

## PROJECT CHARTER

### Commerce Contributes – Empowering Innovation for All

#### 1. Project Description

The project “**Commerce Contributes – Empowering Innovation for All**” is a fundraising initiative by the Department of Commerce to support the establishment of a **Business Incubation Center (BIC)** on campus. It aims to raise **Rs. 100,000** through sponsorships, stalls, and networking events to fund essential items like furniture and equipment for the center.

The project also promotes collaboration between the university, alumni, and local businesses while providing participants with hands-on experience in project management, communication, and fundraising. It serves as a step toward fostering an innovative and entrepreneurial environment within the university.

#### 2. Project Goal

The goal of this project is to **raise funds and resources for establishing a fully functional Business Incubation Center (BIC)** that promotes innovation, entrepreneurship, and collaboration. Through collective efforts of sponsors, alumni, and the university community, the project aims to create a sustainable platform that supports new business ideas and strengthens the culture of innovation within the Department of Commerce.

#### 2. Project Background and Rationale

Universities today play a vital role in fostering innovation and entrepreneurship, not just among students but across the broader community. The Business Incubation Center (BIC) being established on our campus is envisioned as a collaborative platform open to students, alumni, and local entrepreneurs. It will serve as a catalyst for new ideas, startups, and social enterprises by offering mentorship, shared workspaces, networking opportunities, and access to resources.

However, establishing a fully functional incubation center requires significant initial funding. To support this, the 'Commerce Contributes – Empowering Innovation for All' fundraising campaign is being launched as a university-led community initiative. Its goal is to engage sponsors, alumni, students, and local businesses in raising funds for the development of the BIC.

#### 4. Project Benefits

- Supports the establishment of the Business Incubation Center (BIC) to promote innovation.

- Strengthens collaboration between the university, alumni, and local businesses.
- Provides practical experience in starting business entrepreneurial management fundraising and project management.
- Creates a sustainable platform for future business development.

## 5. Project Objectives

- Raise Rs. 100,000 within 4 weeks
- Secure at least 5 sponsors through micro-sponsorship tiers
- Achieve minimum 30% engagement across campus and community
- Execute at least 3 fundraising stalls and 1 networking mixer
- Build awareness of the BIC initiative as a community innovation hub

## 6. Budget Sheet (Estimated Cost vs Income)

The following provides an estimated breakdown of expected costs and income sources for the 4-week campaign.

<b>Expense Category</b>	<b>Estimated Cost (Rs.)</b>
<b>Printing &amp; Marketing</b>	10,000
<b>Stall Setup (Materials, Decor)</b>	5,000
<b>Refreshments for Stalls</b>	7,000
<b>Event Logistics (Mixer)</b>	10,000
<b>Miscellaneous (Contingency)</b>	3,000
<b>Total Estimated Expenses</b>	35,000

Income Category	Estimated Income (Rs.)
<b>Sponsorship</b>	70,000
<b>Stall Revenue</b>	20,000
<b>Total Estimated Income</b>	90,000
<b>Target Fund to BIC</b>	100,000

## 7. Project Scope

### **In-Scope**

- Sponsorship outreach to alumni, local entrepreneurs, and community businesses
- Social media campaign and on-campus promotion
- Fundraising stalls organized by volunteers and community partners
- Networking mixer event for entrepreneurs, alumni, and students
- Final submission of funds and report to BIC Committee

### **Out-of-Scope**

- Long-term sponsorship management
- Post-launch BIC operations
- Construction or renovation activities
- Technology setup of the BIC

## 8. Project Team

<b>Member Name</b>	<b>Role</b>	<b>Responsibility</b>
<b>Amal</b>	Project Manager	Oversees the entire project, ensures timely completion of activities, manages resources, and coordinates between team members.
<b>Ayesha</b>	Database Developer	Designs and maintains the database for recording funds, sponsors, and startup applicants' information.
<b>Iqra</b>	Marketing & Promotion Lead	Manages promotional activities, creates marketing content, and handles social media campaigns for fundraising events.
<b>Adeena</b>	Event Coordinator	Plans and executes fundraising events, ensures logistics, and coordinates event-day management.
<b>Baqir</b>	Sponsorship Manager	Communicates with potential sponsors, manages sponsorship deals, and maintains sponsor relationships.
<b>Ali Hamza &amp; Daniyal</b>	Documentation & Communication Lead	Prepares project reports, maintains all documentation, and ensures communication with supervisors and sponsors.

## 9. Stakeholder List

<b>Stakeholder</b>	<b>Role/Interest</b>
<b>Department of Commerce</b>	Project oversight & approval
<b>Students (Volunteers)</b>	Campaign execution
<b>Alumni &amp; Sponsors</b>	Financial contribution
<b>Faculty Advisors</b>	Mentorship and guidance

### **10.Success Criteria and KPIs**

- Rs. 100,000 fundraising target achieved
- At least 5 sponsors confirmed
- 3 stalls and 1 mixer executed successfully
- Positive feedback from sponsors and participants
- Transparent and verified financial reporting

