



ABHYUDAYA

Chasing the Singularity of Excellence

रुतरे BOOK

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

Innovation & Creativity	20
Feasibility & Practicality	20
Presentation & Communication	20
Market Understanding	20
Q&A Handling	20
Total	100

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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