University of Turbat (UOT) believes in Excellence, Innovation and Tradition. We are introducing for the first time a tremendous event that tests creativity, innovation, physical and intellectual abilities. KEC 2016’ is expected to bring change in the society with the theme to promote entrepreneurial spirit especially in youth. This event will provide opportunity to the students to present their unique and valuable ideas for starting a new venture.

UOT invites all Balochistan students from different universities to participate in this mega event to create a benchmark for them, to get the exposure of such tremendous event. We will provide accommodation; three times meal and inter-city pick and drop to the students who come from different universities of province. We are looking forward to your participation.

Activities which are the part of the Competition:

<table>
<thead>
<tr>
<th>Competition</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Plan</td>
<td>Major Areas:</td>
</tr>
<tr>
<td></td>
<td>Education- Health- Sports- Entertainment-</td>
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<tr>
<td></td>
<td>Information Technology- Commerce-</td>
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<td></td>
<td>Environment- Energy- Chemical- Mechanical</td>
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<td>Engineering- Media and Communication- New</td>
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<td>ways of Marketing- Agriculture- Dairy and</td>
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<td>Livestock- Textile- Disaster Relief</td>
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<td>Promotion Plug</td>
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<td>Launch Pad</td>
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<td>Scrap Plot Activity</td>
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<tr>
<td>Surprise Activity</td>
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</tbody>
</table>

For More Detail:

RIAZ AHMED  MUHAMMAD WARIS  REHMAT ULLAH
Chief Organizer  Director Enterprise Development  Event Coordinator
0321-8991915  03246716056,  0321-8649990
riaz_ahmed@hotmail.com  Waris-m@hotmail.com  baloch.fcma@gmail.com

Email: enterprenurialchallenge@gmail.com
Follow us by website: www.uot.edu.pk
Follow us on Facebook: Kec.2016
Follow Us on Twitter: _________________________
Registration Deadline: _________________________
Dear Madam,

Promoting entrepreneurship is main priority for Pakistan’s economic development. According to Global Entrepreneurship Monitor’s 2010 report, Pakistan lags in start-ups, with less than half the rate of early-stage entrepreneurial activity found in other factor-driven economies. Part of the problem is that most young people coming out of universities prefer seeking jobs instead of exploring entrepreneurial career opportunities. Even young people who choose to enter paid employment often have troubles, finding a job, are badly paid, or wind up in casual or informal jobs, according to the World Bank.

To help encourage a more entrepreneurial spirit young graduate students, University of Turbat is going to organize an event “Kech Entrepreneurial Challenge (KEC-2016)” for young prospective entrepreneurs by supporting and encouraging youth with slogan "BEGIN YOUR OWN VENTURE”

University of Turbat is pleased to invite you to this mega event that would provide an opportunity to interact with the sparking youth all over province of Balochistan. The event will be of two days, full of challenges, surprise and fun. University of Turbat always believed in supporting the youth in not only knowledge sharing but also in practical life. The winners get cash prizes.

KEC16’ embrace Business Plan competition, Launch Pad, Elevator Pitch, conference, workshops, surprise and recreational activities.

<table>
<thead>
<tr>
<th>Position</th>
<th>Cash Prizes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Position</td>
<td>PKR 40,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Second Position</td>
<td>PKR 30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Third Position</td>
<td>PKR 20,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

KEC16 Trophy The team which secures highest scores will get a chance to get the hands around the KEC16’ Trophy.
All Balochistan inter-university Business Plan Competition

Competition Format

Stage 1
- Online Registration will be till March 15th, 2016
- Submission of Executive Summary 25th March, 2016
- Registered Teams will be issued Team ID’s

Stage 2
- Top 15 Teams will be shortlisted for Grand Finale on the basis of Executive Summary by 30 March 2016

Stage 3
- Selected Teams for finale will submit their Business Plan and Final Presentation and by 6th April 2016

Stage 4 (Grand Finale)
- KEC16’ Finale on 12th -13th April, 2016 (Tuesday- Wednesday)

Rules and Procedure

A Team/Student studying in any HEC recognized Balochistan Province’s universities can participate.

