



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



Business Plan Competition for school students by Entrepreneurship Cell, IIT Bombay

The Entrepreneurship Cell of IIT Bombay is organizing Eureka! Junior, a **Business Plan Competition for students of classes 6th to 12th promoting entrepreneurship at a young age**. It encourages students' inquisitive minds to bring up innovative ideas and provides them with a platform to present their startup ideas.

The students would be provided **workshops and mentoring** from business experts for developing their startup ideas. An **Entrepreneurship Olympiad** is also being held for imparting and testing the knowledge about the field of entrepreneurship.

The students have to register by themselves at the official website of Eureka! Junior: <https://www.ecell.in/eurekajunior>

Registration Deadline:	30 September 2022
Timeline:	18 August 2022 - 4 February 2023
Fees:	Free of cost
Mode:	Online & Offline

Students have to:

- Register at: <https://www.ecell.in/eurekajunior> for the competition and the olympiad
- Login using the credentials received on mail after registering for the competition and fill the questionnaire describing their startup idea
- Participate individually or in a team of 2-3 members for the competition

The detailed brochure of Eureka! Junior is available on: <https://drive.google.com/file/d/1nQK4cXB-Gi0UTjjPvOtKcHcuUCXOVB6M/view?usp=sharing>

Parents are requested to motivate the students to participate in Eureka! Junior Competition.

Biswajit Saha

(Dr. Biswajit Saha)
Director (Skill Education)

(PTO)



शिक्षा सदन, 17 राऊज़ एवेन्यू, इंस्टीट्यूट ऑफ़ नेशनल एरिया, नई दिल्ली-110002
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

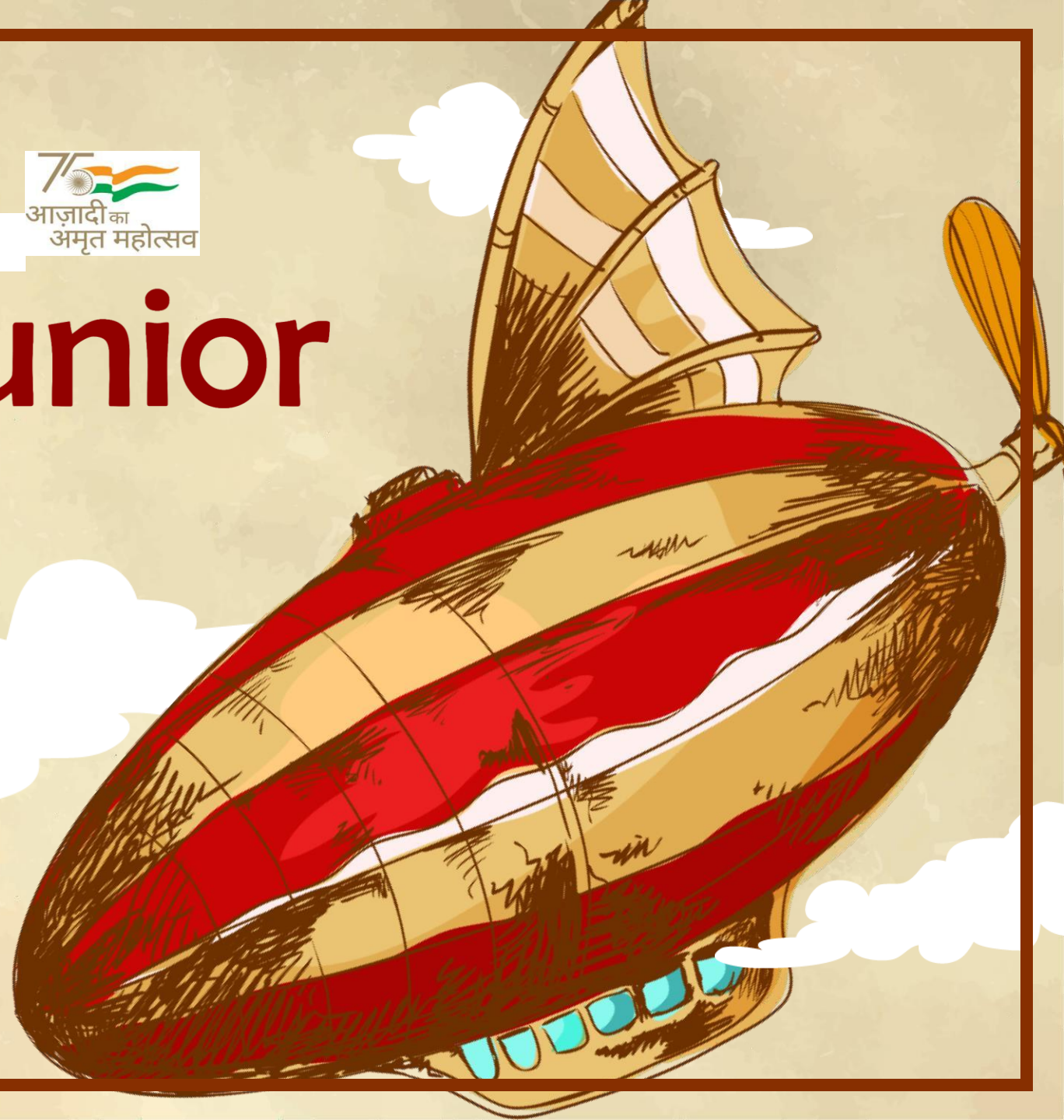
CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



