

## 165.Butterfly-2016 - Business plan contest

2015 - 16

**Title of the Event:** Butterfly 2016

**Date:** 30<sup>th</sup> May 2016

**Photos:**



**Details of the Program/Report:**

It is a business plan competition open for all students of BVB. The pitch contest is held with external entrepreneurs as judges. Selected business plans are qualified to take part in CTIE capstone project track for one year. During this one year, students are expected to conduct literature survey, and competitive analysis of the proposed solution. Eventually they make the proof of concept ready for field demonstration. Capstone projects go through intense reviews 3 times during the year by external entrepreneurs as judges.

Students work on building value proposition, through their novel products and learn the challenges associated with it. It teaches how important it is to keep the customer at the centre while making business decisions. It is an experiential learning experience where in they get to interact with mentors and technology guides to solve the problem undertaken.

**No. of Participants:** 124

**List of Participants:**

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