



"25  
years of  
academic  
leadership"

IMPORTANT DATES:

REGISTRATION AND LAST DATE OF  
SUBMISSION OF BUSINESS MODEL - 11TH  
OCT 2021

SHORTLISTING OF SELECTED PLANS - 12TH  
OCT 2021

PRESENTATION - 13TH OCT 2021

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# JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

IIC - SELF DRIVEN ACTIVITY

**BUSINESS FEASIBILITY MODEL COMPETITION**

ORGANISED BY  
INNOVATION CLUB, JAGANNATH  
INTERNATIONAL MANAGEMENT  
SCHOOL, KALKAJI, NEW DELHI

# BUSINESS FEASIBILITY MODEL COMPETITION

Business Feasibility Model Competition is being organised by IIC Cell in collaboration with E-Cell of JIMS Kalkaji. The competition is about recognizing that any new venture is just a series of supposition at a problem or solution and the only valid way to test whether those suppositions are right. It is to "get outside the building" and start working with customers.

The competition requires a focus on identifying and validating crucial business model hypotheses rather than simply stating a static business plan, talking to customers outside the building rather than gathering secondary data inside the building, applying customer development rather than relying on product development, and "pivoting" or changing course rather than executing on the plan.



The Business Model Competition focuses on:

- Identifying and tracking key business model hypotheses
- Testing and validating those hypotheses with customers
- Looking for "disconfirming information" that indicates why key assumptions may be incorrect
- Pivoting and iterating on the business model based on customer feedback

The format for the competition requires a formal presentation to a judging panel. The presentation should focus on the process and learning that a team went through as they identified and tested their hypotheses with customers and develop validated business models.

## PLATFORM & MODE OF COMPETITION

ONLINE MODE- ZOOM PLATFORM

### PRESIDENT IIC, JIMS KAJKAJI

Dr. Ashok Sharma ,Director , JIMS Kalkaji

### AMBASSADOR IIC, JIMS KAJKAJI

Ms. Rachna Kathuria , JIMS Kalkaji

### CONVENER, JIMS KALKAJI

Ms. Shilpi Yadav, Assistant Professor,  
JIMS Kalkaji

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