

# IDEAS'15

EXECUTIVE SUMMARY GUIDELINES

**TECHKRITI 2015**

IIT KANPUR

19th-22nd March

# IDEAS'15 - Business Executive Summary Form

## Guidelines:

This is the participation form for IDEAS'15. At this stage of IDEAS, this form seeks to ascertain genuine interest among those wishing to undertake a business endeavour. Any individual/team who seeks to participate in IDEAS' 15 is required to complete the Executive Summary form for the first round.

The information sought in Executive Summary Form is under three broad heads:

- **BASIC INFORMATION** : A brief profile for public consumption. The information here will be sought to promote entrepreneurial culture in India.
  - **BUSINESS SUMMARY**: for the evaluation panel. The information will be completely confidential and will be seen only by the evaluating panel. All rights of your idea will vest with you.
  - **OPERATIONAL DETAILS** : These would help the evaluating panel to judge your level of preparedness.
- You are requested to provide Information on all parameters and in case you are unable to answer, write the reason or mention NA. No field should be left BLANK or UNEXPLAINED otherwise the form will be regarded as INCOMPLETE by the evaluating panel. At the same time, you are not compelled to share too much of information at this stage.
  - Please provide all the information in bullet points and for the basic information section, maximum 4 points. The shorter and the better the conveyed information is , the better the teams would be rated.
  - Provide brief information about distribution of work among the members in team structuring part of the basic information section. Make it in the form of flowchart (as shown in the example given).
  - We also require you all to submit the Business Plan Coversheet specifically specifying your venture tracks so as different evaluation criteria applies to different venture tracks.
  - Please submit the resumes of your team members to help us rate you on your team constellation.

- Before submitting the documents please verify everything from the checklist and then submit the executive plan summary at [ideas@techkriti.org](mailto:ideas@techkriti.org).