EUREKA! junior

ROAD TO ENTERPRISE 2022

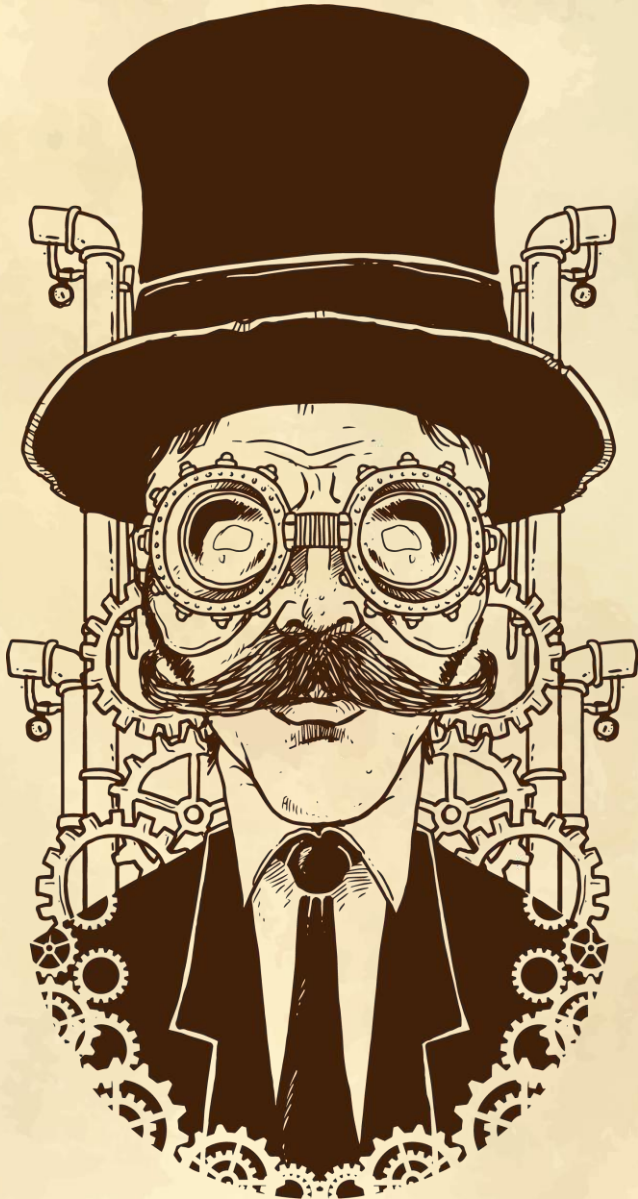


WHAT IS E-CELL IIT BOMBAY?

E-Cell stands for The Entrepreneurship Cell of the Indian Institute of Technology Bombay. We are a completely student-run non-profit organisation. In 23 years, we have become Asia's Largest student-run entrepreneurship promoting organisation.

