



Prakalp 1.0

International Business Plan Competition

Artificial Intelligence: The future and sustainability

 10 -11, October 2025

 KLH Global Business School Hyderabad, India

■ About

KL Deemed-to-be University:

- Established in 1980-81, as KL College of Engineering, which was upgraded to KL College of Engineering Autonomous in 2006 by UGC, and was declared as a Deemed-to-be University in 2009 by UGC, MHRD, Govt. of India.
- MHRD Govt. of India. declared this institution as Category I Institution.
- The university ranked 22nd in NIRF ranking 2024 among all universities in India.
- Klu has its off-campus centre at Hyderabad, with the approval of UGC & AICTE.
- The university offers programs in Engineering, BBA, MBA and PhD in various domains.



■ KLH University

Global Business School, Hyderabad

- Cutting-edge undergraduate, postgraduate programs and doctoral in management, business analytics, and digital technologies i.e., BBA, BBA IT, BBA ACCA, BBA Fintech, BSc Animation, B. Com, MBA – Multi specialisation, MBA Fintech and Ph.D Programmes.
- The curriculum is designed to align with global industry standards and emerging market needs. A strong emphasis is placed on experiential learning through case studies, simulations, and live projects.
- Industry-driven certifications and electives enhance the employability and practical knowledge of students.
- Faculty comprise seasoned academicians and industry practitioners with global exposure. The pedagogy integrates outcome-based education (OBE) and learner-centric approaches.
- Continuous assessment, flipped classrooms, and project-based evaluations foster critical thinking.
- International collaborations and student exchange programs provide a global learning experience.
- Entrepreneurship and innovation are encouraged through dedicated incubation support. KLH GBS ensures holistic development through leadership labs, soft skills training, and corporate immersion programs.



About Prakalp 1.0 International Business Plan Competition

Prakalp1.0

- Hosted by KLH GBS in collaboration with the IIT Kharagpur Alumni Foundation.
- Designed to empower student entrepreneurs and startups with a real-world launchpad.
- The competition's vision is to create a global ecosystem where innovative ideas become viable businesses.
- Provides a hands-on learning experience – participants pitch full business plans – aligning with KLH GBS's mission to foster entrepreneurial thought and support the incubation of innovations.

■ Eligibility Criteria

- **Who Can Enter:**
 - ✓ Teams of 2–5 members with Interdisciplinary background are encouraged to apply.
 - ✓ At least one member must be a current undergraduate or postgraduate student at a recognized institution.
 - ✓ Startup Innovators / Industry across the world
- **One Entry Per Team:** Only one business plan per team is permitted.
- **Originality:** Submissions must be original and free from plagiarism.

■ Key Themes & Sectors

- **FinTech**
- **Green Tech**
- **Healthcare**
- **AI/ML & Data Science**
- **Social Impact & EdTech**
- **Agritech | IoT**
- **Manufacturing Tech**

■ Submission Guidelines

Format & Deadlines

■ Register in KLH GBS portal by **Aug 15, 2025**
Deadline of materials: **Aug 30, 2025**

- **Registration:** Teams must register online through the official KLH GBS.
- **Executive Summary:** up to 2 pages consisting of overview of the opportunity, solution, market, and financial highlights.
- **Business Plan:** A 15–20 page document covering the problem statement, solution, market analysis, business model, marketing plan, operations plan, financial projections, and risk analysis.

- **Pitch Deck:** A 7–10 slides visual presentation to accompany the live pitch.
- **Submission Format:** All materials must be submitted in PDF format by the announced deadlines.
- **Originality:** All submitted content must be original. Third-party content must be properly credited.
- **Updates:** In multi-stage rounds, teams may update their submissions if required.

- **Presentation:** Finalists deliver a 5–10 minutes pitch followed by Q&A.
- **Winner Selection:** Winners are chosen based on combined scores from all stages.

■ Prizes & Recognition poster

- Win Cash Prizes & Gain Recognition
- Special Awards
- Incubation & Acceleration

■ Registration Process & Contacts

- Registration Portal: Teams must register online through the official KLH Global Business School website: <https://gbs.klh.edu.in>
- Registration timeline
 - ✓ Opens from : June 20, 2025
 - ✓ Closes on : August 15, 2025
- Eligibility:
 - ✓ Teams of 2–5 members with at least one full-time student enrolled in a
 - ✓ recognized undergraduate or postgraduate institution.
 - ✓ Early-stage startups (last 1–3 years) are also eligible under the Startup Track

■ Registration Fee:

Category	Early Bird before Aug 10,2025 <small>Per Team(2-5 member)</small>		Aug 10-Sep 10,2025 <small>Per Team(2-5 member)</small>	
	Offline	Online	Offline	Online
Category A: Indian National Students	₹ 1,000	₹ 2,000	₹ 2,000	₹ 3,000
Category B: Indian National Innovators	₹ 2,000	₹ 3,000	₹ 3,000	₹ 4,000
Category C: Foreign National Students	\$50	\$75	\$75	\$100

*Non-Refundable Fee

Fee inclusive of the registration kit, tea, snack, lunch, other expenses and accommodation is charged separately

■ Benefits of Participation

Media Coverage | Select Business Plans booklet will be published by KLH Global Business School | Expert Mentorship | Access to Funding | Networking & Exposure | Skill Development Credibility & Recognition | Follow-On Support

■ Submission Deadlines

- Executive Summary, Final Business Plan & Pitch Deck: **Aug 30, 2025**
- Finalist Teams Announced: **Sep 10, 2025**
- Grand Finale (Live Pitch Round):
- On **Oct 10-11th, 2025** at KLH GBS Campus, Hyderabad, India.



Scan for Register

■ Post-Registration Teams will receive

- Submission guidelines in PDF format.
- Contact Information Email: Scan for Register



Bank Details

Bank: ICICI Bank

Account Name: Koneru Lakshmaiah Education Foundation

Account No: 007601019545

IFSC: ICIC0000076

■ Contact Information

Event Coordinator



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Important Note:

There are limited numbers for participation, so register early.

www.gbs.klh.edu.in



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