



# ABHYUDAYA

Chasing the Singularity of Excellence

रुद्र  
बॉक्स

# MIND OVER MARKET

## Event Overview :

This competition is designed to test participants on business knowledge, creativity, pitching skills, market understanding, and sales ability through three progressive stages.

The event consists of one online round and two offline rounds

## Eligibility :

- Open to undergraduate and postgraduate students.
- Participants can compete individually or in teams of 2-3 members.
- Cross-institution teams are allowed (unless specified otherwise).
- Each participant can be part of only one team.



## **Event Structure :**

- Stage 1 PPT & Quiz Online.
- Stage 2 Demo & Pitch Offline.
- Stage 3 Sell Me If You Can Offline.

### **Stage 1 : PPT & Quiz (Online Round)**

#### **Objective**

To assess business fundamentals, analytical thinking, and idea clarity.

Round Structure

**This stage has two components:**

#### **A. PPT Submission**

Teams must submit a PPT (6–8 slides) covering:

1. Problem Statement
2. Business Idea / Solution
3. Target Market
4. Unique Value Proposition
5. Revenue Model
6. Competitive Advantage
7. Conclusion

File format: .pptx or .pdf

Plagiarism will lead to direct disqualification.



## B. Online Quiz

Duration: 20–30 minutes

### Question types:

- Business & economics
- Startups & entrepreneurship
- Current affairs (business-related)
- Case-based MCQs

Platform: Google Forms / LMS / Quiz platform

### Evaluation Criteria :

#### Component Weightage

- PPT Content & Clarity 50%
- Quiz Score 50%

### Qualification

Top teams based on combined score advance to Stage 2.

Judges' decisions are final and binding



## Stage 2 : Demo & Pitch (Offline Round)

### Objective

To evaluate presentation skills, feasibility, innovation, and execution ability.

### Round Structure

Teams must present their business idea or product demo:

1.Pitch Duration: 5 minutes

2.Q&A Session: 3 minutes

### What to Include:

Live demo / prototype / working model (if applicable)

Business model explanation

Market potential

Scalability

Financial overview (basic)

### Evaluation Criteria :

#### Parameter Marks

<b>Innovation &amp; Creativity</b>	<b>20</b>
<b>Feasibility &amp; Practicality</b>	<b>20</b>
<b>Presentation &amp; Communication</b>	<b>20</b>
<b>Market Understanding</b>	<b>20</b>
<b>Q&amp;A Handling</b>	<b>20</b>
<b>Total</b>	<b>100</b>



## **Stage 3 : Sell Me If you Can (Offline Round)**

### **Objective**

To test sales skills, persuasion, confidence, and adaptability.

### **Round Structure**

**Teams will be given:**

A product / service / concept (real or fictional)

Time for preparation: 5 minutes

Selling Time: 3 minutes

Judges act as customers/investors

### **Evaluation Criteria :**

Parameter Marks

Sales Pitch Effectiveness	30
Creativity & Innovation	25
Confidence & Body Language	20
Customer Handling	15
Time Management	10
Total	100



## GENERAL RULES

- Participants must carry a valid college ID.
- Late submissions or late arrival may lead to penalty or disqualification.
- Any form of misconduct or plagiarism will result in immediate elimination.
- Organizers reserve the right to modify rules or judging criteria.
- Judges' decisions are final and cannot be challenged.

## POC

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