Our main aim is to cultivate the spirit of entrepreneurship across the country and to help enthusiasts grow their idea. We conduct multiple competitions and initiatives that cater to every category of the entrepreneurship community.





WHAT IS EUREKA! JUNIOR?

Eureka! Junior is a Business Plan Competition that encourages school students of **Classes 6th to 12th** to bring out their creative ideas and develop an entrepreneurial mindset. Junior provides a platform for students to present their business idea and cultivate it under the guidance of experienced mentors. This is a unique opportunity to solve daily-life problems in an innovative way and convert it into a business.



WHY EUREKA! JUNIOR?

Why should you participate in Eureka! Junior? Is it because your teacher or parent tells you?

Eureka! Junior will provide you with a stage to develop all the necessary life skills. We train and guide you through the depths of the Business World. This is the perfect opportunity to test your entrepreneurial skills and to learn and develop alongside the brightest minds in the country.

What makes it all the more interesting is, that we help you develop your own company at such a young age. With all of these interesting prospects, let's delve into the workings of Eureka! Junior!!



HOW IT WORKS?

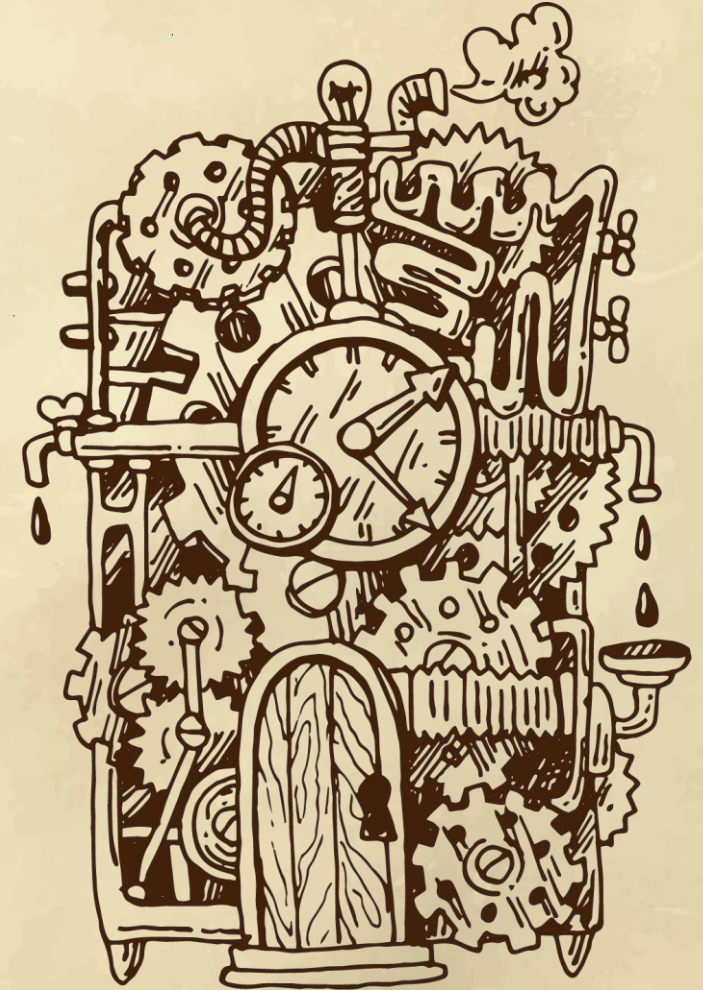
Eureka! Junior consists of 6 major phases, spanning a breadth of nearly 7 months.
Students of Classes 6-12 can participate in this competition.
There are **2 tracks**, for students of Classes **6-8** and **9-12**



Phase 1 → Preliminary Workshops

Through a series of **free** online & offline workshops in schools across the country, we aim to provide students with knowledge of entrepreneurship.

- Duration of Workshop: 1 hour
- Content: What is Entrepreneurship? Why Entrepreneurship? What is Idea Generation?
- The Workshops will be conducted over the months of August and September.



