

Workshop on:

Writing and Pitching a Proposal for a Business Plan



Let's work together towards excellence

Enjoyment, Encouragement & Excellence Approach

Institutional Quality Assurance Cell
University of Rajshahi

Date: 21st June, 2025



Institution

Five major stakeholders

1. Students
2. Faculty Members
3. Administrators/Supporting Staffs
4. Alumnus
5. Industry

Education

Each stakeholders has to play their roles with respect

Goals of the current programme

Different perceptions always exists and that is reality

- 1. We want adopt a little different approach to enhance quality of education**
- 2. Change the concept of education**
- 3. Responsibility**
- 4. Keep the spirit of the student revolution ongoing**
- 5. Create a new mind-set**
- 6. Build a stronger and sustainable economy**



RUBiC- 2025

Business Idea Competition

Who can participate?

Open to all currently enrolled Bachelor's, Master's, MPhil and PhD Students from any Department / Institute of the University of Rajshahi

Registration fee
100 Tk

Ideas will be evaluated on

- Commercial viability
- Size of the potential market
- Creativity and innovativeness
- Impact on sustainability
- Potential to sustain business

Opportunity Extended

New dates

Registration:
Till 20th June, 2025
Submission:
Till 30th June, 2025

Event Timeline

June 20, 2025
Registration open till

June 30, 2025
Scrutinization of ideas
(Students are encouraged to utilize the vacation fruitfully)

Top 10
Idea selection

July 14-15, 2025
15 minutes presentation of
selected ideas

July 20, 2025
Top two proposal pitch in
National Seminar



Organized by
Institutional Quality Assurance Cell (IQAC)
University of Rajshahi



Contact

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iqac@ru.ac.bd



Total Prize
BDT.

1,00,000



50,000/-



30,000/-



20,000/-

One Day National Seminar on July 20, 2025

Empowering Youth for Economic Revolution

Seminar Theme: Reflecting on Past to Secure Future



1. Lay foundation for entrepreneur ecosystem and mentorship at RU
2. Build a structured framework
3. Motivation towards economic development
4. Promote you and your ideas

The workshop goals

Writing the proposal for your “Business Plan or Idea”

Present or pitch your “Business Plan or Idea”

Everything is about research

Everybody does research !!

Better researcher you are, more success you will get

Even the tea stall boy does research

- ☐ Collect data
- ☐ What are the socioeconomic–demographic characteristics of his customers
- ☐ Position of his stall and surroundings
- ☐ Interpret
- ☐ What quality of tea he will sell
- ☐ Conclude
- ☐ Action

You also do research, sometimes unknowingly

What is research !

- **A careful, systematic study and investigation in some field of knowledge, undertaken to come to a meaning conclusion/solution**
- **Analysis of previous data/experience and utilizing it to discover / invent / formulate strategies to get benefit from it**

