

# Kalinga Youth Entrepreneurship Competition

Kalinga Youth Entrepreneurship Competition is being organized to coincide with the 42<sup>nd</sup> Orissa Society of the Americas (OSA) Convention ([www.OSA11.org](http://www.OSA11.org)) to be held in Dallas, TX during July 1<sup>st</sup> – July 4<sup>th</sup>, 2011. OSA and the organizing team of 42<sup>nd</sup> OSA Conventions envisions the entrepreneurship competition to act as a platform for aspiring entrepreneurs to turn great ideas and dreams into high quality business plans and eventually into successful businesses.

## **Idea Submission (Phase I) (due date: 1<sup>st</sup> March, 2011)**

The Business Idea Competition is phase I of the entrepreneurship competition. There is no format restriction and no prior business plan writing experience is required. Submit a **1-page** business concept describing your business idea, its market potential and how you plan to bring it to market.

## **Idea Presentation (Phase II) (to be held on 2<sup>nd</sup> July, 2011)**

Six teams will be selected for Phase II on the basis of Phase I submission. Teams will be asked to make a 15 minute (NO extra time will be provided) presentation at the 42<sup>nd</sup> OSA Convention on 2<sup>nd</sup> July 2011. After the presentation, judges and audience will get 5 minutes time for questions. There is no specific format. Presentation can contain any information.

Judging criteria will be based on the following.

*Overall Presentation (40 Points):* Materials presented in clear, logical order and/or sequence. Clear, interesting visual aids that help explain the business ideas and concepts. The pace and content of the presentation is appropriate for an investment audience, the judges' questions are answered clearly and concisely.

*Market Opportunity (20 Points):* Clear market need presented, as well as a way to take advantage of that need. Meaningful examples and practical applications.

*Distinctive Competence (20 Points):* The Company provides something novel and/or unique that gives it a competitive advantage.

*Management Plan (10 Points):* The team can effectively develop this company and handle the risks associated with the venture.

*Financial Plan (10 Points):* How are you going to finance? Financial prediction for 2-5 years.

## **Mentors-On-Call Program**

The organizing committee has set up a group of seasoned professionals to guide young entrepreneurs in developing a business plan. Under the Mentors-On-Call program, members of potential team can have conference call with mentors and get consultation for free. The selected mentors represent a variety of skill sets including financial planning, operations and logistics, marketing, management, communications, and technology. Furthermore, efforts will be put to introduce the winners of the Kalinga Youth Entrepreneurship Competition to venture capitalist and investors.

## **Eligibility**

The competition is only open to high school and college going youth. There is no restriction to number of members in a team. Please note that applicants should only apply if they plan to attend the 42<sup>nd</sup> OSA Convention.

## **Prize Amounts**

Cash prizes will be awarded to the top three winners of the youth entrepreneurship competition.

First Prize: \$1,000

Second Prize: \$600

Third Prize: \$400

## **Useful links**

1. <http://www.mahalo.com/How to Write a Business Plan>
2. <http://www.sba.gov/smallbusinessplanner/index.html>

## **Submission**

The idea submission is to be submitted electronically in Microsoft Word (preferred) or Adobe PDF format to [RanjanKumarDash@GMail.com](mailto:RanjanKumarDash@GMail.com). The email or a cover page should contain the business name, contact person's name, e-mail and telephone number.

## **Sponsorship**

Exciting promotional opportunities on offer in return for a little commitment from sponsors! Put your sponsorship \$\$ to work. Please reach [RanjanKumarDash@GMail.com](mailto:RanjanKumarDash@GMail.com).

42<sup>ND</sup> ANNUAL  
**OSA**  
CONVENTION 2011  
JULY 1-4

VENUE:  
Dallas/Plano Marriott  
at Legacy Town Center

THE ORISSA SOCIETY  
OF THE AMERICAS

Marriott  
SULLY/PLANO  
AT LEGACY TOWN CENTER

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