Phase 2 → The Entrepreneurship Olympiad

IEntO is an Initiative of E-Cell IIT Bombay aimed at nurturing young minds on the path to starting up. Through the Olympiad, students learn the nitty-gritty of entrepreneurship and compete with some of the best minds in the country.

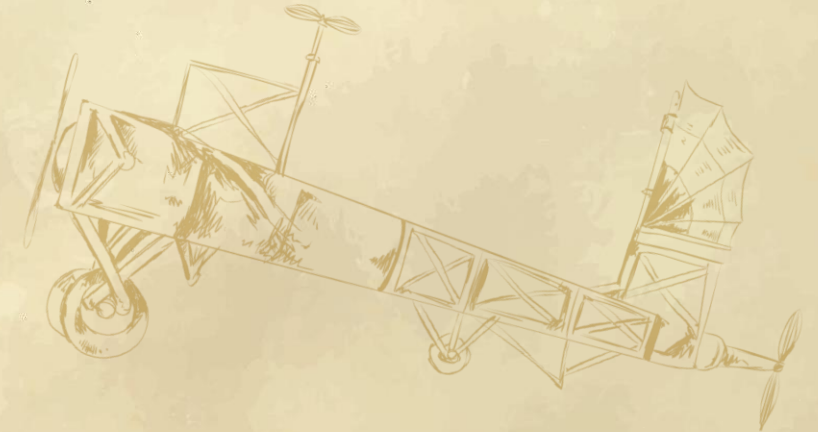
- Preliminary Workshops are not a prerequisite for the Olympiad
- IEntO consists of 2 tracks - Classes 6-8, Classes 9-12
- IEntO will be conducted in 3 stages



Phase 2 → The Entrepreneurship Olympiad

Stage 1:

- Online multiple choice based question paper
- Date of Stage 1 Olympiad : 6 November 2022
- Duration of Stage I Olympiad : 1 hour
- Total Number of Questions : 45
- Maximum Marks : 50
- Top 100 from each track will qualify for Stage 2
- The syllabus and structure of the question paper is clearly provided on our website.
- A Sample Paper will also be provided to give the students a glimpse of the Olympiad.



Phase 2 → The Entrepreneurship Olympiad

Stage 2:

- Computer Based Test
- Mode of conduction : Offline
- Venue : IIT Bombay Campus
- Top 10 from each track will qualify for Stage 3

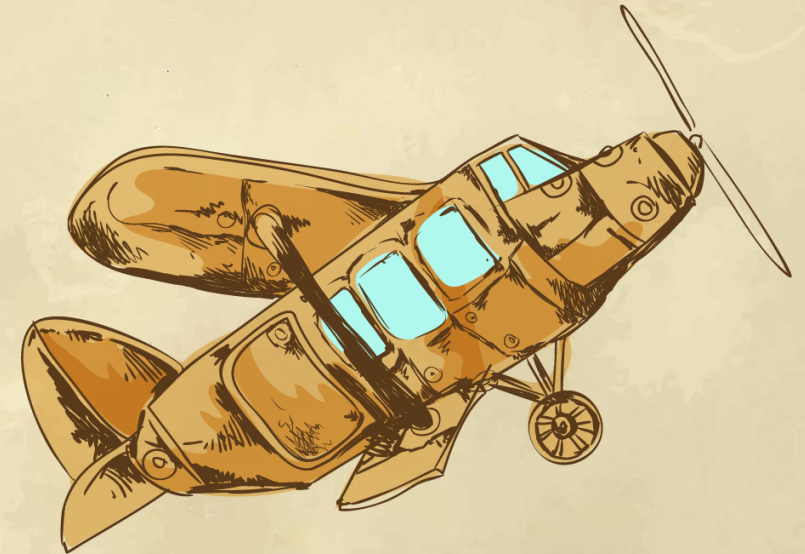
Stage 3:

- Offline quiz based contest
- Mode of conduction : Offline
- Venue : IIT Bombay Campus



