

## How Many Rounds Do I Have to Go Through Before I Can Claim the Prize?

DISCOVER is a comprehensive idea generation, business plan development and mentoring program that would be held from August 2012 to January 2013. The competition has 4 rounds. Every round has its own unique activities, challenges and learning opportunities for students. You would be provided rigorous coaching through workshops as well as interaction with industry mentors. The break-down of each round as well as corresponding important dates are as

### Round 1

Teams Formation, Idea Selection and Short-listing of Ideas:  
Dates to Remember: 23<sup>rd</sup> August, 2012 to 30<sup>th</sup> September, 2012

- Selection of Idea
- Registration of teams and ideas
- Up to a maximum of top 100 ideas will be short-listed

### Round 2

Training and Short-listing of up to 50 Teams:  
Dates to Remember: October 6<sup>th</sup>, 2012 to November 20, 2012

- Introductory session
- Preliminary short-listing
- Workshops for short-listed candidates on Business Plan, Executive Summary, Presentation and Elevator Pitch will be conducted in Islamabad, Lahore and Karachi as per the following schedule:

Islamabad	October 6-7 <sup>th</sup> , 2012
Lahore	October 13-14 <sup>th</sup> , 2012
Karachi	October 20-21 <sup>st</sup> , 2012

- Further short-listing of ideas
- Preparation and submission of Executive Summary and Elevator Pitch
- Further short-listing of ideas based on the submitted Executive Summary and Elevator Pitch. A maximum of 50 teams to move to round three.
- Assignment of Mentors to each short-listed team

### Round 3

Business Plan Preparation & Short-listing of up to 5 Teams  
Dates to Remember: November 23<sup>rd</sup>, 2012 to January 14<sup>th</sup>, 2013

Mentoring and coaching  
Preparation and submission of Final Business Plan and Draft Presentation  
Short-listing based on Business Plan and Draft Presentation. Up to a maximum of 5 teams would be selected to go to round 4

### Round 4

Final Judging and Awards  
Dates to Remember: January 15<sup>th</sup>, 2013 to January 28<sup>th</sup>, 2013

Mentoring to finalists on Presentation Skills  
Presentation delivery in front of the judges  
Selection of winners (Winner, First runner-up and Second runner-up)  
Award of cash prize to the winners and finalists

**For our Vital Partners; the Industry and Academia**  
DISCOVER, though a student level national BPC, cannot be successful without the active support of the Industry and Academia. In this regard we envision the following support from both integral elements and foresee resultant benefits to each as follows:

#### Industry:

##### Expected Role

- Sponsorship
- Assisting students in identifying problems and market needs
- Providing quality mentors

##### Benefits

- Identification and solution of industry problems
- Incubating and investing in new ideas, products and services
- Conducting joint R&D projects with the academia

Establishing linkages with the academia and suggesting changes in curriculum to reflect industry needs

#### Academia

##### Expected Role

- Encouraging students to participate
- Assisting students in identifying problems and market needs
- Helping students in forming interdisciplinary and/or multi-university teams.
- Facilitating inter-departmental & inter-university coordination
- Assisting mentors in working with the teams

##### Benefits

- Commercialization of R&D conducted within the academia
- Continuous up-gradation of curriculum as per the needs of the industry
- Development of R&D projects in collaboration with the industry
- Development of an environment that fosters interdisciplinary and inter-university learning



#### Contact Us:

We would love to hear about your exciting ideas.  
Contact us at the following address for any queries:

##### DISCOVER Secretariat

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For updates on important dates and other information  
please keep visiting our website at  
[www.DISCOVER-bpc.nust.edu.pk](http://www.DISCOVER-bpc.nust.edu.pk)



Prime Minister's  
Entrepreneurial Challenge

# DISCOVER

Prosperity Through Entrepreneurship

NUST BUSINESS PLAN COMPETITION  
AUGUST 2012 - JANUARY 2013

#### Prizes

First	Rs. 500,000
Second	Rs. 300,000
Third	Rs. 250,000
Finalists	Rs. 50,000



# Prime Minister's Entrepreneurial Challenge

## DISCOVER - Prosperity through Entrepreneurship

### NUST Business Plan Competition

The Centre for Innovation and Entrepreneurship (CIE) at NUST has launched the second Prime Minister's Entrepreneurial Challenge: DISCOVER 2012 – Prosperity through Entrepreneurship, a national level student Business Plan Competition that has been endorsed by the Prime Minister of Pakistan. With this launch NUST continues on a trail blazing path to foster innovation and entrepreneurship.

Last year, DISCOVER 2011 was truly unique in terms of innovative ideas, opportunities for entrepreneurial skills development among students, the high level of industry-academia interaction and the sheer diversity and talent of future business leaders. Over 1200 students from 30 universities participated and registered 250 innovative ideas. Teams trained through the program went on to achieve considerable success and recognition at the international level.

