING FOR ENTREPRENEURS TO
TACKLE SOCIAL CHALLENGES | 2017

LAST DATE

Entries must be sent to ed.aciie@aud.ac.in latest by 21st July 2017

ELIGIBILITY

Graduate preferably with some work experience in the development sector

SELECTION CRITERIA

- Uniqueness of the idea
- Feasibility of implementation
- Viability of the business model
- Motivation of applicant to work in the given area

WIN

Free mentorship and guidance for 1 to 3 months, from experts to develop your business idea into a sustainable social project.

Short-listed candidates shall be eligible to compete for incubation including a seed funding of up to Rs. 10 Lac, at the AUD Centre for Incubation, Innovation and Entrepreneurship.

APPLICATION FORMAT

Entries must include answers to each of the following questions, in approximately 500 words, to be emailed as an attached pdf document:

1. Why do you want to take up Social Entrepreneurship as a career?
2. Describe your idea and its uniqueness in context of the current social and business environment.
3. Explain clearly the social impact factor and long-term sustainability of your idea.
4. Discuss your revenue model with special emphasis on the innovative marketing strategies you will adopt to gain competitive advantage.
5. Describe your long-term vision as a change-maker.