- Top 3 from each track will be awarded the Prize Money

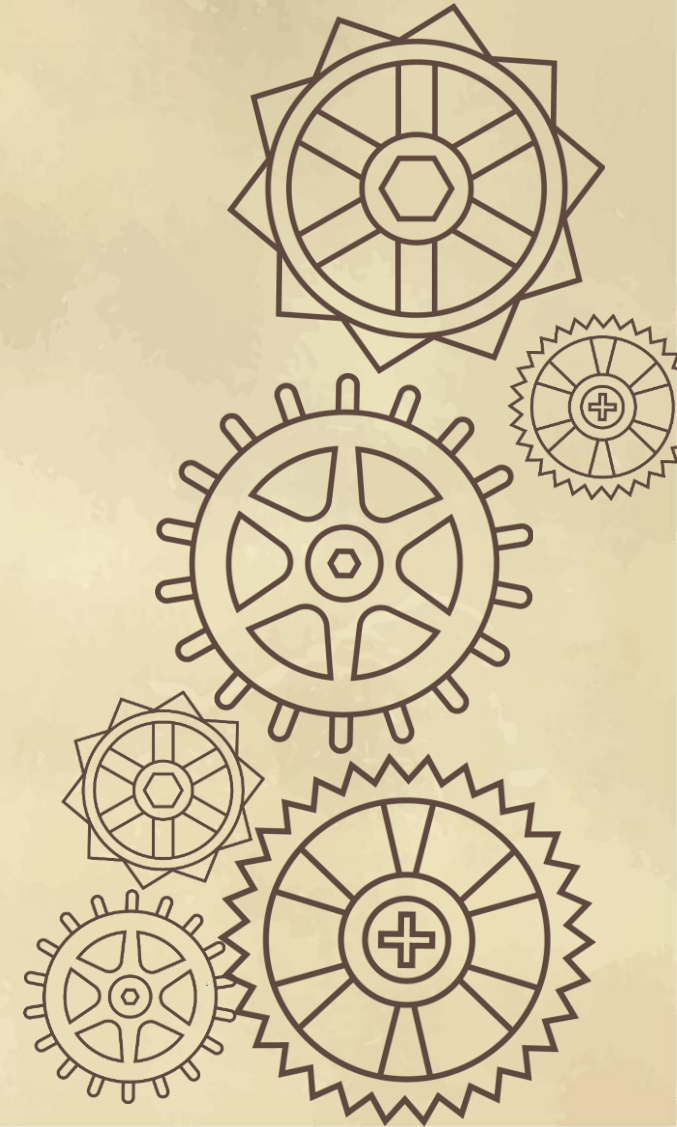
- The syllabus and structure of the Stage 2 and Stage 3 will be conveyed after qualifying Stage 1.
- Top 3 students in Stage 3 will be awarded the Prize Money and a Certificate of Appreciation
- Top 100 students in each track will be awarded a Certificate of Excellence for their outstanding performance in a global level test.
- All the participants will receive a Participation Certificate from E-Cell, IIT Bombay



Phase 3 → Registrations

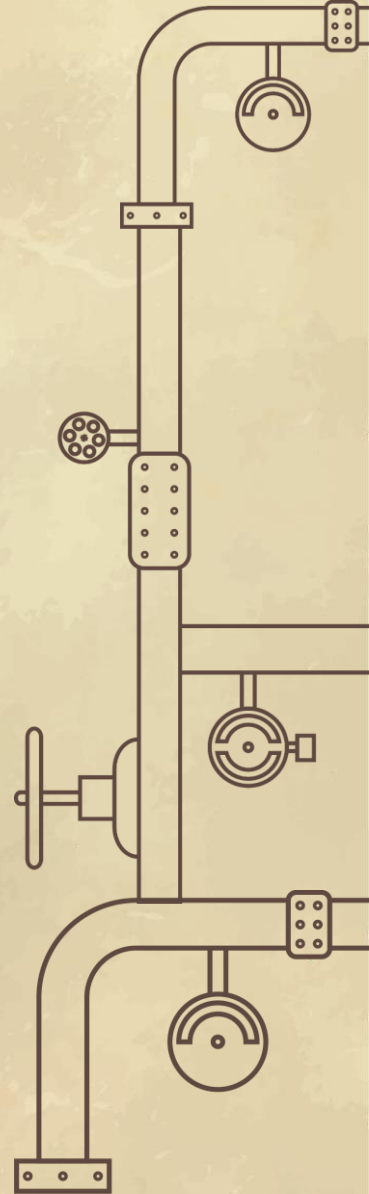
Registrations will only be accepted in the online mode this year, through our website. The registrations will start from **17th August**. The last date to register is 9th October.

