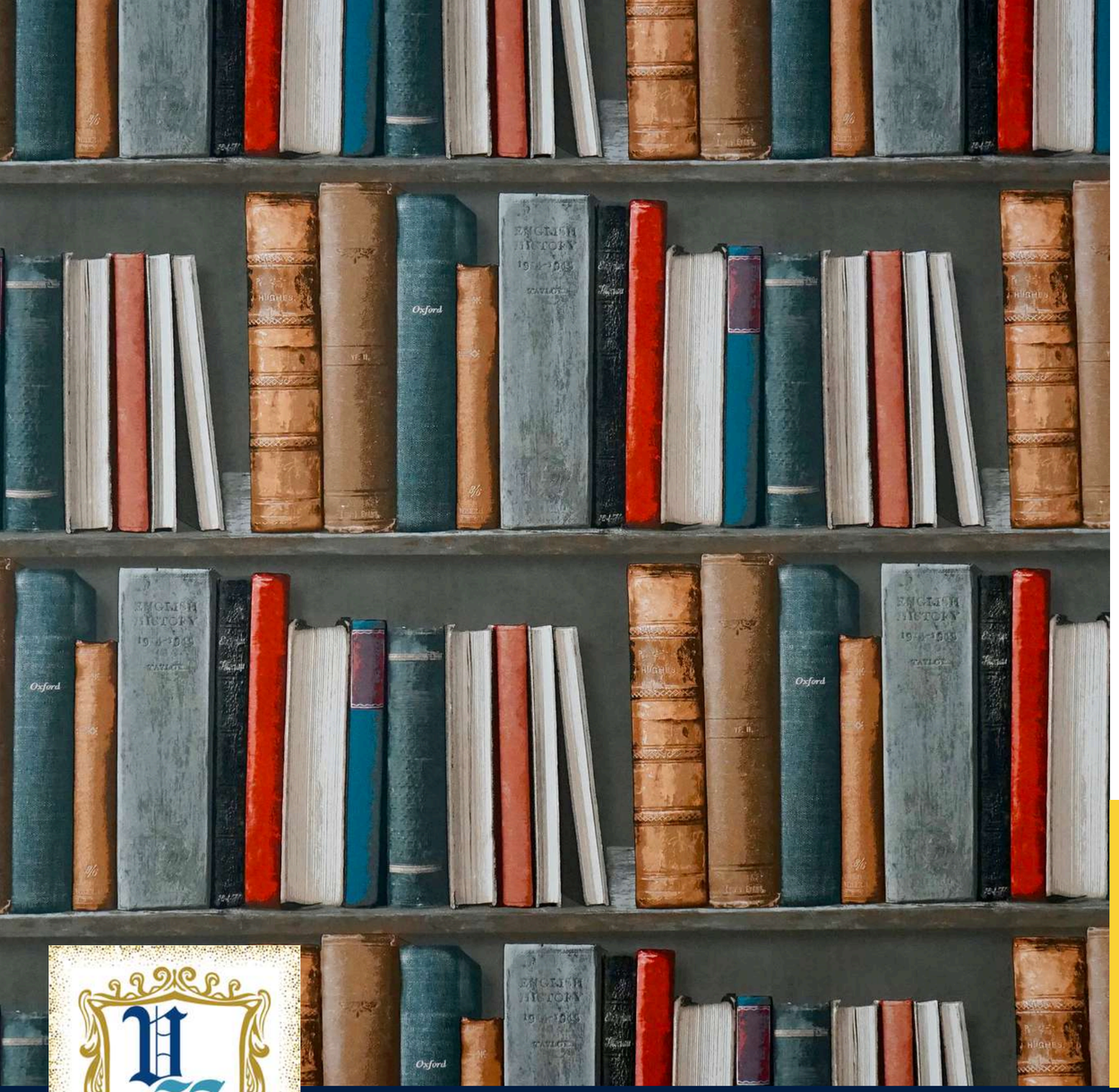

SHARKATHON

Be The Next Big Shark

AN IMMERSIVE EXPERIENCE WHERE STUDENTS STEP INTO THE ROLE OF SHARKS, ANALYSING REAL BUSINESSES, QUESTIONING ENTREPRENEURS, AND MAKING STRATEGIC INVESTMENT DECISIONS.

Veriseek Education

Veriseek Education

Executive Summary

Sharkathon is India's premier inter-school programme designed for students of **grades 9 to12** to build essential 21st-century skill, critical thinking, problem-solving, decision-making, startup & investing skills, and communication.

