



Business Idea Competition 2026

Guidelines and Submission Template

1. Introduction

The Business Idea Competition 2026, organized by the World University of Bangladesh, aims to encourage creativity, innovation, entrepreneurship, and problem-solving skills among students and aspiring entrepreneurs. The competition will be held on 15 July 2026 at the World University of Bangladesh Campus. Participants are invited to submit innovative business ideas that demonstrate originality, feasibility, sustainability, and current market potential.

The competition provides an excellent opportunity for participants to transform their innovative ideas into practical business ventures while receiving valuable feedback from judges, academics, and industry experts.

2. Objectives of the Competition

The objectives of the competition are:

- To promote entrepreneurial thinking and innovation
 - To encourage students and young entrepreneurs to solve real-world problems
 - To develop business planning and presentation skills
 - To create networking opportunities with academics and industry professionals
 - To support sustainable and socially impactful business ideas
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3. Eligibility Criteria

Participants must fulfill the following requirements:

- Open to undergraduate students of **World University of Bangladesh**.
 - Each team may consist of a maximum of 5 members including a mentor
 - Participants may submit only one business idea
 - Each department must submit a project.
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4. Competition Categories

Participants may submit business ideas in one of the following categories:

1. Technology and Innovation
 2. E-commerce and Digital Business
 3. Green and Sustainable Business
 4. Healthcare and Social Enterprise
 5. Agriculture and Food Innovation
 6. Education and Training
 7. Financial Technology (FinTech)
 8. Creative Industries and Media
 9. Tourism and Hospitality
 10. Women Entrepreneurship and Social Development
 11. Textile and Fashion Design
 12. Robotics
 13. Green Energy
 14. Others
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5. Important Dates

Activity	Date
Opening of Submission	14 May 2026
Submission Deadline	9 June 2026
Screening and Evaluation	10 June 2026
Final Presentation Round	15 July 2026
Award Ceremony	15 July 2026

6. Submission Requirements

Participants must submit the following documents:

A. Business Idea Report

The report should:

- Be written in English
- Be between 1500–3000 words
- Use Times New Roman, font size 12
- Use 1.5 line spacing
- Include page numbers
- Be submitted in PDF format

B. Presentation Slides

- Maximum 10–15 slides
- PowerPoint or PDF format
- Clear visuals and concise content are encouraged

C. Team Information Form

- Full names of all team members
 - Program names, batch number and student ID
 - Department and academic level
 - Contact information
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7. Structure of the Business Idea Report

Participants should follow the structure below:

1. Cover Page

Include:

- Title of the Business Idea
- Team Name
- Names, Student ID number, Program of Team Members and
- Department Name
- Contact Information

2. Executive Summary

Provide a brief overview of:

- The business idea
- The problem being solved
- The target market
- Revenue potential
- Competitive advantage

3. Problem Statement

Clearly explain:

- The existing problem or market gap
- Why the problem is important
- Evidence supporting the problem

4. Proposed Solution

Describe:

- The product or service
- How the idea solves the problem
- Unique features and innovation

5. Target Market

Identify:

- Target customers
- Market size
- Customer needs and preferences
- Potential market demand

6. Business Model

Explain:

- Revenue generation strategy
- Pricing strategy
- Distribution channels
- Key partnerships

7. Marketing Strategy

Describe:

- Promotional activities
- Branding strategy
- Customer acquisition plan
- Social media and digital marketing approaches

8. Operational Plan

Include:

- Production or service delivery process
- Required resources
- Technology and infrastructure
- Human resource requirements

9. Financial Overview

Provide a brief financial estimation including:

- Startup cost
- Expected revenue
- Estimated profit
- Break-even analysis (if applicable)

10. Sustainability and Social Impact

Explain:

- Environmental sustainability
- Social contribution
- Long-term impact

11. Risk Analysis

Discuss:

- Potential risks and challenges
- Risk mitigation strategies

12. Conclusion

Summarize:

- The value of the business idea
 - Future potential
 - Expected impact
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8. Evaluation Criteria

Submissions will be evaluated based on the following criteria:

Criteria	Weight
Innovation and Creativity	25%
Feasibility and Practicality	20%
Market Potential	15%
Financial Viability	15%
Social and Environmental Impact	10%
Quality of Presentation	15%

9. Final Presentation Guidelines

Shortlisted teams will be invited to present their business ideas before the judging panel.

Presentation Rules

- Presentation duration: 10 minutes
- Question and answer session: 5 minutes
- Teams must arrive at least 30 minutes before the scheduled time
- Use of visual aids and prototypes are encouraged

Presentation Tips

- Be concise and confident
 - Focus on the problem and solution
 - Demonstrate market understanding
 - Highlight innovation and feasibility
 - Practice time management
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10. Awards and Recognition

Awards may include:

- Champion Award – Cash money (Taka 30,000), Crest, Certificate
- First Runner-Up - Cash money (Taka 20,000), Crest, Certificate
- Second Runner-Up - Cash money (Taka 10,000), Crest, Certificate
- Best Innovative Idea Award - Cash money (Taka 5,000), Crest, Certificate
- Best Social Impact Award - Cash money (Taka 5,000), Crest, Certificate
- Certificates for all participants

Additional opportunities such as incubation, mentorship, and networking support may be provided.

11. Rules and Regulations

- All submitted works must be original
 - Plagiarism will result in immediate disqualification
 - The organizing committee reserves the right to verify submitted information
 - The decision of the judges will be final and binding
 - Organizers may publish selected business ideas for promotional purposes with proper acknowledgment
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12. Submission Process

Participants must submit their documents through email before the deadline of 9 June 2026.

The proposal should be submitted at maruf.chowdhury@wub.edu.bd

Required Files

1. Business Idea Report (PDF)
2. Presentation Slides (PPT/PDF)
3. Team Information Form

File Naming Format

TeamName_BusinessIdea2026.pdf

Example:

Innovators_GreenEnergy2026.pdf
