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CONQUEST 2006

a brief report on the CONQUEST 2006 Business Plan Contest conducted by CEL (BITS) that ran in Pilani from Nov '05 through Feb '06.



It's a unique business event that helps to transform ideas into reality. This business-plan competition includes intensive mentoring by industry champions and a rigorous simulation involving real-life start up conditions.

It was open to all students and corporations in the country. It received business plans from all industries – IT, Manufacturing, Pharmacy, Health Services, Rural Development, Infrastructure, Biotechnology. The event was organized in three phases: Conquest Camp, Conquest Focus and Conquest Finale

In Phase 1, students of recognized Indian universities and interested individuals with viable commercial ideas submitted the executive summaries of their business plans. The sixty eight entries received for Conquest 2006 were screened by a panel of prominent CEO's and VC's. The short listed teams after Phase 1 were:

1. Surgitailing – IIM Bangalore
2. Cynosure - BITS Pilani
3. Priyamvada – Corporates
4. iViZ Techno Solutions -IIT

CONQUEST 2006 Winners

First Prize: ViZ Techno Solutions IIT Kharagpur
Second Prize: Piyamvada, Corporates

Kharagpur
5. Q Currency - IIM Bangalore
The five short listed teams were put across to eminent entrepreneurs. Mentoring involved interacting with the team to refine their business plan, giving them a first-hand insight into the business processes in the domain of the plan and helping them plug loopholes.

In Phase 3, Conquest Finale, the short listed teams presented their business plan to a panel of Venture Capitalists and Judges. The teams then underwent a process of business simulation where their abilities to react to different hurdles, opportunities and obstacles at various points of time are tested. The Conquest finale was held at BITS Pilani from Feb 17th – 19th, 2006.

DAY 1 - FEB 17TH

“Pitch it to VC”: Each team was given 15 minutes to pitch their idea to a prominent Venture Capitalist. “Scenario Simulation 1”: The teams were given two scenarios which they might encounter once they start off their venture. The judging was done based on their analysis and decision making. These scenarios were specific to each plan.

DAY 2 - FEB 18TH

“Business Plan Presentation”: In this round, the teams explained

their business plan in detail to the judges for 45 minutes. “Scenario Discussion 1”: Teams made a presentation to the judges explaining their action to the scenarios given to them the on the previous day. “Scenario Simulation 2”: A scenario which is common to all the teams was given; this scenario was a potential 10X change in the business environment. The teams needed to identify new opportunities and threats and adopt new strategies.

DAY 3 - FEB 19TH

“Scenario Discussion 2”: Teams discussed with the judges about the new strategies they have adopted to face a 10X change in the business environment, which was simulated the previous day. “Open Door Session”: This happened in the main auditorium of BITS Pilani. Here the participants were tested on their soft skills and their ability to manage a business. This is followed by Prize Distribution Ceremony and Valedictory Ceremony.

Judges and mentors included Ashmeet Sidana, Venture Capitalist, Foundation Capital, USA, Vivek Mansingh – Country Manager, DELL India and other distinguished venture capitalists and technology professionals.