Structured in multiple phases, the programme combines learning and testing, and immerses students in real-world business and financial scenarios, bridging the gap between academic theory and practical application.

- **Learning & Practice:** Reading material and online sessions to cover useful concepts like critical thinking, financial decision making, company analysis, investing fundamentals, and how value actually gets generated, etc.
- **The Entry Round**: Students participate in an **applied business decision making challenge** designed to test how you think, not what you know.
- **Business Case Round**: Qualifying students engage in a **case-study-based challenge**. They are provided with financial data from a designated company and are tasked with preparing a written strategic recommendation. Submissions are evaluated based on their analytical depth, creativity, feasibility, and clarity.
- **Finals**: The final stage challenges the top students with real-world business scenarios requiring high-stakes decision-making, critical analysis, and effective communication. Students are evaluated on their decisions and logic by a team of industry leaders and investors.

The Sharkathon experience equips students with essential soft skills such as critical thinking, business analysis, and decision-making under pressure. By stepping into the roles of investors, analysts and decision-makers, students gain a competitive edge for future leadership roles in high-growth industries, making Sharkathon a transformative educational experience.

About Veriseek Education

In Search of Truth

Who we are

Founded on the principles of truth and inquiry, Veriseek nurtures curiosity and fosters real-world knowledge to prepare today's students for tomorrow’s leadership roles.

Our Vision

To empower students with critical thought and action leadership skills directly in school, reducing the need for remedial training in high-growth industries and eliminating the gap between education and practical application.

About the Founder

Rajat Kumar, a McKinsey alum, a Wharton graduate, and a rankholder Chartered Accountant, brings over 26 years of experience in finance, strategy, and leadership, in both international and national settings.

Rajat has played leadership roles in renowned MNCs and unicorn startups and has led in consulting, operating and investing roles.

- **Investment roles**
  - Managing Partner, Nandan Capital
  - Senior Partner, RevX Capital (Debt Fund)
- **CXO RolesManaging Partner**
  - CEO, Used Car Gaadi Business (Cardekho)
  - CEO, Digital Business (Arvind Fashions)
  - COO, Digital Business (ABP)
- **Other Senior Leadership Roles**
  - VP and Head, Pricing, VP and Head, Go-To-Market (Snapdeal)
  - VP, Strategy and Projects (Star Television)
- **Consulting Roles:**
  - McKinsey & Co.
  - Ernst and Young
  - Arthur Andersen

Objective: To provide a foundational start to C-Suite skills

Some Facts

1. **Problem Solving**
   Businesses lose approximately **$37 billion** annually due to employee misunderstandings and poor problem-solving skills. - **Holmes Report**

2. **Communication**
   Effective communication skills can increase employee productivity by up to **25%.** - **McKinsey Global Institute**

3. **Strategic Decision making**
   90% of executives believe that better decision-making skills can lead to a **20%** increase in business efficiency. - **Deloitte**

4. **Critical thinking**
   Critical thinking is the raw material of several key workplace skills, such as problem-solving, decision-making, organizational planning and risk management - **The U.S. Department of Labor**

5. **Investing Skills**
   Investing Skills can help you succeed in any area of business, and elevate your decision-making, negotiation, and leadership skills. - **Harvard Business Review**

In today's fast-paced world, critical thinking, problem-solving, effective communication, decision-making and financial literacy are not just optional; they are essential.

Yet, these are the exact skills that are not formally evaluated in a curriculum of a School / College Board, though many progressive schools today try to impart the basics.

The Sharkathon programme brings all these critical elements together in a single competition for students at a foundational stage of their journey

The programme is a 3 stage simulation:

Stage 1: The Entry Round

- **Study Material Access:** Students receive practice question banks to enhance critical thinking, and to get a sense of what to expect during the actual challenge.
- **Applied business decision making challenge** designed to test how you think, not what you know.

Stage 2: Business Case Round

- **Preparation:** Access to readings and sessions on financial/operating statements analysis.
- Students are given data of a company and must prepare a written strategic recommendation based on the financial and strategic data.

Stage 3: Finals

- **Semi-Finals and Finals:** Students compete by analysing pitches and making investment decisions by asking pertinent questions.
- **Recognition**: Students receive awards and prizes, while remaining students get certificates.

Judged by a jury drawn from eminent firms

Judges will be invited from Venture Capital and Debt firms, as well as leading CXOs from startups

Why Join Sharkathon?

