

MBC preselection presentation guidelines and details

Last date for the submission for Mekong Business Challenge 2019-2020 is Friday 31st of May.

Each team submits one hard copy form to Mr. Madhav Verma, Business PL in F-25 by 5pm Friday May 31st, and one soft copy form to mbc_rtc@rtc.bt by the same time

MBC Pre Selection presentation will be on 3rd of June, in A34. The schedules for presentation the will be announced shortly. Follow this column for more details and updates.

The presentation should not be more than 5 min and should cover the following:-

1. **Value proposition:** - clearly indicate product and service that is being offered. Highlight unique selling proposition if any.
2. **Demand:** Clearly indicate the need/demand that the product and services is going to fulfill. Highlight any problem that the good is intended to solve.
3. **Target customer:** Clearly indicate your customers and the size of the customer segment.
4. **Feasibility (technical):** The team must demonstrate clearly that they know about the activities that are required for the production, distribution and sale of their proposed goods or services.
5. **Feasibility (Economical):** The team should give estimated revenue and costs expected during the first year of the business.
6. **Why they want to compete for MBC:** Students must be very honest as why they want to compete for MBC. Preference will be given to the teams who want to be entrepreneur and start the business in the near future
7. **Team Fit/ Key Strength:** The team must demonstrates the cohesion required to perform together with actual facts and should mention why they are a good as a team which is ready to commit to work together for a year. Explain specific roles each team member will play, and who is "in charge".

For more details meet with appointment Mr. Madhav Verma (17725089)