- Click on the “Register” button on the website and enter all the personal details required. Participants can form a team of a maximum of 3 members, i.e. you can participate as an individual or a 2 or 3 membered team. All 3 members must be from the same track. Each team should have a team leader, chosen through a mutual decision of the participants.
- The next step is to fill the **Basic Questionnaire** that describes the idea of the team. This Questionnaire is designed to enable the teams to build a complete and comprehensive image of their idea.



- Each question represents an important part of the construction of a Business Plan. All the teams are expected to answer all the questions in the questionnaire in detail.
- These answers will automatically be saved on our website. Teams can edit their answers repeatedly until the Registration Deadline. Once the deadline passes, the last submitted answers will be saved automatically in the system. The last submitted answers will be used for the judging process.

Based on the responses to the Questionnaire, the Semi-Finalists will be declared. This process will take approximately two weeks to complete, following which the selected teams will be mailed

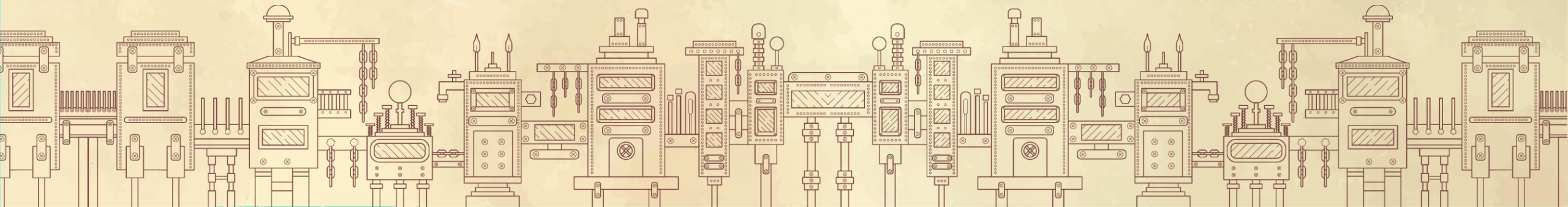


regarding their selection.

Phase 4 → Intermediate Workshop

- All the registered candidates will have to attend Intermediate workshop
- Content of the workshop: Idea Validation and Customer Discovery
- The workshop will be conducted in online mode

Post the Intermediate Workshop, the teams will be required to fill the **Extended Questionnaire** based on the knowledge gained from the workshop. Meanwhile, the teams may also modify their answers to the Basic Questionnaire upon re-thinking on the basis of new information gained from the customers.



Phase 5 → Preliminary Submission [Compulsory Task]

The semifinalists are required to submit a pitch deck before attending the Advanced Workshop. A **pitch deck** is a presentation that the participants need to submit which should cover the following aspects:

1. What is the problem that your team is trying to solve?
2. What is the solution to the problem or how are you trying to solve the problem?
3. Is there a need for the problem you are trying to solve?
4. Who are your customers?
5. Who are in your team and what is the working of each member?

The submission for the same is to be made on the website, using the team's login credentials.