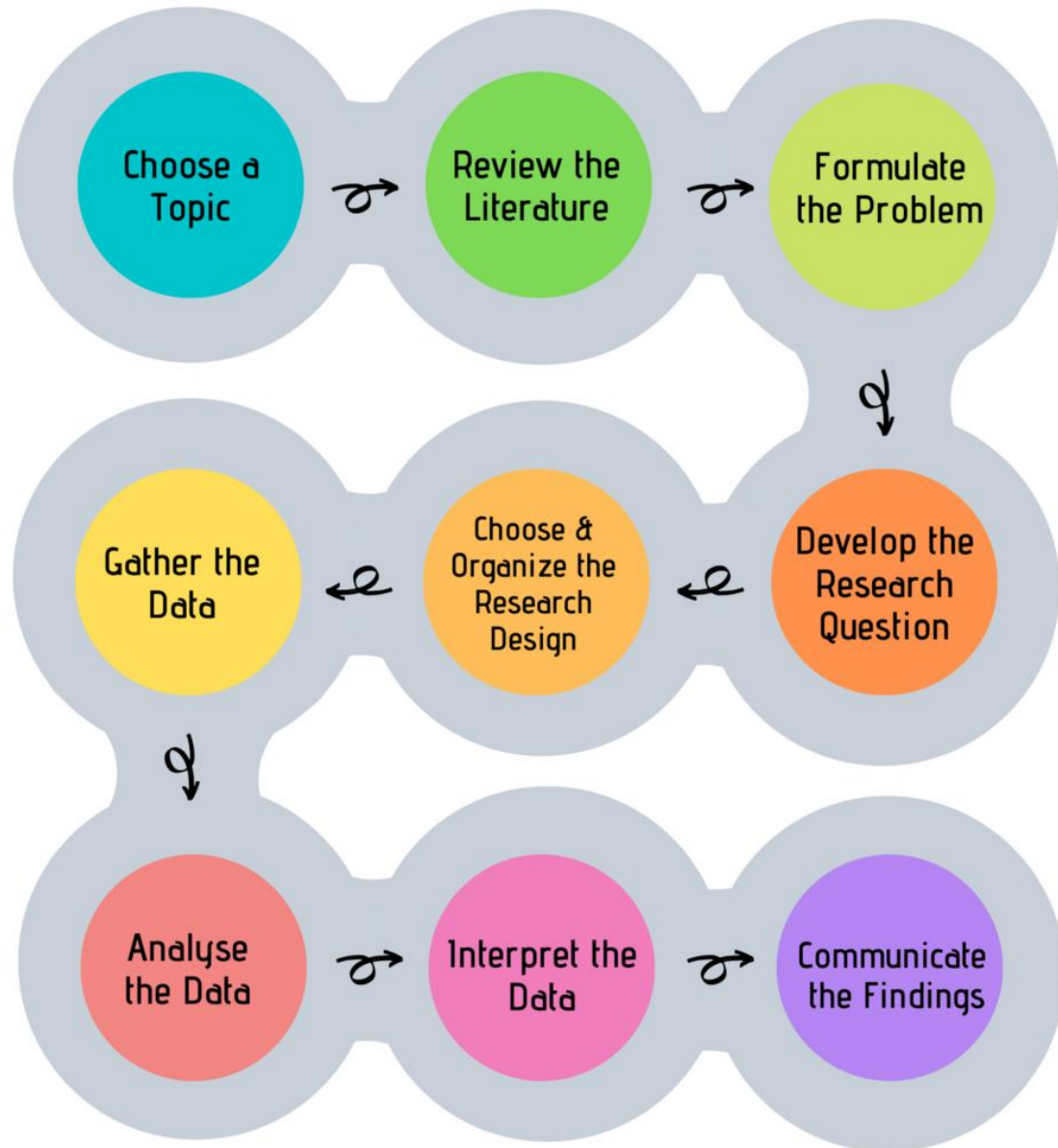
But this is business, then why research!

