

Shark Tank

Description:

Do you have an innovative idea that can change people's lives for the better?
Do you have the potential to create the next big Unicorn?

Tirutsava 2020 presents Shark Tank, the perfect platform to raise valuation for your startup. Seize this opportunity to interact with experts and gain potential investors for your venture. In addition to this, stand a chance to win prizes worth Rs. 12000.

Participation:

- Can participate individually or in a team.
- Maximum of 3 participants per team.
- All students should possess Identity card of their respective institutes.

Structure:

There will be two rounds in the event:

- **Prelims:** For the prelims, participants need to have a viable idea and have to present the same in a 2-page pdf report which would explain the below-asked aspects:

1. Define the problem you are trying to solve.

2. Who is the end-user facing this problem and how is she/he addressing the

problem now?

3. Can you provide any evidence that further supports your problem statement

Selection?

4. What is your solution and how it is different from the solutions end-user is currently using?

5. What is your addressable market and how will you reach that market?

6. What or who inspired you to take up this particular problem- Direct interaction with customer/Academic research/Mentor/Advisor, Online forums. Other

7. Current state of your solution - startup/prototype ready/Ideation/Other

These aspects would inquire about your idea, and relevance and your plan of action. Based on the report, **Top 7 teams** (number subject to change based on judges discretion) would qualify for the finals. The answers should be submitted in pdf format in the link provided on the Tirutsava website.

● **Final Round:** For the finals, teams would have to present their ideas on stage in front of a panel of judges. Each team would be given a 10-minute slot on stage. A maximum of 6 minutes can be used by teams for presenting their idea, while the remaining will be used for cross-questioning by judges. Time limits are to be strictly followed.

Rules & Regulations

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- In case of copying startup ideas, projects, etc. from any institute or organization teams will be disqualified.
- The parameters of the presentation will be informed to the participants after qualifying the prelims round.
- If more no. Of teams/participants don't turn up, the prize money would be waived by 50%.
- Any final decision will be taken by the organizing committee.
- Judges decision is final and abiding in all cases
- Rules are subject to change based on judges discretion

Prize :

First prize:

6000

Second

Prize:400

0

Third

prize:2000

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