

BIZOOKA 9.0

SIIB Auditorium | February 3, 2023 | 10.00 AM – 1.:00 PM |

Batch 2022-24, Faculty and Staff | Participants – 200+

Organized by: E-Cell, SIIB

The annual business plan competition, **BIZOOKA 9.0** has been organized by the Entrepreneurship Cell (E-cell) of SIIB on February 3, 2023, on the theme of "Industry 5.0". The event was graced by the presence of eminent judges, **Mr. Kunal Gupta**, CEO and Co-founder of EMotorad, **Dr. Saurabh Bhatia**, founder of TheStartupKeeda.com, **Ms. Pallavi Jacob**, Founder Director of Moringa Oleifera Corporation Pvt. Ltd., and **Mr. Yogesh Brahmkar**, CEO of Symbiosis Technology Business Incubator (SCEI).

A huge number of entries received this year and all the participants were required to go through the three rounds, the identity round, the supremacy round, and the ultimatum round, to be designated as winner(s) of the competition. Out of 300+ entries, received from PAN India, three business plans were shortlisted for the ultimatum round. The event commenced with a panel discussion on the theme of "Industry 5.0". All three panellists, Mr. Kunal Gupta, Dr. Saurabh Bhatia, and Ms. Pallavi Jacob, and moderator of the session Mr. Yogesh Brahmkar provided insights on the radically changing landscape for the entrepreneurs not only in India but in other countries as well. Queries of the students were resolved with respect to the entrepreneurial opportunities and right time to get into the shoes of an entrepreneur.

Dr. Asmita Chitnis, Director, SIIB also shared her thoughts on the role of entrepreneurs in the success of a Nation. The discussion was followed by the final round of the business plan competition in which all three selected business plans were presented in front of judges and guests, followed by an exhaustive round of questions and answers. In the end, team **Zwel** from Master's Union School of business, Gurgaon was announced as title winners, and team **Duelers** from ISBR Business school, Bengaluru, was awarded as the runner-up team. The event was concluded by **Dr. Suchita Jha**, Head of Marketing and E-cell. She presented the vote of thanks to all the judges and guests for their valuable time and all the faculty members and students for the continues support throughout the journey of BIZOOKA 9.0.