- **You need to be a good researcher to become a good businessman**

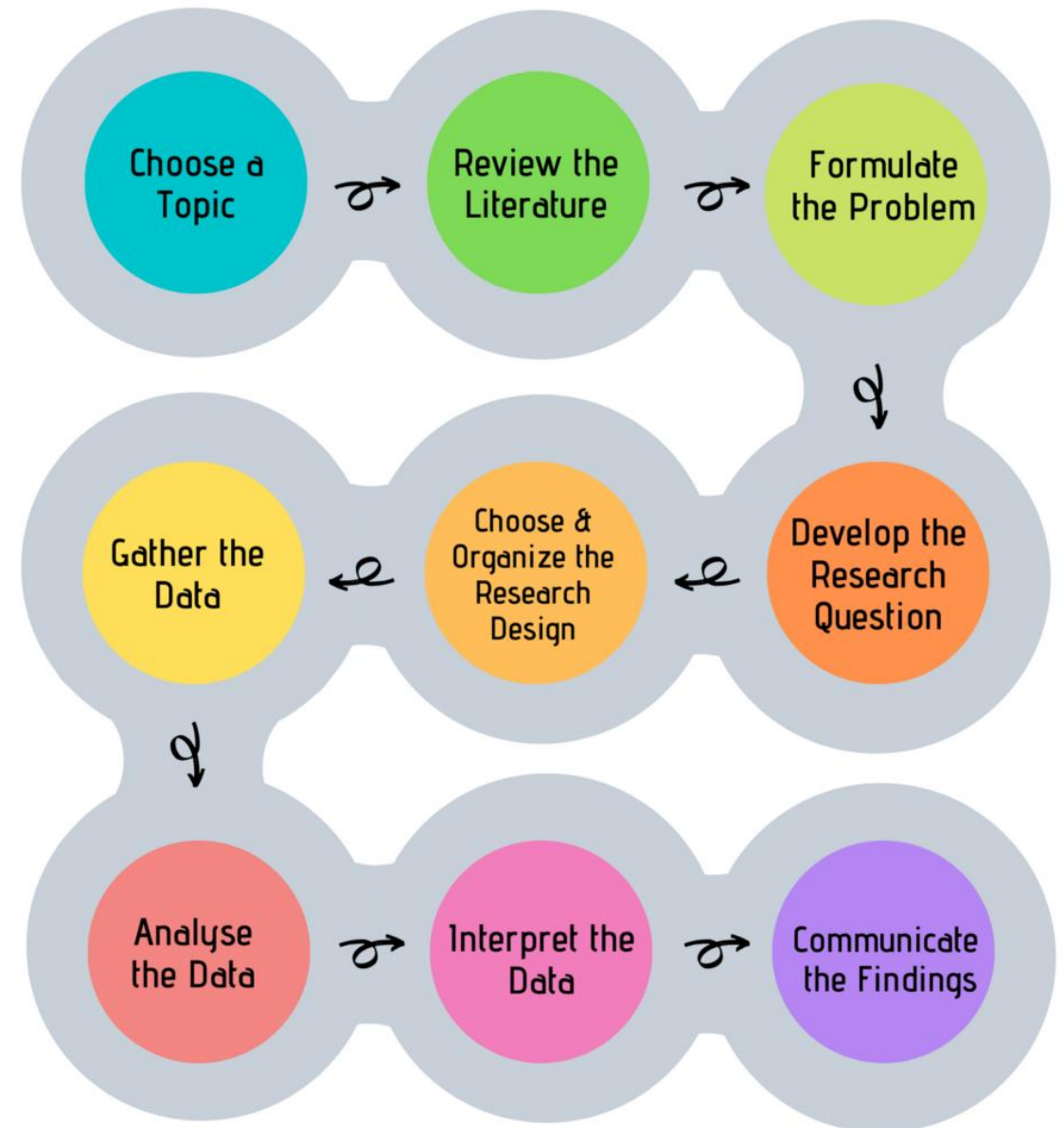
How to become successful in business ?

- Need to know how to plan and complete a task
- Need to take calculated risk
- Need to be systematic and logical
- Need to work hard
- Work smart
- Only hard working may not be enough
- Push yourself
- Maturity comes with experience and hard work
- Do not be over-smart

Steps involved in a research



Steps involved in a setting up a business



-
- So, now everything is set
 - You want to set up a business
 - So, what is your next step
 - Money! Money! Money!
 - From where ?
 - Here comes the question: How to write a business plan so that the investors can believe that you can do and they will get their money back with profit
 - Getting money from others is one of the most difficult job
 - So, you need to write your business plan as a proposal and present in the most convincing way

BUSINESS PLAN TEMPLATE

Complete all sections (1–10) for your submission to be considered.

1. Title of the Idea (Max 15 words)

A short, impactful title reflecting your concept.

2. Team Composition

List of team members (1–4 students).

3. Brief Description (Max 250 words)

Summarize your business idea, its purpose, and intended impact.

4. Detailed Concept (Max 1000 words)

Explain the concept, business model, value proposition, customer segment, and implementation plan.

5. Impact and Relevance (Max 500 words)

Describe how your idea aligns with the theme and contributes to national priorities (e.g., SDGs, Digital Bangladesh, rural development).