**The objectives of DISCOVER are to:**

- Commercialize technology developed at Universities
- Align research and development activities at the Universities with market needs
- Provide hands on training to students towards technology and business idea commercialization
- Create awareness about the importance of entrepreneurship and wealth generation among the students, faculty and researchers

Prime Minister's Entrepreneurial Challenge: DISCOVER 2012 - is supported by private businesses, public sector organizations, universities, media groups and non-profit organizations. Spread over 5 months, DISCOVER will work towards the development of entrepreneurial as well as intreprenurial skills among the participating students.

DISCOVER is a platform through which thousands of students from universities across the country are going to compete and transform their ideas into practical business plans and strive to develop products as well as services in order to ultimately establish business enterprises. The teams should preferably be multi-disciplinary and will have access to over 100 experienced mentors, coaches and trainers from the Industry.

**What:** Prime Minister's Entrepreneurial Challenge: DISCOVER - Prosperity through Entrepreneurship; a National Level, Student Business Plan Competition  
**Where:** Islamabad, Lahore, Karachi  
**When:** August 2012 to January 2013

## I'm A Student Interested in Participating.....Tell Me More

**What's In It For Me?**

If you are a student, excited about your technology or business idea, join DISCOVER and gain access to the following benefits, both tangible and intangible:

**Intangible Benefits:**

- The unique opportunity to be mentored by renowned experts in their respective fields at every stage of the competition, with absolutely no cost to you.
- The priceless opportunity to build contacts and network with the industry over an extended period of time and the chance to leave a lasting impression that would help in your future endeavors.
- Inculcation of entrepreneurial as well as intrapreneurial skills that would help you throughout your career, whether you set up your own business venture or seek employment.

**These include developing abilities to:**

- Identify problems and market needs and come up with innovative ideas
- Identify target customers and determine market potential
- Translate ideas into products and services and determine the economic benefit to the customer
- Assess the competition and identify competitive advantage
- Prepare Elevator Pitch, Executive Summary, Business Plan and Presentation
- Prepare and understand finance and financial statements as well as their importance in managing the business
- Develop team building and team work skills
- Understand failures and how to learn from these failures

**Tangible Benefits:**

- The possibility of setting up your office at the pioneer Technology Incubation Centre of Pakistan; NUST- TIC, Islamabad

This would give you access to a wealth of business and technical advice from within NUST.

Cash prizes that would help you initiate your business idea as per the following scheme:

Winner	PKR 500,000/-
1 <sup>st</sup> Runner Up	PKR 300,000/-
2 <sup>nd</sup> Runner Up	PKR 250,000/-
Remaining Two Finalists	PKR 50,000/-

**Who am I Competing With ?**

DISCOVER is envisioned to be a challenging and intellectually stimulating exercise; one where you will be expected to compete with talent from around 50 universities from all over Pakistan. Major activities of the event will be held in Islamabad, Lahore and Karachi simultaneously; culminating into a final round that would take place at NUST's Central Campus in Islamabad.

The following universities have been invited to participate:

**Islamabad Region:**

- Arid Agriculture University
- Air University
- Bahria University
- CASE
- CIIT (Abbottabad, Islamabad)
- FAST
- FJWU
- Foundation University
- GIKI
- HITEC
- IIUI
- IM Sciences, Peshawar
- Institute of Space Technology
- Iqra
- KUST
- MAJU
- NUST
- PIEAS
- Preston University
- Quaid-e-Azam University
- PIDE
- RIPHAH University
- UET, Peshawar
- UET, Taxila

**Lahore Region:**

- CIIT
- FAST
- FC University
- GCU
- GIFT
- Kinnaird College
- LSE
- Lahore College for Women University
- LUMS
- National Textile University
- NCA
- PSFD
- UAF
- UCP
- UET, Lahore
- University of the Punjab
- UVAS

**Karachi Region:**

- Bahria University
- BUITEMS
- CBM
- IBA
- IQRA
- Isra
- JUW
- MUET
- MAJU
- FAST
- NEDUET
- PNEC-NUST
- SZABIST
- SSUET
- IBA Sukkur
- Textile Institute of Pakistan
- UoK
- University of Sindh

**What Sector Do I Choose?**

To lend real value to the competition, DISCOVER encourages you to identify the most pressing national and local problems, and then address possible solutions through your technology and business based ideas. Keeping this in mind, your team is advised to select from the following Thematic Interest Areas (TIA). However, you are free to select projects from other sectors and areas as well.

**Thematic Interest Areas**

- Healthcare
- Mobile and Telecom
- Energy
- IT and e-Government
- Textile and Garments
- Food
- SME - Chemical
- SME - Mechanical Engineering
- SME -Agriculture
- Disaster relief, rehabilitation and reconstruction
- Micro-enterprise

**Am I Eligible to Compete?**

Ask yourself the following questions:

- Am I a student at the Masters Level or at the Bachelors Level in 3rd or 4th year at one of the participating universities?
- Can I form a team of 5 students (preferably multi-disciplinary) for DISCOVER?
- Do I have an exciting technology or business idea in a Thematic Interest Area or from any other area?
- Do I have a Domain Expert from the Industry?

If your answers to the above questions are yes, welcome aboard and get ready to DISCOVER - Prosperity through Entrepreneurship.

