

White Knight Submission Template

Guidelines

- Cover Page of the Proposal should contain the following details:
 - Team Name, Venture Name (If any), Category (People/ Planet/ Profit), Team Member Details (Name, Organisation, Email Id & Mobile Number)
- The business proposal should not exceed 3000 words and should be in font Times New Roman with a font size of 12 and line spacing of 1.5
- The business proposal should be in .pdf format and should be named <<TeamName_UserID_Category>> (User ID* of any one user will be acceptable)
- The various heads to the business proposal are as given below. Certain recommendations are given as to what the content should be under the various heads. However, it is totally upto the participants to adhere to those guidelines and degree of adherence will not be used as an evaluation parameter. However, the proposal should be structured around the various heads
- No supplementary attachments will be accepted as part of the submission and in case teams find it necessary to explain out certain calculations, they are encouraged to do in their proposal itself
- The decision of the organising committee around accepting/rejecting any plan based on the above shall be final and binding

*User ID to be input by the user while registering for IIM K Backwaters.

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Executive Summary/Introduction

<<Provide a brief abstract about your business not exceeding 250 words. The abstract could focus on the stated objective of the venture and the targeted impact>>

Challenge/Opportunity

<<What is the existing shortcoming that this offering is trying to address? >>
<< Mention how offering tries to create a new market in case of a radically different proposition>>

Product/ Service Description & Value Proposition

<<A short description on the offering>>
<<What is the value proposition for the customer>>

Target Audience & Market Size

<< Initial set of target customers- Address quantitatively and qualitatively>>

Revenue Model & Pricing

<<Explain the revenue model & pricing strategy>>

Sales & Distribution Model

<<How do you plan to deliver the product/service to the target audience? >>

Team Composition and Structure

<< Team Composition>>
<< Team structure>>
<<Leadership Group>>

Competitive Landscape

<< Are there any players who can be seen as competitors? >>
<< In case of competitors, what is their position and in case there are no competitors, what is the future prospect for competitors to enter into this? >>

Growth & Scalability (Preferably Tabular)

<<Proposed roadmap>>
<<Scalability in terms of customers and geographies>>
<<Associated challenges and issues>>

Financials (Preferably Tabular)

<< Estimated Revenue from different streams>>
<< Profit viability>>
<< Initial investments required>>
<<Break-even estimate>>