



EVENT PREMISE

White Knight is the flagship B-Plan competition of IIM Kozhikode. It aims at encouraging entrepreneurship by providing a platform for new ideas and innovations to thrive and become huge successes. White Knight '16 generated an outstanding response from B-Schools, Engineering Colleges, Start-Ups and even working professionals. This year as well, the top few entries of the competition would get an opportunity to pitch their ideas to our Knowledge Partner, TiE Kerala, who would be judging the event. Apart from gaining valuable insights, it will also provide a great platform for the finalists to network with some of the seasoned VCs of the industry.

ELIGIBILITY & REGISTRATION

1. White Knight is open to all students, working professionals and start-ups (which are less than 18 months old).
2. Teams of 1-3 can be formed comprising students, working professionals or a mix of both.
3. Participants in a team can be from the same or different institutes or from the same or different organizations.
4. One member from each team should register the team on dare2compete platform <https://dare2compete.com/college-festival/2017/backwaters17/indian-institute-of-management-iim-kozhikode> or visit Backwaters 2017 website- <http://www.backwatersiimk.com/events/white-knight>

EVENT FORMAT

White Knight invites B-Plans for the following three categories:

1. GenNext Technopreneur
2. Social Innovation
3. Products and Services

GenNext Technopreneur

In recent times, there has been a significant surge in entrepreneurial ventures in the field of information technology. It has become a favoured avenue for young entrepreneurs. The opportunities are immense and innovations have been transcending the limits of imagination. Consider the examples of cloud-based start-ups, development of mobile applications, emergence of big data analytics and the growth in e-commerce amongst other developments, technology is changing every second and is providing great business opportunities. We would like to invite business ideas in the field of information technology which could suffice an existing demand or bring forth a latent need of the users. Does your idea have the power to influence the next generation of computing?



Social Innovation

Social innovation refers to the generation and implementation of ideas that are built by putting the planet and its inhabitants ahead of any other consideration. Simply stated, it is a concept which is manufactured for the public good. IIM Kozhikode as an institute is deeply driven by its mission of creating business leaders who are socially and environmentally responsible. Going by this ethos, this category invites those plans which have a positive return to society and whose aim is to create, sustain and propagate social value. Social entrepreneurship has gained momentum in across the spectrum of factors influencing public life like agriculture, healthcare, food/nutrition, sustainable development, infrastructure, environment etc. Would your business idea create a difference?

Products and Services

We live in an epoch of 'change'. In today's scenario, businesses thrive through constant process of invention and reinvention. The needs of the contemporary consumers are changing continuously and new requirements keep sprouting by the day. Catering to such a volatile market, we would like to invite B-plans on new and innovative products and services under the category of 'Products & Services'. Would your offering be able to create an impact in a fiercely competitive market?

Format

1. Executive Summary Round: This round aims at gauging the depth of the idea that has been proposed and worked upon. Each team need to submit an executive summary in form of one page document and elevated pitch video about idea not exceeding 2 minutes. (The format is appended as Annexure I towards the end of this document).
2. Participation in White Knight: The top teams will be called onto campus during 3rd November to 5th November for the ultimate round of White Knight. A list of remaining teams would be kept on waitlist to take care of any contingencies.
3. The jury for the preliminary and final rounds would consist of eminent VCs, academicians and industry experts.

PRIZES

1st Prize: INR 40,000

2nd Prize: INR 25,000

Top 3 teams will get a chance to participate in TiE Asia Regional competition. Winners of Regional competition will participate in TiE International Startup Competition in Silicon Valley, USA. All finalist teams will get a chance to participate in the Pitch Fest to be held during TiECon Kerala 2017.

SUBMISSION GUIDELINES

1. Cover Page of the executive summary should contain the following details: Team Name, Venture Name (If any), Category (amongst the three categories specified above) and Team Members' details (Name, Organization / Institute, Email Id & Mobile Number) should be specified.
2. The content should not exceed one page and should be in font Times New Roman with a font size of 10.
3. The file should be in .pdf/.docx format and should follow the naming convention of <Team_Name>_<College_Name>_ExecutiveSummary. For example, team ABC of IIMK will have file name ABC_IIMK_ExecutiveSummary.pdf . **File size should be less than 10MB.**
4. Elevated pitch video should be of maximum length of **120 seconds**. **File size should not exceed 25MB.**
5. **The executive summary file along with elevated pitch video should be uploaded through google form https://docs.google.com/forms/d/e/1FAIpQLSf_Y-UqNoqa85ZlilMo4djckW9vt27ezYG-s3W2s8vUGj7GQ/viewform before 11:59 PM on 15th October.**
6. The executive summary template is appended as Annexure I at the end of the document. Certain recommendations are given as to what the content should be under various heads. However, it is totally upon 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.
7. No supplementary attachments will be accepted as part of the submission and in case teams find it necessary to explain certain calculations, they are encouraged to do the same in the proposal itself.
8. Specifying the requisite participation details on the Cover Page and following the naming conventions is mandatory. The decision of the organizing committee about accepting/rejecting any plan based on the above shall be final and binding.

