

شناص
Shinas

جامعة التقنية
والعلوم التطبيقية
University of Technology
and Applied Sciences



Department of Business Administration

IBPC 2024

International Business Plan Competition

April 24, 2024

It's a manifesto of aspirations,
a blueprint for success.

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ABOUT

THE UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES, SHINAS

01

The University of Technology and Applied Sciences-Shinas, pursues its vision for “leading in technological and applied education to contribute to the development of a sustainable and knowledge-based society.” The university is located in the Wilayat of Shinas in the Governorate of Batinah. It is a public institution catering to higher educational needs of Omani youth. The university offers programs leading to diploma, advanced diploma and bachelor in the fields of Engineering, Information Technology and Business Studies. The institute is committed “to build competitive and innovative capabilities by providing a stimulating environment and effective engagement with community and industry to promote excellence in learning, research, and innovation.”

The institution was established in December 2005 under the name of Shinas College of Technology. In 2020, a Royal decree transferred the colleges of technology into a university status.

Since the academic year 2019/2020, the university introduced a new approach for curriculum and adopted innovative teaching methods. The university is asserting itself as a progressive, forward looking academic institution in Oman. The level of students' participation in national and international competitions and award-winning projects has witnessed a significant increase over the past several years. We represented the Sultanate in the Huawei competition for the third consecutive year in China and we managed to double research funds from The Research Council, Oman.

Our Courses and workshops offered to the community and industry reached more than a thousand beneficiaries, an increase of around 50% from the previous year. We provided courses in different fields, English learning, network security, business development, industrial revolution and more. We pride ourselves in our sustainable relationship with the community and industry.





ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

02

The Department of Business Administration (DBA) was formally established during the Academic Year 2007-2008. It started its certificate program with 66 students and 3 teaching staff. Currently, there are more than 500 students who are interested in pursuing Accounting and HR courses.

Presently, the department offers three major specializations namely Accounting, Human Resources Management and Marketing. The Business Studies Department offers up to Bachelor of Technology (B. Tech.) for both Accounting and Human Resource Management specialization. Whereas, students specializing in Marketing receive a diploma after completing the second year of their study.

Our program aims at transforming the students into competent managerial professionals by continued student centered learning. The DBA recognizes the growing demand for high caliber graduates of business administration in the corporate world; our emphasis is enhancing the employability skills of our students that would fulfill the expectations of the market.



IBPC 2024

International Business Plan Competition

ABOUT THE COMPETITION

The International Business Plan Competition - 2024 (IBPC - 2024) serves as a catalyst for entrepreneurship and economic growth, igniting the spirit of innovation and commercialization of creative business ideas. This event provides a platform for university students to present their business plans in a competitive environment, offering a platform for the realization of their entrepreneurial dreams and visions. Participants from different countries will present their startup ideas, will receive valuable feedback from seasoned investors, executives, bankers, and accomplished entrepreneurs who have navigated the journey of building successful businesses. It's an opportunity for aspiring entrepreneurs to connect with individuals from a range of expertise areas, fostering collaboration and learning





PHILOSOPHY

- Entrepreneurship is imperative to support an emerging economy. It promotes economic activities and creates employment for the youth.
- Entrepreneurial skills are invaluable; it may include problem solving, communication, economics, creativity, resilience and accountability, regardless of students' career paths.
- The inter-institutional/ international competition platform is an important experiential anchor for students from all backgrounds and for ventures of all types.

MISSION

The IBPC-2024 aims to:



Develop entrepreneurial mindsets and skills through experiential learning.



Provide feedback on business plans for transitioning them into successful entrepreneurial ventures.



Facilitate building personal networks between participants and the broader business community.

▶ COMPETITION OBJECTIVES

The objective of the event is to promote the growth of entrepreneurship by providing students with a platform to showcase their innovative ideas, as well as to develop their entrepreneurial skills. The event aims to achieve this through three main goals:



Promoting entrepreneurship:

by providing a platform for students to showcase their ideas, the event aims to inspire and encourage entrepreneurship.



Developing entrepreneurial skills:

by providing participants with the opportunity to gain hands-on experience in developing business plans, conducting market research, and pitching their ideas, the event aims to help them develop their entrepreneurial skills.



Showcasing innovative ideas:

the event aims to showcase innovative ideas from students, providing a platform for them to present their business plans and ideas to a panel of international business professionals and academics.



The target participants for this event are students and young professionals who are interested in entrepreneurship and innovation.

More specifically, by participating in the competition, participants will gain experience:

- i. identifying business opportunities, developing a business model, and writing a formal business plan.
- ii. performing market research and feasibility studies using primary and/or secondary data.
- iii. pitching their idea to an international panel of business professionals and academics.
- iv. developing communicational and organizational skills.
- v. working as part of a team.



