NitiQuest

Startup Challenge

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Pedal Start

& Cesim Business Simulations

GENERAL GUIDELINES

(All Themes)

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What We're Evaluating

Your submission will be assessed across seven key criteria. Understanding these will help you craft a compelling and comprehensive business plan.

1. Problem Clarity

- Do you deeply understand a real problem?
- Is it validated through primary research, not assumptions?
- Can you quantify the problem's scale and impact?

2. Solution Quality

- Is your solution innovative, or just obvious?
- Have you thought through implementation details?
- Does it actually solve the problem or just address symptoms?

3. Founder-Market Fit

- Why is YOUR team uniquely positioned to solve this?
- What's your unfair advantage—domain expertise, access, insight?
- Do you have relevant experience or commitment to build it?

4. Business Model Viability

- How will you make money?
- Are unit economics realistic?
- Path to ₹10 crore revenue in 3-5 years?

5. Competitive Moat

- Why can't someone else easily copy this?
- What defensibility do you have—network effects, switching costs, IP, regulations, brand?

6. Go-to-Market Strategy

- How will you acquire first 100 customers?
- Is your CAC realistic?
- Do you understand your customer's buying process?

7. Execution Roadmap

- What are logical first steps?
- How will you validate assumptions?
- What metrics will you track?

Your Submission Must Include

Please ensure your business plan covers all of the following sections with the recommended page lengths.

Section	Max Length	Contents
Executive Summary	2 pages	Problem, solution, market, business model, team, ask
Problem Deep-Dive	4 pages	Research findings, customer interviews, data, insights
Solution Description	4 pages	Product/service details, mockups/diagrams, how it works
Market Analysis	3 pages	TAM/SAM/SOM, customer segments, competition
Business Model	3 pages	Revenue streams, pricing, unit economics, key metrics
Go-to-Market	3 pages	Customer acquisition strategy, distribution, partnerships
Operations Plan	2 pages	Key activities, resources, partners, suppliers
Financial Projections	2 pages	3-year P&L, key assumptions, funding requirements
Team	1 page	Founders, advisors, why you're the right team
Milestones	1 page	18-month roadmap with metrics
Appendix	As needed	Research data, customer testimonials, technical details

Formatting Guidelines

- **Maximum 25 pages** (excluding appendix)
- **11-point font minimum**
- **Include page numbers** and table of contents
- **Charts/graphs** must be readable
- **Cite all data sources**

What We DON'T Want to See

Avoid these common pitfalls that will weaken your submission:

- ❌ Hockey stick projections without logic
- ❌ "Huge market, we'll capture 1%" thinking
- ❌ Business Plan made using LLM without any proper research/thought
- ❌ Copying existing business models without innovation
- ❌ "Technology will solve everything" without considering behavior change
- ❌ Ignoring competition or claiming "no competition"
- ❌ Vague go-to-market: "digital marketing" or "viral growth"

Good luck with your submission!

We look forward to seeing your innovative ideas.