



**PESU
VENTURE
LABS**



PES
UNIVERSITY
FACULTY OF LAW

CENTRE FOR CORPORATE LAW

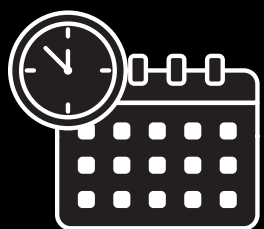
PRESENTS

AVINYA

CREATE | INNOVATE | INSPIRE

LEGAL STARTUP COMPETITION

RULE BOOK



23RD, 29TH APRIL & 2ND MAY 2023



HYBRID MODE

FINAL ROUND AT PES UNIVERSITY, RR CAMPUS, BENGALURU



AVINYA

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AVINYA 2023 is the first ever hybrid mode start-up competition organised under the flagship of the Centre for Corporate Law, Faculty of Law, PES University, Bengaluru, Karnataka. The competition aims to bring out the entrepreneurial skill of students by giving them a platform to propose a startup business that fosters legal innovation.

GUIDELINES FOR THE COMPETITION

The competition shall comprise three rounds.

ROUND 1

The participants are required to submit their business plans in advance. The preliminary round shall be conducted online. Each team shall strictly get a total time of 5 minutes, where they have to pitch in brief their business plan and their idea. The time distribution is strictly left to the discretion of the teams. Additional 5 minutes will be allotted either for an elaborate discussion with the judges or the presentation may be extended at the discretion of the judges.



Guidelines for Business Plan

1. Executive summary of the problem/business opportunity
2. The document must describe the value proposition and its features
3. The target market - who is the target customer? What market needs does the product/service address? What is the estimated size and value of the market (current and projected).
4. Describe the intellectual property rights associated with the idea
5. What are the competitive strengths?
6. What are the barriers to entry?

Format of Business Plan

- Cover Page – Name of the product/service, Team Code
- Font – Times New Roman
- Headings - Size 14
- Body - Size 12
- Include borders
- Line Spacing - Before and After Paragraph - 6pt
- Line Spacing between Lines - 1.15

Document templates will be shared after registration.



ROUND 2

In round 2, participants have to send a detailed document comprising the revenue generation model of their proposed idea which will be presented before a panel of judges. The second round is conducted online. Each team shall strictly get a total time of 6 minutes. The time distribution is strictly left to the discretion of the teams. Additional 5 minutes will be allotted either for an elaborate discussion with the judges or the presentation may be extended at the discretion of the judges.

Format of Revenue Generation Plan

- Cover Page – Name of the product/service, Team Code
- Font – Times New Roman
- Headings - Size 14
- Body - Size 12
- Include borders
- Line Spacing - Before and After Paragraph - 6pt
- Line Spacing between Lines - 1.15

Document templates will be shared after registration.

The presentation should address the following aspects:

1. How does the company plan to generate revenue?
2. What amount of seed funding is required and how will the funds be utilised?

ROUND 3

The final round shall be conducted offline and will be held at the PES University, Ring Road Campus. All team members need to be in attendance during the pitch session. The participants are required to make a presentation on the criteria that are mentioned below.

The teams are required to highlight the risks, and challenges, plan to mitigate and the implementation timeline. In addition, to make the rounds interesting, the participants are required to present the proposal of another team. The proposal will be sent in advance for the participants to prepare. Each team shall strictly get a total time of 7 minutes. Additional 5 minutes will be allotted either for an elaborate discussion with the judges or the presentation may be extended at the discretion of the judges, but not more than 5 minutes.

The presentation should address the following aspects:

1. Risks and Challenges inherent in the proposed plan
2. How do you intend to mitigate the risks and meet these challenges
3. Provide 3-year financial projections
4. Diagrams/illustrations
5. Implementation Timeline



PARTICIPATION ELIGIBILITY

This competition is open to all undergraduate students, who are currently studying at a recognised college/department/university. Participation is not restricted to one team per university.

TEAM COMPOSITION

The team composition, for the competition, shall comprise two members. Each participating student can be a part of only one team. Each team will have a Leader who will apply on behalf of the team and shall represent the team in the competition. Post the selection of the team, members of the said team cannot be changed. Any substitutions will lead to the disqualification of the team.

MISCELLANEOUS RULES

- The participants will be given an orientation before the commencement of the competition.
- There will be a team of legal experts who will guide the participants.
- All rounds will be conducted in English and documents shall be submitted in English.
- There will be a screening after the first and second rounds. Considering the number of registrations there will be screening for the first round as well.
- The dress code for the competition is formal, students are expected to dress in professional attire.
- There will be no accommodation provided for the participants. The participants are required to make their arrangements for accommodation and travel.
- Considering it is a virtual competition, the teams must ensure that they have a strong internet connection. Teams indulging in any kind of misconduct will be disqualified.
- The rules and guidelines along with the program structure and schedule mentioned in the document will apply to all the applicants/participating teams and team members.
- There will be additional terms and conditions related to the competition which will also need to be accepted and abided by the applicants/participating teams and team members in letter and spirit.
- The scores/rankings will not be provided, shared or publicized for any of the rounds. These rules have been established to ensure fairness.
- The organizers retain the right to disqualify any team from the competition if the rules are not observed or if a team does not maintain the proper standard of conduct in the professional and collegial spirit of the competition.
- The decision of the organizers is final and not subject to review.

REWARDS AND PRIZES

- Winners- Prize Money (Rs.5000) and Certificate
- Best Idea - Prize Money (Rs. 2,500) and Certificate
- Best Pitch - Prize Money (Rs. 2,000) and Certificate
- Best Speaker- Prize Money (Rs. 1,000) and Certificate

E-certificate of participation shall be provided to all participants. The winners will also receive special incentives from the sponsors and other investors who are associating with the event.

TIME SCHEDULE

- 15th April 2023 - Last date for Final Registration
- 23rd April 2023 - Inauguration and First Round
- 29th April 2023 - Round 2
- 2nd May 2023 - Round 3 and Valedictory

REGISTRATION

Each team shall register using the registration link provided. The Registration Form must be filled out completely. Incomplete information will lead to the rejection of the application.

Registration fee – Rs. 500 per team

QR CODE for payment of registration fees is provided in the Registration form.

CONTACT DETAILS

Email: cclawoffice.pes.edu

In case of any query, please contact:

- Faculty Coordinators - Kithu Anna Kurian (+91 7306330078), Biswadeep Dutta (+91 9679191407)
- Student Coordinators - Kalki K (+91 7892071187), Neela V Naik (+91 8073676581)