Phase 6 → Advanced Workshop

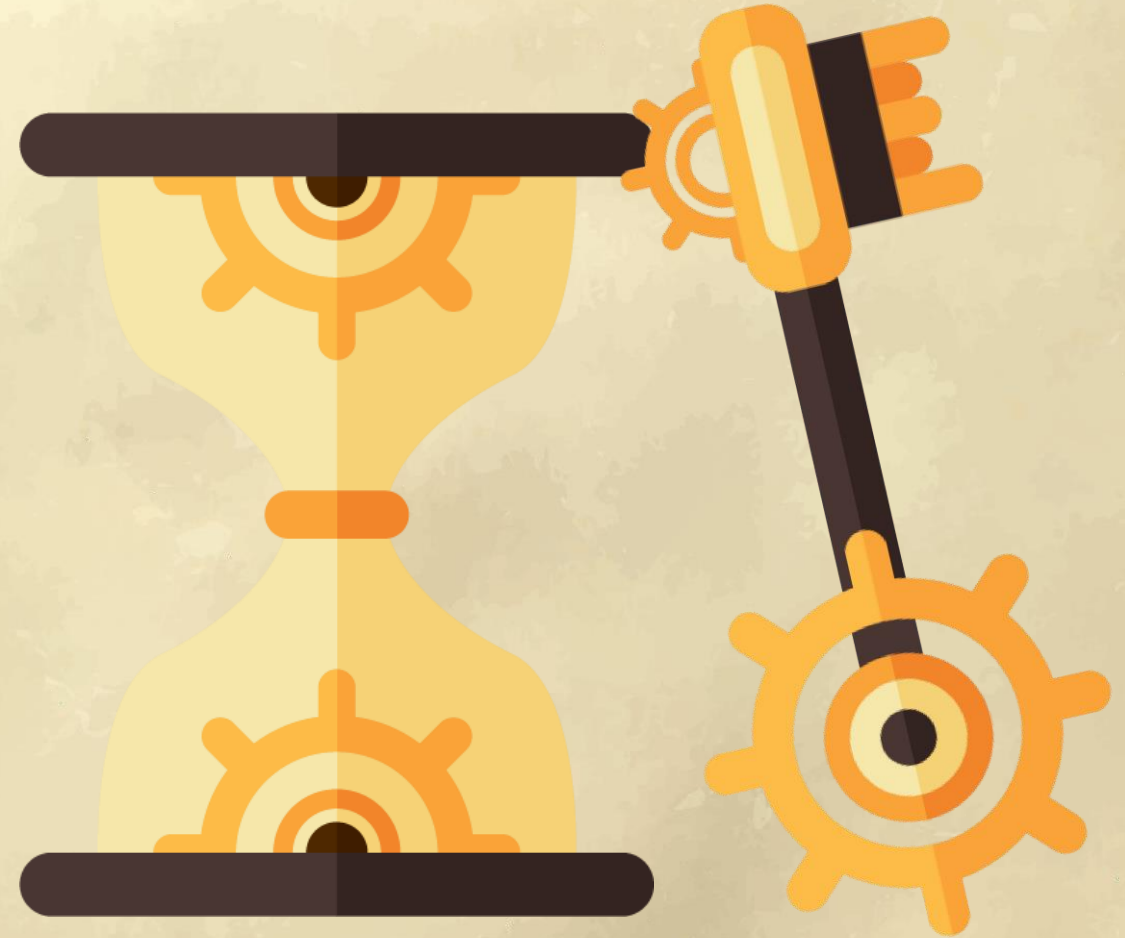
- The Semi-Finalists will have the opportunity to attend an Advanced Workshop for a more advanced picture and better knowledge of entrepreneurship.
- Content of the workshop: **Business Model Canvas** and **Pitching**
- Offline advanced workshops will be conducted for the Semi-Finalists. The venue for the workshops will be the IIT Bombay campus.
- The attendees of the Advanced Workshop will be awarded a “Certificate of Participation in Eureka! Junior 2022”.

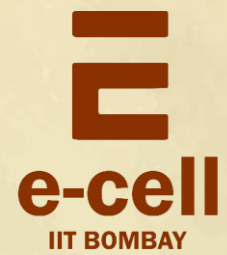
Post the Advanced Workshop, the teams will be allowed to submit a final edited version of their Preliminary Submission. This will be using the knowledge and tools they gained in the Advanced Workshop.



Phase 7 → Finals

- The Finalists will be invited to **E-Summit**, the flagship event of Entrepreneurship Cell, IIT Bombay.
- The Finalists are required to pitch their idea in front of a panel of judges.
- The Finals are tentatively scheduled in the month of February 2022.
- More detailed guidelines would be shared for the finalists at a later stage.





Creating Job Creators