



Manthan

Intercollegiate Social Business Plan Competition

CHURN. CHALLENGE. CONTRIBUTE. CONQUER

STRUCTURE OF THE PRESENTATION

SLIDE 1

Description of the social or environmental problem the product, service or process aims to solve

SLIDE 2

Overview & about the proposed product, service or process

SLIDE 3

Thought process & ideation behind the proposed product, service or process

SLIDE 4

Features & Unique Selling Proposition of the proposed product, service or process

SLIDE 5

- Marketing Mix
- Product
 - Price
 - Place
 - Promotion

SLIDE 6

The revenue model of the business plan & expected sources of finance

*Participants are advised to convert their presentations into a PDF format before submission of the final business plan presentation.



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