Designed by alumni from prestigious institutions like IIT Delhi, IIM Ahmedabad, MIT, The Wharton School and McKinsey

Certification and Awards

Earn **certificates** and **LOR** by recognised by **industry leaders** and valued in college applications.

Academic Relevance

The programme mirrors real-world business assessments and **sharpens skills tested in global entrance exams** and interviews.

Industry Mentorship

Receive **personalised guidance** and insights from **seasoned investors, CXOs, and startup founders** throughout the final rounds.

Eligibility criteria, fees and timelines

ELIGIBILITY & FEES

- Grades 9-12

- **Fees:**

  Rs.3,500 **incl GST**
- **Inclusions and exclusions:**
  - Includes Reading and practice materials for respective stages.
  - Inter-school competition, including breakfast and snacks.
  - Does not include travel costs / logistics for inter-school events.
  - Venue for Offline event - **Delhi NCR.**
    - Online presentation possible for students who do not wish to travel to Delhi for the offline event

IMPORTANT DATES

- Registration deadline:
  20th June 2025

- Resources provided by:
  1st July 2025

- The Entry Round (online):
  19th July 2025

- Business Case Round (online):
  26th July 2025

- Finals (offline/online):
  3rd August 2025

Contact details

+91 9953371191

team@veriseekeducation.com

www.veriseekeducation.com/sharkathon

AltF MPD Tower, 2nd Floor, Golf Course Road, Sector 43, Gurugram, Haryana 122002

Veriseek Education

Thank you!

Appendix - Sample questions - Quantitative thinking

A plant produces both t-shirts and shirts. Of the total clothes produced last year, 1/3 were T Shirts, the balance being Shirts. The total salary bill for the factory was Rs 18 lakhs. If one shirt takes 50% more time compared to a T-shirt to produce, and if the factory salary has to be divided between T-shirts and Shirts based on the total time spent producing each kind of clothing, then the amount of salary to be allocated to T-Shirts will be:

A . Rs 4.5 lakhs
B. Rs 6.67 lakhs
C. Rs 9.0 lakhs
D. Rs 12.0 lakhs
E. Cannot be determined from the information provided

Answer: A

Logic: If the time taken for a single T Shirt is x minutes, then the time taken per shirt is 1.5x minutes.
Since 1/3rd of clothes are Tshirts, 2/3rds would be shirts, so ratio of T Shirts to Shirts is 1:2.

Total time spent: Time for Tshirts + Time for Shirts = (x minutes per Tshirt * 1 part Tshirts + 1.5x minutes per shirt * 2 part shirts)
Ratio of time spent: (T Shirts / Total of TShirts + Shirts) = (x*1)/ ((x*1)+(1.5x*2)) = x/ (x+3x) = x/4x = 1/4
Hence, cost of T Shirts to be 1/4th the total cost = Rs 4.5 lakhs

Appendix - Sample questions- Critical thinking

A famous Technology economics magazine in India, widely available across book stores and airports across India, did two surveys. The findings were:

- Findings from subscribers survey: Thirty per cent of all orders placed by subscribers in response to ads placed in the magazine last year were placed by subscribers under the age of thirty-five.
- Findings from advertiser surveys: Most of the orders placed in response to advertisements in the magazine last year were placed by people under the age of thirty-five.

For both of the findings to be accurate, which of the following must be true?

1. More subscribers who have never ordered in response to advertisements in the magazine are aged thirty-five or over
2. Among the subscribers, the proportion who are under the age of thirty-five was considerably lower last year than 2 years ago
3. Most orders placed in response to advertisements in the magazine last year were placed by subscribers over the age of thirty-five
4. Last year, the average revenue per order placed was less for subscribers under age thirty-five than for those aged thirty-five or over
5. Last year, many people who placed orders, in response to advertisements in the magazine were not subscribers to the magazine

Answer: 5

Logic: While the subscriber survey suggests only 30% of orders are from <35 year old consumers, the advertiser survey put this number at >50%. Now, the only way this can be possible is that it is not only subscribers, but also people who buy the magazine from bookstores or general shops also see the advertisement and place an order for advertised goods, and somehow these orders are mostly placed by people below 35 years old, skewing the average of total orders placed such that people below 35 years old have a majority of orders

Appendix - Sample questions - Critical thinking

The management of a famous restaurant in North East Delhi gave the following information to its CEO:
“Our revenues in North East Delhi declined by 10,000 consumers during the year. This is likely entirely due to the launch of a food delivery service in the area that, in addition to delivering both tasty and cheap food made by its cooks in central locations (cloud kitchens) targeting the student population living in the area, also delivered food from neighbourhood restaurants to people’s homes for a fee. We should tie up with it.”
The CEO was not convinced. He said “I know from some reliable sources that the cloud kitchens of the food delivery company prepared dishes for only 4,000 orders. Yet our fall was 10,000 consumers. There are other bigger reasons why our sales have declined. We should not do a tie-up.”

