



LUMS
RELIGIOUS FESTIVAL
OFFICIAL STUDY GUIDE



TAJDEED-E-TIJARAT

INTRODUCTION

This study guide has been prepared to help participating students and institutions understand the structure, expectations, and evaluation criteria of Tajdeed-e-Tijarat (Investor's Insight). The objective is to ensure clarity, preparedness, and a smooth, high-quality experience for all participants.

Tajdeed-e-Tijarat is an entrepreneurship-focused competition that encourages innovative thinking, real-world problem solving, and investor-oriented decision-making. The event draws inspiration from formats such as Shark Tank and Dragon's Den, emphasizing feasibility, impact, and clarity over mere idea generation.

OVERVIEW

Tajdeed-e-Tijarat is a platform designed to nurture entrepreneurial talent by challenging participants to develop viable business ideas that address real-world problems. Participants may propose solutions across a wide range of domains, including but not limited to technology, education, healthcare, sustainability, finance, social impact, and consumer services, provided that the ideas remain within Islamic ethical boundaries.

All proposed ventures must adhere to fundamental Islamic principles, avoiding prohibited elements such as interest-based systems, unethical practices, or activities deemed impermissible. The emphasis is on creating responsible, value-driven businesses that contribute positively to society.

The competition focuses on evaluating ideas from an investor's perspective, prioritizing market need, scalability, feasibility, and effective execution.

PURPOSE AND RATIONALE

The purpose of Tajdeed-e-Tijarat is to bridge the gap between creativity and commercial viability. This category aims to cultivate entrepreneurial thinking by training participants to analyze problems critically, design sustainable solutions, and present their ideas convincingly to potential investors.

Through this competition, participants will learn how to:

- Identify meaningful real-world problems
- Evaluate market opportunities
- Develop investor-ready business models
- Communicate ideas with clarity and confidence

EVENT STRUCTURE

The event will take place over three days and is structured as follows:

DAY I

ENTREPRENEURSHIP AND INVESTOR WORKSHOP

All registered participants will attend a mandatory workshop designed to prepare them for the pitching rounds.

The workshop will focus on:

- Understanding how investors evaluate ideas
- Identifying problems worth solving
- Structuring a compelling value proposition
- Thinking critically about feasibility and scalability
- Common mistakes and red flags in pitches

This session will provide participants with practical guidance on how to think beyond ideas and approach entrepreneurship from an investor's point of view.

DAY 2

ROUND I – ELEVATOR PITCH

GENERAL OVERVIEW:

In Round I, teams will present a concise elevator pitch outlining their business idea. The focus will be on problem identification, solution clarity, and overall logic.

SPECIFICATIONS:

Duration: 90-120 seconds per team

Presentation Style: Verbal pitch only (no slides or visual aids)

Content Focus:

- Clear problem statement
- Proposed solution
- Target market
- Value and relevance of the idea

Q&A Session:

2–3 minutes per team

Teams demonstrating strong potential will be shortlisted for the next round.

JUDGING CRITERIA

Clarity and Precision – 30%

Problem Relevance and Market Need – 25%

Innovation and Originality – 25%

Presentation and Defense – 20%

Additional credit may be awarded to teams presenting prototypes or early validation.

DAY 3

ROUND II – BUSINESS MODEL DEVELOPMENT AND FINAL PITCH

GENERAL OVERVIEW

Shortlisted teams will present a refined business model to a panel of real judges and industry professionals. Participants are expected to incorporate feedback from Round I and demonstrate deeper understanding and feasibility.

SPECIFICATIONS

Preparation Time: One day

Presentation Duration: 4–5 minutes

Presentation Style: Slide-based presentation

Content Requirements:

- Refined business idea
- Market analysis
- Business and revenue model
- Go-to-market strategy
- Risk identification and mitigation

Q&A Session: 3–5 minutes

JUDGING CRITERIA

Relevance and Impact – 25%

Business Model and Planning – 20%

Feasibility and Practicality – 20%

Market Potential and Scalability – 20%

Presentation and Defense – 15%

OUTCOME

Final winners will be selected based on the overall strength of their idea, business understanding, investor readiness, and presentation skills. Selected teams or individuals may receive recognition, mentorship opportunities, or future engagement prospects.

GUIDELINES

Participants are encouraged to structure their business models around the following components:

- Market Analysis
- Marketing and Sales Strategy
- Revenue Model
- Operations Plan
- Risk Management
- Growth Strategy

Advanced financial modeling is not mandatory; however, logical reasoning and clarity are expected.

DISCLAIMER

Any examples, references, or guidance provided during the event or in this document are strictly for understanding expectations. Participants are encouraged to demonstrate originality, creativity, and independent thinking. All submissions will be evaluated solely on merit and adherence to competition criteria.

BEST OF LUCK!