EVALUATION CRITERIA

1. Feasibility of the plan and depth of Value Proposition.
2. Detailing of the plan, including but not limited to – the impact of the solution on various stakeholders, the sustainability of the project and cooperation / coordination required from various agencies / parties.

COMPETITION RULES

1. No participant should be a part of more than one team.
2. Each team can submit only one business plan for the competition.
3. All team members must be more than 18 years of age.



4. No team at any stage of evaluation will be allowed to change the basic concept of the business plan.
5. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect.
6. The acceptance/rejection, evaluation, mentoring, etc. of submissions are governed by the rules and regulations set by the organizing committee of Backwaters 2017.
7. Members of the Evaluation and Mentoring Panel will be appointed on the basis that they are prohibited from disclosing or using any details of the participants' Business Plan, or any other information submitted in connection with White Knight, except in accordance with the terms of the Confidentiality Agreement, and in their capacity as member of Evaluation Panel and/or Mentor.
8. White Knight cannot accept any responsibility for the performance by any Evaluation Panel member and/or mentor. While every effort will be made to preserve the confidentiality of each submission, it is suggested that highly sensitive material be excluded from the entry if a team is concerned about the confidentiality of such material. Note, however, that finalist teams will be making brief presentations to an open audience. Of course, technical drawings and formulae need not be shown at this presentation, or even included in the business plan. Protection of IP rights is ultimately the responsibility of each team.
9. The organizing committee retains discretionary rights around the number of teams shortlisted at various stages of the event. In case, the organizing team in consultation with the jury comes to the conclusion that there aren't sufficient numbers of plans in a particular category, it reserves the right to scrap that category in totality. However, teams from that category will still be eligible to compete for the overall award. The modified rules and regulations would be communicated to the participants if such a situation arises.
10. The organizing committee may change the Terms and Conditions of participation at any time without specific notice. The amended Terms and Conditions will be effective immediately upon being posted on the Website. Important changes to the Terms and Conditions may be highlighted on the Website for the convenience of the participants; however, it is the sole responsibility of the teams to regularly visit the Website to read any changes to the Terms and Conditions.
11. The applicant is solely responsible for any taxes, duties, charges or levies to be paid to any person in connection with any money (including any prizes) they pay or receive in connection with White Knight.
12. Details around travel reimbursement and mentoring for participants shortlisted for the final round will be communicated to them separately in due course of time.
13. The organizing committee may at any time and for any reason disqualify a participant from White Knight if the evaluation panel, mentoring panel or Investors in their absolute discretion, determines that such disqualification is warranted.



14. The organizing committee and the jury reserve the right to reject or withhold any submission or participation without assigning any reasons. In this regard, the decision of the organizing committee is final.

15. Disputes, if any, will be subject to jurisdiction in the courts of Kozhikode, Kerala only.

IMPORTANT DATES

Launch Date:	3 rd October, 2017	23:59:59 hrs
Registrations Open:	3 rd October, 2017	23:59:59 hrs
Registrations Close:	15 th October, 2017	23:59:59 hrs
Submission Deadline:	15 th October, 2017	23:59:59 hrs
Prelims Result *(tentative):	20 th October, 2017	23:59:59 hrs
Final Round:	3 rd /4 th /5 th November, 2017	23:59:59 hrs

Visit our dare2compete page for other competitions: <https://dare2compete.com/college-festival/2903/backwaters17/indian-institute-of-management-iim-kozhikode>

Follow our Facebook page for more updates:

<https://www.facebook.com/IIMKbackwaters/>

CONTACT

In case of any queries, please email us at backwaters@iimk.ac.in or contact our event coordinators mentioned below.

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Feel free to call us. We will be more than happy to help you.

ANNEXURE

Executive Summary Submission Template

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 and 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 Geography>>

<<Associated Challenges and issues>>

Financials (Preferably Tabular)

<< Estimated Revenue from different streams>>

<< Profit viability>>



<< Initial investments required>>

<<Break-even Estimate>>