



AISSMS

COLLEGE OF ENGINEERING

ज्ञानम् सकलजनहिताय

An Autonomous Institute Affiliated to Savitribai Phule Pune University
Approved by AICTE, New Delhi and Recognised by Govt. of Maharashtra
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The Institution of Engineers (India)
(A Century of Service to the Nation)

5th Regional Conclave of Students' Chapters (Western Region)

RULEBOOK

(Event – 10) Business model canvas challenge competition

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(Event - 10) business model canvas challenge competition

VENUE: AISSMS COE, PUNE CAMPUS

MODE: Hybrid (Participants can choose to present Online or Offline at the Venue)

REGISTRATION FEE (Per Head): Rs. 236/- FOR IEI MEMBERS
Rs. 354/- FOR NON - IEI MEMBERS

PARTICIPANTS: Open to engineering, management, diploma students, faculty members & industry professionals

THEME: STARTUPS, INNOVATION & INDUSTRY SYNERGY

EVENT DATE: 10th & 11th April 2026

EVENT CONCEPT:

The Business Model Canvas Challenge Competition aims to encourage participants to develop innovative and sustainable business ideas using the Business Model Canvas framework. Participants will design and present a structured business model that clearly explains the value proposition, customer segments, revenue streams, and operational strategy of their proposed startup idea.

This competition promotes entrepreneurial thinking, problem-solving skills, and strategic planning, while providing participants an opportunity to showcase their innovative ideas to judges from academic and industry backgrounds.

GENERAL RULES: -

- a) All teams must report to the venue or join the Online meeting at least 30 minutes before the scheduled start time.
 - b) Offline participants must carry their college ID cards at all times. Online participants must use their registered full names and login through registered Email id, on the online platform for attendance verification.
 - c) Any form of misbehaviour, use of inappropriate language, or disrespect toward judges, faculty coordinators, or volunteers will result in immediate disqualification.
 - d) Professional attire is mandatory for all presenters.
 - e) Each team must bring their own laptop and required materials for presentation if participating offline.
 - f) Participants must join the official WhatsApp group for event updates and communication.
 - g) The decision of the judges and organizing committee will be final and binding.
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COMPETITION RULES: -

- a) Each team must prepare a Business Model Canvas for their startup idea.
- b) Teams can consist of 2 to 4 members.
- c) The presentation must include the nine components of the Business Model Canvas:
 - Customer Segments
 - Value Proposition
 - Channels
 - Customer Relationships
 - Revenue Streams
 - Key Resources
 - Key Activities
 - Key Partnerships
 - Cost Structure
- d) A maximum 10-slide PPT must be used for the presentation.
- e) Each team will get 8 minutes for presentation and 2 minutes for Q&A with judges.
- f) The business idea should preferably align with one of the following domains:
 - ✓ Technology Startups
 - ✓ Sustainable & Green Business
 - ✓ Social Entrepreneurship
 - ✓ FinTech & Digital Services
 - ✓ HealthTech
 - ✓ AgriTech
 - ✓ Smart Cities & Infrastructure

EVALUATION CRITERIA

Participants will be evaluated based on the following parameters:

- **Innovation** – Originality and uniqueness of the idea
- **Business Feasibility** – Practicality and implementation potential
- **Market Potential** – Target market and scalability
- **Business Model Clarity** – Completeness of Business Model Canvas
- **Presentation & Communication** – Clarity during presentation and Q&A

ONLY FOR HYBRID (ONLINE MODE)

- Participants can attend via the online platform.
- Participants must ensure a stable internet connection, working microphone, and webcam.
- All team members must keep their camera ON during presentation and Q&A.
- The presentation must be delivered live; recorded videos will not be accepted except in case of technical issues.

PRIZE POOL:

First Prize: Rs. 10,000/-

Second Prize: Rs. 5,000/-

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