

SAMIK SINGH KALINGA YOUTH ENTREPRENEURSHIP COMPETITION (SSKYEC)

SSKYEC is an entrepreneurial program organized in collaboration with the [Odisha Society of the Americas](#) (OSA) with an objective to encourage and guide the youths of OSA community to participate in an educational based business plan competition in a way that the participants receives a first-hand experience in the preparation of business plan and eventually consider entrepreneurship as a possible career option. The competition was started in 2009 at the 40th OSA Convention held at Trenton, New Jersey and is conducted once a year. Since 2012, the competition is named after Late Samik Singh (son of Dr. Sujay Singh & Dr. Gita Singh). Samik Singh was an entrepreneur and was the founder of San Diego Biotech Journal and Protein Lounge. The competition has been made possible through generous financial support from Mr. Dan Mishra and Dr. Sujay Singh.

SSKYEC is a two-step competition. The first step or Phase I requires the team to submit a two-page business plan and a pitch video. The second step or Phase II requires the selected teams from Phase I to be interviewed by a panel of judges over Skype.

Phase I (two-page business plan and pitch video)

To participate in the Phase I of SSKYEC, participant(s) needs to submit a two-page business plan. There is a **mandatory specified** format for Phase I submission. You can download the Phase I format by clicking [here](#). The competition opens on **March 15**. The deadline for Phase I submission is **May 1**.

Judging criteria for 2-page business plan will be based on the following.

1. Company information (25 points)
2. Marketing plan (25 points)
3. Financial plan (25 points)

Requirements of pitch video:

- All members of the team must speak.
- The videos should be at least 3 minutes long and no longer than 5 minutes.
- The video can be any format the team wants. Possible formats include skit and slide presentation (see examples).
- The video must be uploaded to YouTube as “Unlisted”.

Examples:

https://www.youtube.com/watch?v=HD_ZPXOOB9Q

<https://www.youtube.com/watch?v=aocHvt7-JG8>

<https://www.youtube.com/watch?v=x04BdQIc4ZY>

Judging criteria for pitch video (25 points) will be based on the following.

- Is the Pitch compelling?
- Is the business plan sound?

Phase I entries that contains only the 2-page business plan or the pitch video will be disqualified.

You have to submit both the 2-page business plan and pitch video.

The two-page business plan along with the link to YouTube video submission should be made via email to info@kalingaventures.org.

Phase II (selected team from Phase I will be interviewed by a panel of judges)

Up to six teams will be selected for Phase II on the basis of Phase I submission. Teams will be interviewed by a panel of judges over Skype. The video interview will be up to 30 minutes long and will contain questions related to your business plan. It is expected that the interview will take place at a mutually convenient time in one of the weekends of June. Phase II will be judged based on the team's ability to convince the judge that they have a sound business plan, and their performance in Phase I.

Eligibility criteria

1. The competition is only open to middle school (sixth grade and above), high school and college going youth.
2. The competition is open to valid OSA members.
3. There is no restriction to number of members in a team.
4. You do not need to attend the convention to participate in the competition.
5. Past winners of SSKYEC cannot participate in the competition with same or similar business plan as submitted by the participants before.

Prizes

The winners of Phase II will be announced at the OSA Convention. There are three awards that are given in Phase II competition.

First Prize: \$1,000

Second Prize: \$600

Third Prize: \$400

Frequent asked questions

What can I do with the award money?

Winning teams are free to use the award money in any way they wish.

I need assistance with the Phase I submission. Can you help?

Yes, you can send request for mentoring to info@kalingaventures.org. A member of core committee will get back to you.

Who will judge the Phase I and Phase II entries?

The Phase I entries will be judged by the SSKYEC core committee. The Phase II will be judged by a judge selected by the SSKYEC core committee.

When can I expect the result of Phase I competition?

The Phase I result will be declared by **May 15**. You will be informed by email whether your

entry was selected for Phase II or not.

Does the format for SSKYEC will remain same for the next year?

Over the years, SSKYEC has evolved and thus modifications are made every year to increase the participations. If you have any suggestions, please send it to info@kalingaventures.org.