



WORLD UNIVERSITY
O F B A N G L A D E S H
A University for Quality & Utilitarian Education **Recipient of Permanent Recognition**

Business Idea Competition 2026

Submission Template

Important Dates

Competition Date: 15 July 2026

Submission Opening Date: 12 May 2026

Submission Deadline: 9 June 2026

Instructions for Participants

1. Please complete all sections of this template.
 2. Use clear and concise language.
 3. The submission must be typed in English.
 4. Maximum word limit: 3,000 words (excluding cover page and appendices).
 5. Font: Times New Roman, Size 12, Line Spacing 1.5.
 6. Submit the proposal in PDF format.
 7. File name format: TeamName_BIC2026.pdf
 8. Plagiarism or copied business ideas will result in disqualification.
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Cover Page

Business Idea Title: _____

Team Name: _____

Team Members:

Name	Department	Student ID	Email	Contact Number
1.				
2.				
3.				
4.				

Team Leader: _____

Faculty Mentor: _____

1. Executive Summary

Provide a short summary of your business idea. Briefly explain:

- The problem you identified
- Your proposed solution
- Target customers
- Business potential
- Expected impact

(Approximately 200–300 words)

2. Problem Statement

Describe the problem or challenge your business idea aims to solve.

Guiding Questions:

- What is the existing problem?
 - Why is it important?
 - Who is affected by this problem?
 - What are the limitations of current solutions?
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3. Proposed Business Idea

Explain your business idea in detail.

Include:

- Product or service description
 - Key features
 - Innovation or uniqueness
 - How the idea works
 - Value proposition
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4. Target Market

Describe your target customers and market.

Include:

- Customer segment

- Market size
 - Customer needs
 - Geographic location
 - Customer behavior and preferences
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5. Competitive Analysis

Identify your competitors and explain your competitive advantage.

Competitor	Strengths	Weaknesses	Your Competitive Advantage
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6. Business Model

Explain how your business will generate revenue.

Include:

- Revenue sources
 - Pricing strategy
 - Distribution channels
 - Key partnerships
 - Operational process
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7. Marketing and Promotion Strategy

Explain how you plan to promote your business.

Include:

- Marketing channels
 - Branding strategy
 - Digital marketing plan
 - Sales strategy
 - Customer engagement methods
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8. Financial Plan

Provide a basic financial overview.

Estimated Startup Cost

Item	Estimated Cost (BDT)
Equipment	
Marketing	
Operations	
Human Resources	
Others	
Total	

Expected Revenue

Year	Expected Revenue (BDT)
Year 1	
Year 2	
Year 3	

9. Sustainability and Social Impact

Describe how your business idea contributes to society, sustainability, or economic development.

Include:

- Environmental impact
 - Social benefits
 - Employment opportunities
 - Long-term sustainability
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10. Risk Analysis and Mitigation

Identify possible risks and explain how you plan to overcome them.

Risk	Possible Impact	Mitigation Strategy
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11. Implementation Timeline

Provide a simple timeline for launching the business.

Activity	Timeline
Market Research	
Product Development	
Marketing Launch	
Business Operations Start	

12. Conclusion

Summarize your business idea and explain why it has strong potential for success.

13. Appendices (Optional)

You may include:

- Survey results
 - Product sketches or images
 - Financial calculations
 - Supporting documents
 - References
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Declaration

We hereby declare that this submission is our original work and has not been copied from any other source.

Name

Signature

Date