▶ THE EVENT CALENDAR

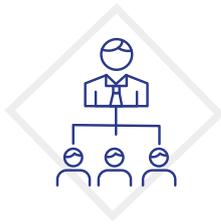
- 1 | **THE DEADLINE FOR SUBMITTING THE BUSINESS PLAN**
8-APRIL-2024
- 2 | **FIRST ROUND EVALUATION**
10-APRIL-2024
- 3 | **INFORMING THE SELECTED CANDIDATES FOR THE FIRST-ROUND ONLINE COMPETITION**
12-APRIL-2024
- 4 | **CHANGES IN THE TEAM MEMBERS/ RECEIVING PPT**
18-APRIL-2024
- 5 | **FINAL ROUND PRESENTATION**
24-APRIL-2024

PARTICIPANTS

IBPC – 2024 is open to students registered in a university for any discipline during the academic year 2023-2024 or 2022-2023.

Students pursuing undergraduate or postgraduate studies (bachelor level, masters' level or equivalent) can participate in the event.

Participants can form a team, or they can participate individually.



Team Composition

1. A team of participants may include maximum five members.
2. Multi-disciplinary teams are encouraged.
3. Each team member must take an active role in the proposed enterprise.
4. The team members should declare that the Business Plan they are submitting is their original work, and they will be responsible for disqualification on the ground of any misrepresentation or faulty/ erroneous submission.
5. Team members can be changed after preliminary 'Qualifying Round.'
6. All the team members' names must be included in the registration form.



Team Coach

1. Though it is not mandatory participating institutions can nominate a coach to serve as liaison with the University of Technology and Applied Sciences, Shinas.
2. The team coach can be a staff (teaching or non-teaching) or a student.
3. The team coach will not be considered as a participant.
4. The team coach will receive a certificate of appreciation from the IBPC – 2024 organizers.



Language of the Competition

1. English will be the language for all written and oral presentations in the competition.
2. A team requesting presentation in any other language will be disqualified.
3. However, teams can get help of a translator during the presentations.
4. Organizers will not provide translators for any teams.
5. Translators will not receive certificate (of participation/ appreciation/cooperation).



COMPETITION STRUCTURE

IBPC – 2024 will have two rounds.



The First Round will be the screening round.

The participants will submit a written Business Plan along with a Video. Details of the video are given separately. The organizers will forward the submissions to a panel of three evaluators for blind evaluation. The evaluators will evaluate the written Business Plans and Videos on the specified rubrics (see Appendix 1A and 1B). The top scoring eight Business Plans will be selected for the final round.

Scoring and Announcement of the Results in the First Round:

Marks given individually by three evaluators for both written Business Plan and Video will be averaged for computing the score.

For Example:

Evaluators	Business Plan (75 Marks)	Video (25 Marks)
Evaluator 1	65	18
Evaluator 2	72	21
Evaluator 3	69	22
Average Score	68.67	20.33
Total Score	89.00	

In the Final Round, participants will present their Business Plans (online or on campus) before a panel of three judges. The presentation will be followed by a question-and-answer session, in which judges will ask questions about the presented business plan. The judges will evaluate the presentation on a specified rubric (see Appendix 2)

Scoring and Announcement of the Results in the Final Round:

Marks given individually by three judges for the presentation will be averaged for computing the score.

The final score will be computed by adding the Total Score of the First Round and the Final Round.

For Example:

Evaluators	Marks Achieved in the First Round		Marks Achieved in the Final Round (50 Marks)
	Business Plan (75 Marks)	Video (25 Marks)	
Evaluator 1	65	65	38
Evaluator 2	72	72	42
Evaluator 3	69	69	46
Average Score	68.67	68.67	42.00
Total Score	131.00		

▶ THE EVALUATORS AND JUDGES

- There will be three evaluators for evaluating the submissions in the First Round.
- The evaluation process will follow the blind evaluations process, in which all the Business Plans will be assigned codes, and all the identification marks of the participants will be removed.
- The panel of evaluators may include industry professionals, entrepreneurs, or academicians from different institutes.
- There will be three judges for the final round. These judges will be different from the evaluators for the First Round.
- The panel of judges may include industry professionals, entrepreneurs, or academicians from different institutes.

▶ PROTOTYPE VIDEO

1. Along with the written Business Plan, participants should submit a short video no longer than eight (8) minutes in length.
2. The video must demonstrate the product/service specifications, and benefits.
3. The video may include other details related to the business model, elaborated in the Business Plan.
4. The video must be produced and edited by the participants themselves.
5. All the participants of a team should appear in the video.
6. The video should be produced in a format, quality and size that allows it to be uploaded to YouTube and viewed in high-definition.

