

ROAM ANALYSIS

Issue No.	Issues	Actions (ROAM Response)
Issue 1	Fundraising target of Rs. 100,000 is not being achieved on time.	The project team revised the fundraising strategy by increasing outreach to alumni, approaching additional sponsors, and promoting stalls and networking events more actively. Progress improved after these actions.
Issue 2	Lack of awareness among students and local businesses about the project.	The team conducted awareness sessions, used social media promotion, and shared information through university notice boards to increase participation and engagement.
Issue 3	Limited sponsorship commitments from local businesses.	The team personally contacted business owners, explained the benefits of supporting the Business Incubation Center, and offered branding opportunities during events to attract sponsors.
Issue 4	Coordination issues among project team members.	Regular team meetings were scheduled, responsibilities were clearly assigned, and communication channels were improved to ensure smooth coordination.
Issue 5	Insufficient resources and equipment planning for the BIC.	A detailed list of required furniture and equipment was prepared, and priorities were set based on available funds to ensure efficient utilization of resources.
Issue 6	Time constraints due to academic workload of students.	The project timeline was adjusted, and tasks were distributed according to members' availability to balance academic and project responsibilities.
Issue 7	Risk of not sustaining the Business Incubation Center after establishment.	The team proposed long-term collaboration with alumni and local businesses and suggested future revenue-generating activities to ensure sustainability of the BIC.