Team Size (2-4 Members)

Participating University should submit the following

i. Copy of University ID card

ii. Copy of CNIC

iii. Cell Number

iv. Email ID
Business Plan Evaluation Criteria

i. Real Market need

ii. Uniqueness of Business Concept

iii. Practicality of Business idea

iv. Financial Projections

v. Viability of the Project

vi. Sound Marketing Strategies and overall presentation

vii. Entry and exit of the market

- We promote original and fresh ideas; A business idea that has reached in finals of any already held business plan competition is not eligible to participate.

- Four copies of Business Plan Document (Based on the given outline) shall be submitted to the designated coordinator on the specified date. Late submission shall not be accepted.

- Maximum 2 members of the group can take part in Business Plan Presentation rest may join for Q/A

- Presentation Time: 14 minutes

- Q/A: 4 minutes

- Extra Time: Negative Marking

Format of business plan

I. Introductory Page

i. Name and address of business

ii. Name (s) and address(es) of principal (s)

iii. Nature of business

iv. Statement of financing needed (PKR. 5-40 Million)

v. Statement of confidentiality of report
II. Executive Summary

III. Industry Analysis
   i. Macro Environment (Economy, Culture, Technology and legal)
   ii. Specific Industry Environment (Future outlook, Trends of industry, Growth of rate, Govt. Policies and Competitor Analysis (Direct and Indirect)
   iii. Market Segmentation Basis and Identification of Target Market

IV. Description of Venture
   i. Mission statement, History of nature, location and size of business
   ii. Product/ Service Details
   iii. Service (s)
   iv. Office Equipment and personnel
   v. Background of entrepreneurs

V. Production Plan (if Any)
   i. Complete Manufacturing process (Self or Subcontracted)
   ii. Physical plant layout (distribution of Production area in sq. ft or sq. yard and other details)
   iii. Machinery and equipment (make, model, origin (location/imported) , pictures)
   iv. Details of suppliers of raw materials (name, location and brief information)

VI. Operational Plan
   i. Description of company’s operation (from production till delivery to customers)
   ii. Order placement by customers and fulfillment (completion of Business Transaction)
   iii. Storage and Inventory Control
   iv. Technology utilization in Operations

VII. Marketing Plan
   i. Product (Quality, Styles, features, sizes, brand name, Packing, services)
   ii. Pricing (list prices, discounts, allowances for middleman, credit terms)
   iii. Distribution (use of wholesalers/retailers, Sales Promotion, Personal Selling, Public Relation, Marketing Budget)
   iv. Controls (Sales Forecasts, Marketing Objectives, Sales Targets)
VIII. Organizational Plan
   i. Form of ownership (Single Owner/Partnership or Pvt. Limited Company)
   ii. Identification of partners’ or principal Shareholders and their respective Authorities
   iii. Middle level Management-team (Job description and job specifications of Managerial Staff)
   iv. Formal Design of the organization covering Organization Structure, Planning Measurement and evaluation schemes, Rewards, Selection Criteria and Training

IX. Assessment of Risk
   i. S.W.O.T Analysis
   ii. Contingency Plans

X. Financial Plan
   i. Pro forma income statements (First Three Years)
   ii. Pro forma cash flow projections (First Three Years)
   iii. Pro forma Balance Sheet (First Three Years)
   iv. Break-even Analysis
   v. Sources and applications of funds (First Year)

XI. Appendix (Back Up Material)
   i. Letters
   ii. Market research data
   iii. Lease or contracts
   iv. Price lists from etc
Promotion Plug

- One member from each team will give an elevator pitch (topics will be provided later)
- The elevator pitch must be concluded within 100 seconds; extra time may lead to negative marking. Topic will be given on day prior to Grand Finale.

Launch Pad

- Teams will be required to make their presentation of 7 minutes which will be followed by 2 minutes Question Answer session.
- General Guidelines will be provided on evening of day one

Conference/Seminar

- Attendance of all team members is mandatory

Scrap Plot Activity

- All team members should be present at the time of surprise activity/workshop

Surprise Activity

Minimum Two Members are allowed to participate
Major Areas for Business Plan Competition

- Information Communication Technology
- Health Care
- Education
- Live Stock and Dairy
- Agriculture
- Tourism
- Environment
- Energy
- Food
- Chemical
- Mechanical Engineering
- Textile and Garments
- Media and Communication
- Disaster relief, rehabilitation and reconstruction
- Web-preneurship
- Sports
Activities