▶ BUSINESS PLAN

Participants should submit a written Business Plan in PDF file. The text should have the following formatting:

- i. Line spacing: 1.5
- ii. Font: Times New Roman
- iii. Font Size:
 - a. Main Heading: 16
 - b. Sub Heading: 14
 - c. Normal Text: 12
- iv. Margin: 1 inch from all sides
- v. Word limit: Main text should not be longer than 5000 words.

The Business Plan must include a title page, where the names of participants, email ids, and institute name should appear. Team Coach's name can also be included on the title page.

Participants should not mention any identification elsewhere other than the title page.

Appendices can be added at the end of the Business Plan. Appendices should not be more than five (5). Appendices will not be counted for 5000-word limit.

Appendices should be numbered, titled, and referenced within the body of the document. Appendices may include, financial statements, diagrams/illustrations, flow charts, implementation timeline, product photo, organizational chart, etc. Team should keep the contents short and self-explanatory.

Contents of the Business Plan

A Business Plan can include the following contents:

- Cover page
- Table of contents
- Executive summary
 - Business description concept
 - The problem that you are solving
 - Solution to the problem
 - Value proposition
 - Business model
 - Target market and size
 - Market trends over 3-5 years
 - Competitive analysis
 - Top management team
 - Financial summary – include breakeven point, and over a 3-year period revenue trend, and gross margin.
 - Funding requirements: what do you need?
 - Closing: a statement of resources needed, increments of capital accepted
- Business Description
 - Company description
 - Value proposition
 - Mission
 - Product and/or services description
 - Business model
 - Current status
 - Current or committed funding and all funding sources

- **Competitive Analysis and Advantages**
Comparison between your company and your competitors (you can use a chart to compare).

- **Market Opportunity & Analysis**
 - Customers
 - What customer problem are you going to solve?
 - How are you going to solve it?
 - Market segment
 - Size of market

- **Organization and Management Team**
 - Founders and key management personnel
 - Form of ownership
 - Partnerships
 - Board of Advisors
 - Board of Directors

- **Operational Plan**
 - Description of operations
 - Exit strategy

- **Financial Analysis**
 - An analysis of your financials, including a breakeven point, and a spreadsheet that covers a three-year period.
 - Gross margins over a three-year period
 - Revenue over three years
 - Cash flow over three years
 - Profit
 - Income statement
 - Balance sheet

- **Funding Request**
Explain how you will use the funding to support/start this business venture and sustain it beyond the initial funding.
- **Licensing and Legal Aspects**
- **Risk Assessment**



CERTIFICATE AND PRIZE

All the contestants who will submit their Business Plan will receive a Certificate of Participation in the event.

Those who will qualify for the final round of the event will get a certificate of winners in the qualifying round.

The top three winners will be awarded as Grand Winner, Innovative Business Idea Winner, and Business Leader, for the first, second, and third places respectively.

The cash prize for the first, second, and third place winners will be as follows:

First prize:	USD 100
Second prize:	USD 80
Third prize:	USD 60

FEEDBACK AND ANNOUNCEMENT OF RESULTS:

1. The contestants will receive the results of the first round by email on April 12, 2024.
2. The winners of the final round will get information at the end of the event on April 24, 2024.
3. The cash prize will be paid either in cash or through bank accounts.

FAQ

1. Can we form a team with participants from different disciplines such as I am from Business Department, and one of my team members is from the IT department?

Yes, you can form a team involving participants from different departments.

2. I am doing bachelors; can I form a team with another participant doing masters?

Yes, you can form a team involving participants studying at different levels.

3. Can we form a team involving participants from different institutes/ universities?

Yes, you can form a team involving participants from different institutes/ universities.

4. How many members can we include in our team?

A maximum of five members can join a team.

5. Is there any fee for participating in the event?

NO, there are no fees for participation in the event.

6. Can I present my Business Plan online?

Yes, you can present your Business Plan online.

7. What if I did not receive any communication on April 12, 2024?

You can contact us by email.

8. My Business Plan was not selected for the final round; shall I get a certificate of submission?

Yes, you will get a certificate of participation.

9. I am a coach for a team participating in the IBPC-2024, but the Business Plan submitted by my team was not selected for the final round; shall I get a certificate of appreciation?

Yes, you will get a certificate for supervising your team.

