

# IBA - PEOPLE Dubai Enterprise Challenge 2018

## Overview

In collaboration with IBA Alumni Chapter UAE, the IBA Alumni & Placement Society, Karachi and PEOPLE (Pakistani Executives Organization for Promotion of Leadership & Entrepreneurship) are jointly organizing the **IBA - PEOPLE Enterprise Challenge 2018** to showcase top entrepreneurs from amongst its students and alumni.

Applicants will be invited to submit business plans for start-ups and the top three plans will be selected by a panel through a rigorous process. The owner of these three plans will be invited to showcase their startup ideas to an audience consisting of leading business professionals, venture capitalists and investors at the IBA Corporate Engagement Event to be held in Dubai on January 21, 2018. A jury will select a winner from the three business plans and will also distribute Cash Prizes of PKR 50,000, PKR 30,000, and PKR 20,000, amongst the winner and the runner-ups.

## Objectives

1. To enhance awareness among the corporate community in the UAE about entrepreneurial ideas and ventures emerging from IBA students and Alumni.
2. To present three promising business start-up ideas to potential investors, corporates and media at the Dubai event.

## Eligibility Criteria

1. The business plan can be in any field including, but not limited to, FinTech, smart phone applications, software, manufacturing, services, cottage industry, banking etc.
2. Team Leader must be an alumnus of IBA or currently enrolled at the IBA.
3. A team can have members who are not students of the IBA Karachi.
4. There is no limit to the maximum or minimum number of people on each team.
5. A venture must be a new business plan/idea and should be the original idea of the team.
6. Startups already in the market are also eligible.
7. Each team can submit only one idea. Multiple entries will be disqualified.

## Selection Process

**Stage I:** Candidates should submit a one-page (approximately 500 words in MS Word format) description of their start-up venture idea (concept, potential impact, sustainability) to [saashraf@iba.edu.pk](mailto:saashraf@iba.edu.pk) or [hsiddiqui@iba.edu.pk](mailto:hsiddiqui@iba.edu.pk) with a subject line "IBAEC2018", latest by **January 01, 2018**.

**Stage II:** A panel of judges will select the three best business plans/ideas by January 12, 2018.

**Stage III:** The team leaders of the top 3 shortlisted business plans will be invited to Dubai to compete at the IBA Corporate Engagement Event to be held on **January 21, 2018**. A panel of Judges present at the event will select a winner.

## Evaluation Panel

The Dean & Director IBA and PEOPLE will appoint the panel of judges. The decision of the Panel will be deemed final.