Which of the following, if true, would most seriously weaken the CEO’s argument:
A. Three restaurants shut down in North East Delhi during the year
B. During the year, the food delivery company did more deliveries for neighbourhood restaurants than its cloud kitchen orders
C. 70% of restaurants in the area offer discounts of 25% during non-peak hours on food orders
D. People generally order 3 dishes per order in a restaurant and 2.5 dishes while ordering for home delivery
E. For 2 months, there was road construction work happening just outside the entrance to the restaurant, making entry more difficult.

Answer: B

Logic: We have to look for points that WEAKEN the CEOs argument. In other words, we have to look for arguments that support that the food delivery service is negatively impacting the business. The CEO knows that the delivery service has produced a far lesser number of dishes than the fall in demand seen by the restaurant. However, if this service also collects orders from other restaurants and delivers them, then the dishes made by the food delivery service itself is immaterial, since the fall in demand could be happening because people order from home, but simply order from other competing restaurants present on the delivery service.

Appendix - Sample questions - Data interpretation

During the harvest season, grain is being brought into an empty warehouse constantly every day through trucks. At the same time, it releases a certain constant quantity of grain every day to milling factories across the region for making flour. Unless grain is stored in the warehouse, it will get spoiled in the next rain. 400 metric tonnes of grain are waiting for storage in the warehouse. How long will it take for the warehouse to get filled? Two statements are provided:

I. The total capacity of grain the empty warehouse can hold is 120 metric tonnes
II. The trucks bringing grains can completely fill the empty warehouse in 10 days if there are no outward deliveries to milling factories. The trucks carrying grain for milling can completely empty a filled warehouse in 15 days if there are no fresh inward supplies of grains. The trucks do not interfere with one another.

A. Statement I alone is sufficient but statement II alone is not sufficient to answer the question asked.
B. Statement II alone is sufficient but statement I alone is not sufficient to answer the question asked.
C. Both statements I and II together are sufficient to answer the question but neither statement is sufficient alone.
D. Each statement alone is sufficient to answer the question.
E. Statements I and II are not sufficient to answer the question asked and additional data is needed to answer the statements.

Answer: B
Logic: Statement I tells us nothing about how long it will take for the capacity to get filled, or emptied.
Statement II suggests that $1/10^{th}$ of the warehouse can get filled in a day, and $1/15^{th}$ of the warehouse can get emptied in a day. Solving for these, it appears that (15-10)/150 of the warehouse, ie $1/30^{th}$ of the warehouse gets filled every day. This statement therefore is enough to tell us that the entire warehouse can be filled in 30 days.

Appendix - Sample case - Sharkathon

An entrepreneur shows the following data. He is looking for funding of INR 2 crore, at a valuation of INR 10 Crore for the company. Should you invest?

Year 0: Revenue INR 1 Cr. Loss INR 2 crores
Year 1: Revenue INR 3 Cr. Loss INR 1 Cr
Year 2: Revenue INR 6 Cr: Profit INR 5 lakhs
Year 3 (Current year): Revenue INR 8 Cr: Profit INR 10 lakhs

The team is expected to come up with and ask a set of questions, get more data, and then form an opinion about the business, including whether the valuation is justified or not, and finally take a decision and create a small presentation on the reason for its decision. There is no right or wrong answer, but the depth of thinking and communication will decide the scoring.

For example, the initial questions in this case could be:

- On business: Industry, promoter experience, funding taken so far
- On profitability and growth: Projections for the next 3 years
- On valuation metrics: TAM, SAM, SOM, Industry multiples, etc
- On risks and capabilities: Team, attritions if any, legal cases, consumer complaints, etc
- On financials: Metrics like debtors, inventory, Return on capital, etc

The study material will introduce the students to various concepts used in evaluating a business, right from an overview of financial statements, to what various critical terms in financial statements represent, how to improve business operations, and what aspects investors tend to examine while assessing the health and prospects of a business