10. To whom shall I contact for any query?

You can write email to Suneel.kumar@utas.edu.om

Phone: +968 2685 2959,

Mob: +968 92754733,

WhatsApp: +968 92754733




Appendix 1 A: Evaluation Sheet for Written Business Plan

Business Name:

Team Code:

SN	Evaluation Criteria	Poor	Adequate	Good	Very Good	Excellent
		1	2	3	4	5
1	Necessary Components: The Business Plan consists of all the required sections.	1	2	3	4	5
2	Executive Summary: The summary gives a clear overview of the report.	1	2	3	4	5
3	Sustainable Business Model: The venture is implementable, realistic, and viable. The Business Plan presents an idea on which a sustainable business can develop.	1	2	3	4	5
4	Business Description: The business description and vision, mission, objectives statements are clear and written precisely. Company logo, office details are given clearly.	1	2	3	4	5
5	Market opportunity: The Business Plan shows the market potential of the proposed venture exists and it elaborates on the methods for taking advantage of it.	1	2	3	4	5
6	Marketing Strategy: Clear Segmentation, Targeting, Positioning, and promotion strategy.	1	2	3	4	5
7	Competitive advantage: the business has a unique, novel, or distinct approach, which gives it an advantage.	1	2	3	4	5
8	Organization and Management: The report includes details of management, education, experience, roles and responsibilities, form of ownership, organizational structure etc. HR planning and acquisition strategies.	1	2	3	4	5
9	Operational Plan: Details of operations and exit strategy is included in the Business Plan.	1	2	3	4	5
10	Financial understanding – The Business Plan shows that the contestants have a good understanding of the financial requirements of the venture	1	2	3	4	5
11	Roadmap/Growth Strategy: The Business Plan includes short and long-term planning and has considered strategies for growth. Sales and revenue projections are correct and convincing.	1	2	3	4	5
12	Risk Assessment: Team has clear understanding of potential risks and challenges associated with the business plan, including market risks, competitive risks, operational risks, and financial risks.	1	2	3	4	5
13	Legal aspect of the Business: The Business Plan clearly covers the legal aspects of the proposed business, such as licensing and other legal requirements.	1	2	3	4	5
14	Innovation: Contestants have developed an innovative solution to an existing or emerging problem	1	2	3	4	5
15	Formatting and appearance: The report is well-written, free of errors, and readable.	1	2	3	4	5
	TOTAL	-	-	-	-	-

Specific comment/remark:

Signature and name of the Judge:

Appendix 1B: Evaluation Sheet for Video Presentation

Business Name:

Team Code:

SN	Evaluation Criteria	Poor 1	Adequate 2	Good 3	Very Good 4	Excellent 5
1	Business idea: Presenters have clearly described their business idea. The video explains what needs they will fulfill, what solutions do they offer, and how it is innovative.	1	2	3	4	5
2	Business description: The video consists of the business description such as name of the company, vision, mission, objectives, business model etc.	1	2	3	4	5
3	Marketing strategy: The participants have clearly presented their marketing strategy, such as segmenting, targeting, positioning, and promotional strategies.	1	2	3	4	5
4	Management team: Presenters give details of their management team, and human resource requirements. They have a plan for human resource acquisition.	1	2	3	4	5
5	Financial requirements and growth plan: The financial requirements, growth projections and risks are clearly discussed in the video.	1	2	3	4	5
TOTAL		-	-	-	-	-

Specific comment/remark:

Signature and name of the Judge:



Appendix 2: Evaluation Sheet for Presentation

Business Name:

Team Code:

SN	Evaluation Criteria	Poor 1	Adequate 2	Good 3	Very Good 4	Excellent 5
1	Product/ Services: Presenters clearly described their products/services. They explained the benefits of the products/services.	1	2	3	4	5
2	Market opportunity: Presenters have a clear understanding about the market need and plan to take advantage of the need.	1	2	3	4	5
3	Competitive advantage: The presenters explained how their products/services can have an advantage over their competitors.	1	2	3	4	5
4	Management capability: The team has the skills and experience to develop this venture and address the associated risks.	1	2	3	4	5
5	Financial understanding: The team has a solid understanding of the financial requirements of the venture.	1	2	3	4	5
6	Roadmap/ Growth Strategy: The team has engaged in short- and long-term planning and has considered strategies for growth.	1	2	3	4	5
7	Sustainable Business Model: The team understands and can communicate their core business model. They are likely to develop a sustainable venture.	1	2	3	4	5
8	Innovation and creativity: The presenters have an innovative and creative business idea.	1	2	3	4	5
9	Teamwork: The presenters demonstrated good teamwork.	1	2	3	4	5
10	Question and Answer: Presenters have answered the questions asked during the presentation.	1	2	3	4	5
	TOTAL	-	-	-	-	-

Specific comment/remark:

Signature and name of the Judge:

