

BY THE SANDPAPER 2.0 TEAM

## MOBILE MEDICS WIN CONQUEST 2005

*Budding entrepreneurs from BITS Pilani, with an alumnus as a mentor, win Conquest 2005 and also grab top honors at the Columbia Business School's B-Plan competition*

**ON** a warm afternoon in Pilani a few weeks back, the *Mobile Medics* team erupted in shouts as they were declared winners of Conquest 2005, the annual national business plan competition held by the Center for Entrepreneurial Leadership at BITS Pilani. The Mobile Medics team consisted of second and third year students including Sriram Gutta, Kavikrut, Srikanth P, Amit Mirchandani and M Rajashekhar who edged out strong competition from other business plans from around the country that included innovative ideas including Corporate Event organizers, Herbal medicines, RFID technologies, Tsunami relief and educational establishments.

Mobile Medics was a clear winner with a unique and commercially viable value proposition. The students visited



(L to R): Rajashekhar, Sriram, Kavikrut, Srikanth and Amit

Jhunjhunu district and spoke to many villagers, panchayat and doctors. Reminiscent of some of the thoughts in “The Fortune at the Bottom of the Pyramid” written by CK Prahalad, the students proved that there is the potential for profitable ventures in the realm of providing healthcare to the relatively

affluent villagers in India.

### OPPORTUNITY

Sriram Gutta, CEO of Mobile Medics says “when I read that 41% of the so called doctors in rural areas don’t even have medical degrees, I knew there was clearly an opportunity.”

### Conquest at the Center for Entrepreneurial Leadership

*Conquest*, in only its second year, is becoming one of India’s top entrepreneurship competitions. Unlike most business plan competitions, *Conquest* gives finalists the opportunity to refine their business plans by working with mentors located around the world who are seasoned entrepreneurs and managers. The mentors for this year’s competition included BITS Pilani alums located in New York, San Francisco, Hyderabad and Bangalore. These mentors have raised Venture Capital financing, founded and sold companies, and hold educational qualifications from MIT, Cornell, Kellogg and Stanford. With backgrounds in IT, Semiconductors, Wall Street and Pharmaceuticals, students receive outstanding mentorship and feedback and are then able to refine their business plans appropriately. The grueling two-days include presentations to judges, venture capitalists, buzzer rounds and problem solving. Victory was not determined by any single event or presentation. *Conquest* is a test of teamwork, preparation and the ability to think on one’s feet. Judges included Anita Sakuru, Founder of Ken People, an IT Consulting firm and Jai Gupta of Shaadi Online, an event management company. Vivek Pandita, a venture capitalist from Boston was also present.

*The Center for Entrepreneurial Leadership is one of India’s top five entrepreneurship centers. It was started in 2003 and is one of the five founding schools for the National Entrepreneurship Network created by the Wadhvani Foundation.*


Anupendra Sharma, mentor of Mobile Medics and a BITS Pilani alum added “The Mobile Medics team clearly represents one of the most distinguishing features of the Center for Entrepreneurial Leadership. Many ideas coming out of CEL are focused on leveraging innovation to benefit the lives of India’s rural population.”

### INNOVATION

The business plan contemplates delivering high quality, mobile medical care to villagers who can afford an expenditure of Rs 365 per year. The innovative thinking in the plan includes the use of grassroots marketing, mobile doctors and inexpensive hand-held communication and


processing technologies to provide medical care, and enables quick setup operations. The students are seeking Rs 50 lakhs in equity and debt to launch a pilot that would cover Jhunjhunu district with a project payback period of three years.





**COLUMBIA  
BUSINESS  
SCHOOL**

### **BITS Pilani Idea Wins Columbia B-Plan Competition**



“It is the year of India” said Lorne Weil, founder of Columbia Business School’s Annual Outrageous Plan competition as he presented the check for \$5,000 to **Anupendra Sharma** (’87) and **Jordan Tongalson** (CBS MBA 2006) . It indeed was. Eight of the thirty two teams were represented by a person of Indian origin. Four ideas were about starting businesses in India including healthcare, ski resorts, BPO and even toilets. In fact it was the year of BITS Pilani. The plan that won in New York was an idea that originated in Pilani, and won Conquest 2005.

“New York about big ideas, about scale” says Jordan. A native New Yorker, and former M&A banker, he has been a big supporter of BITS Pilani and India. He worked with Anupendra and scaled the original plan into a national company with \$38 million in revenues huge brand visibility.

In the two minute video-recorded elevator pitch, which was part of the competition, Jordan acknowledged CK Prahalad, and the potential to build a brand that would be visible in five years to 70 million Indians. The competition was tough with many brilliant ideas backed by Columbia labs, protected by patents, being piloted, run by PhDs. However, a panel of eight judges – venture capitalists, private equity experts, successful entrepreneurs, and a well known writer at Fortune magazine awarded a historic win to the Mobile Medics team and BITS Pilani. Anupendra says “ This is a great moment for me personally and for BITSian entrepreneurs everywhere. It also proves that good ideas can come from anywhere.”

Most prize money will go towards tuition at BITS Pilani for five team members. For more information please email [anupendra@bitsaa.org](mailto:anupendra@bitsaa.org). To see BITS Pilani’s name in the lights, visit [www0.gsb.columbia.edu/entrepreneurship/initiatives/outrageous\\_plan](http://www0.gsb.columbia.edu/entrepreneurship/initiatives/outrageous_plan)