6. Market and Statistical Justification (Max 1000 words)

- Market Analysis: Target market, customer profile, competitors, competitive edge
- Statistical Support: Use reliable sources like BBS, World Bank, or academic studies

7. Innovation Element (Max 200 words)

Highlight originality. How is your idea different or better than existing alternatives?

8. Feasibility and Financial Outlook (Max 300 words)

- Feasibility: Consider local context, regulations, and logistics
- Financials: Estimate capital, expenses, revenue, and funding needs

9. Appendix (Max 2 page)

Include visuals such as charts, business model canvas, and relevant supporting material

10. Declaration and Agreement

- ☐ We confirm this submission is original and not previously presented.
- ☐ We agree to abide by the competition rules and participate in the final if selected.

1. Title of the idea

2. Team Composition

3. Brief Description (250 words)but not limited

The description begins with a one sentence definition of the business idea. Then it can be expanded and developed. Try to provide the following:

- A precise description of what the product or service is and what it will be used for.
- A realistic assessment of your product's unique or distinctive advantages and the way in which these advantages will translate into benefits for your customers.
- An evaluation of the ease with which competitors might imitate your advantages and match your benefits, plus quantification of these benefits if possible; e.g. customers' financial gain via lower price, lower maintenance costs etc.
- A simple, but not simplistic, analysis of the technology you are using and an appraisal of the risks associated with it (**SWOT Analysis**).
- Keep the description clear, use illustrations and confine technical details to an appendix.

Finally, if the product is highly technical try to keep it simple

4. Detailed Concept (Max 1000 words)but not limited

A. Company/brand/business Description

1. Company mission statement

A mission statement is a brief explanation of your company's reason for being.

- Can be as short as a marketing tagline : "Chaldal" is an app that helps consumers manage their grocery at buyer's doorstep.
- Or : Our mission is to provide service, to people and their family, enabling busy people to spend less time for grocery shopping and more time having fun with their family or job.
- It's best to keep your mission statement to one or two sentences.

2. Company philosophy and vision

- a. What values does your business live by? e.g. Honesty, integrity, fun, innovation and community are values that might be important to your business philosophy.
- b. Vision refers to the long-term outlook for your business. What do you ultimately want it to become?

Detailed Concept (Max 1000 words)*but not limited*

A. Company/brand/business Description

3. Company goals

- Specify your long- and short-term goals as well as any milestones or benchmarks you will use to measure your progress.
- For instance, if one of your goals is to open a second location, milestones might include reaching a specific sales volume or signing contracts with a certain number of clients in the new market.

4. Target market

- Here, briefly explain who your target customers are.
- In-depth in the Market analysis and Plan should be provided in relevant section.

Detailed Concept (Max 1000 words)but not limited to

A. Company/brand/business Description

5. Industry

- Specify Describe your industry and what makes your business competitive: Is the industry growing, mature or stable?
- What is the industry outlook long-term and short-term?
- How will your business take advantage of projected industry changes and trends?
- What might happen to your competitors and how will your business successfully compete?.

6. Legal structure

- Is your business a sole proprietorship, LLC, partnership or corporation? Why did you choose this particular form of business?
- If there is more than one owner, explain how ownership is divided. If you have investors, explain the percentage of shares they own. This information is important to investors and lenders.

After reading the Company Description, the reader should have a basic understanding of your business's mission and vision, goals, target market, competitive landscape and legal structure.

5. Impact and Relevance (Max 500 words)but not limited to

Describe how your idea aligns with the theme and contributes to national priorities (e.g., SDGs, Digital Bangladesh, rural development)

6. Market and Statistical Justification (Max 1000 words)but not limited

This section provides details on your industry/business, the competitive landscape, your target market and how you will market your business to those customers.

Market research

There are two kinds of research: *primary* and *secondary*

- *Primary* market research is information you gather yourself. This could include going online or driving around town to identify competitors; interviewing or surveying people who fit the profile of your target customers; or doing traffic counts at a retail location you're considering.
- *Secondary* market research is information from sources such as trade organizations and journals, magazines and newspapers, Census data and demographic profiles. You can find this information online, at libraries, from chambers of commerce, from vendors who sell to your industry or from government agencies.