Day Zero – 11th April 2016

- Registration and Reporting (only outstation teams)
- Allocation of Industry For Elevator Pitch

Day One – 12th April 2016

- Promotion Plug
- Business Plan Competition
- Conference / Seminar
- Surprise Activity Day 1

Day Two – 13th April 2015

- Business Quiz / Workshop
- Surprise Activity Day 2 / Junk Yard
- Launch Pad
- Sponsor’s Activity

Venue / Date and Timing of Competition

Venue
Central Library of University of Turbat

Date
12th-13th April, 2016

Timings
From 9:00 am- 4:00 pm
## Program Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day One – 12th April, 2016</strong></td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td>8:45 am</td>
</tr>
<tr>
<td>Hostels/Hotels/ circuit House/Rest House</td>
<td></td>
</tr>
<tr>
<td>Opening Address</td>
<td>9:00-9:15 am</td>
</tr>
<tr>
<td>Conference / Seminar</td>
<td>9:00-10:00 am</td>
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<tr>
<td>Central Library of UoT</td>
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<tr>
<td>Promotion Plug</td>
<td>10:30 am-11:30 am</td>
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<tr>
<td>Central Library of UoT</td>
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</tr>
<tr>
<td>Business Plan Competition</td>
<td>12:00 pm-3:00 pm</td>
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<tr>
<td>Central Library of UoT</td>
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<tr>
<td>Lunch and Prayer Break</td>
<td>3:00 pm-4:00 pm</td>
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<tr>
<td>Central Library of UoT</td>
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<tr>
<td><strong>Surprise Activity Day 1</strong></td>
<td></td>
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<tr>
<td><strong>Day Two – 13th April, 2016</strong></td>
<td></td>
</tr>
<tr>
<td>Reporting</td>
<td>8:30 am</td>
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<tr>
<td>Central Library of UoT</td>
<td></td>
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<tr>
<td>Launch Pad</td>
<td>9:20 am - 11:30 am</td>
</tr>
<tr>
<td>Central Library of UoT</td>
<td></td>
</tr>
<tr>
<td>Scrap Plot Activity</td>
<td>11:45 am-12:45 pm</td>
</tr>
<tr>
<td>Lunch Break</td>
<td>1:30 am -1:45 pm</td>
</tr>
<tr>
<td>Surprise Activity / Workshop</td>
<td>2:10 pm - 3:20 pm</td>
</tr>
<tr>
<td>Jury Address</td>
<td>3:35 pm – 4:00 pm</td>
</tr>
<tr>
<td>KEC Night and Results</td>
<td>4:05 pm- 5:00 pm</td>
</tr>
</tbody>
</table>
Facilities

Lodging for outstation teams
Pick and Drop
Internet Facility (optional depend on services Availability)
Breakfast, Lunch and Dinners

Division of Marks

<table>
<thead>
<tr>
<th>Event</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion Plug</td>
<td>10</td>
</tr>
<tr>
<td>Business Plan</td>
<td>30</td>
</tr>
<tr>
<td>Surprise Activity / Workshop</td>
<td>10</td>
</tr>
<tr>
<td>Launch Pad</td>
<td>20</td>
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<tr>
<td>Conference / Seminar</td>
<td>10</td>
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<tr>
<td>Scrap Plot Activity</td>
<td>10</td>
</tr>
<tr>
<td>Surprise Activities</td>
<td>10</td>
</tr>
</tbody>
</table>
REGISTRATION FORM FOR KEC 16
Address: University of Turbat, Airport Road Turbat City
Email: enterprenurialchallenge@gmail.com

Complete the details carefully to ensure your registration is correctly processed

EVENT DETAILS
EVENT: KEC16’
DATE: 10th, March 2016
Team Name:

TEAM REGISTRATION
Team Member 2:
Name: ___________ CNIC: ___________
REG NO: ___________ PROGRAM: ___________

Team Member 3:
Name: ___________ CNIC: ___________
REG NO: ___________ PROGRAM: ___________

Team Leader (Name):
REG NO: ___________ PROGRAM: ___________

University:
Team Member 4:
Name: ___________ CNIC: ___________
REG NO: ___________ PROGRAM: ___________

Contact No: ___________ CNIC: ___________

EMAIL:

➢ Send us your forms at:
➢ Follow us on Facebook:
➢ For Twitter.com/UoT_challenge