Market and Statistical Justification (Max 1000 words)*but not limited*

This section of your plan should explain:

- **The total size of your industry**
- **Trends in the industry – is it growing or shrinking?**
- **The total size of your target market, and what share is realistic for you to obtain**
- **Trends in the target market – is it growing or shrinking? How are customer needs or preferences changing?**

Market and Statistical Justification (Max 1000 words)but not limited

SWOT Analysis

S = Strength

W = Weakness

O = Opportunities

T = Threat

Very crucial and an inevitable part of financial or business proposal

SWOT

Strength and Weakness

What barriers to entry does your startup face, and how do you plan to overcome them? Barriers to entry might include:

- High startup costs
- High production costs
- High marketing costs
- Brand recognition challenges
- Finding qualified employees
- Need for specialized technology or patents
- Tariffs and quotas
- Unionization in your industry

Threats and Opportunities

Once your business surmounts the barriers to entry you mentioned, what additional threats might it face? Explain how the following could affect your startup:

- Changes in government regulations
- Changes in technology
- Changes in the economy
- Changes in your industry

7. Innovation Element (Max 200 words)*but not limited*

If there is any

8. Feasibility and Financial outlook (Max 300 words)but not limited

☐ The Economics of the Business

- Should addresses the basic logic of how profits are earned in the business and how many units of a business's profits must be sold for the business to "break even" and then start earning a profit.
- Items to include in this section:
 - ☐ Revenue drivers and profit margins.
 - ☐ Fixed and variable costs.
 - ☐ Operating leverage and its implications.
 - ☐ Start-up costs.
 - ☐ Break-even chart and calculations.

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Marketing Plan

☐ Marketing Plan

- The marketing plan focuses on how the business will market and sell its product or service.
- Items to include in this section:
 - ☐ Overall marketing strategy.
 - ☐ Product, price, promotions, and distribution.
 - ☐ Sales process (or cycle).
 - ☐ Sales tactics.

Projected growth in the next three to five years

In terms of figures or diagrams with logic

Operations Plan

- You have to strike a careful balance between adequately describing this topic and providing too much detail.
- As a result, it is best to keep this section short crisp.

Management Team and Company Structure

- The management team of a new venture typically consists of the founder or founders and a handful of key management personnel.
- Items to include in this section:
 - ☐ Management team.
 - ☐ Board of directors.
 - ☐ Board of advisers.
 - ☐ Company structure.

Overall Schedule

- A schedule should be prepared that shows the major events required to launch the business.
- The schedule should be in the format of **milestones critical to the business's success.**
- Examples of milestones:
 - ☐ Incorporating the venture.
 - ☐ Completion of prototypes.
 - ☐ Rental of facilities.
 - ☐ Obtaining critical financing.
 - ☐ Starting production.
 - ☐ Obtaining the first sale.

9. Appendix (Max 2 Pages)*but not limited*

You want add any data or statistics or anything

*****Finally Executive Summary*****

Executive Summary

- It is the most important part of business plan and should create a wao...!!
- Often, it's the only part that a prospective investor or lender reads before deciding whether or not to read the rest of your plan
- Through this section, people's interest attention and imagination is captured.
- Start with a cogent and concise one sentence statement of the business idea
- A sentence that is so clear and appealing that the reader can immediately visualize or 'see' the business
- Executive Summary is written LAST, after you have completed the rest of business plan

Executive Summary

Limit one or two pages in total

The Executive Summary should briefly explain each of the below:

1. An overview of your business idea (one or two sentences).
2. A description of your product and/or service. What problems are you solving for your target customers?
3. Your goals for the business. Where do you expect the business to be in one year, three years, five years?
4. Your proposed target market. Who are your ideal customers?
5. Your competition and what differentiates your business. Who are you up against, and what unique selling proposition will help you succeed?
6. Your management team and their prior experience. What do they bring to the table that will give your business a competitive edge?
7. Financial outlook for the business. If you're using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how that will make your business more profitable.

10. Decleration and Aggrement



**Best of Luck
&
Thank You**