

Level Up

- **Event Head:** Manoj

- **Short (tacky) description:**

Would you have considered using Whatsapp and other social networking sites had they not made any changes to the first product they made. With the advancement in technology, comes the demand to update every product. Inviting you to a new vista of better services, we the team of Aether, present to you, an entrepreneurial event like never before - Level Up

- **Event Structure and Description**

- Level up is an entrepreneurial event which focuses on enriching the marketing skills and the creativity of the participants.
- Each team is provided with a product (can be technical/non-technical) on which they have to build an update.
- The update need not necessarily be made then and there. The idea and the feasibility of the update to the product should be well chalked out.
- Each team will be given a maximum of an hour to work on their update after which there will be a presentation session where each team has to present their update idea.
- The ultimate aim of the presenter should be to convince the market into accepting the update.
- Each presentation is limited to a certain time limit followed by a short Q&A session.
- The team which is most able to sway the audience and the judges into their favor can be said to have truly *leveled up*.
- Duration: 2hrs + 30 mins (buffer)
- Prize Money Pool: Rs 5000/-
- Team /Individual Event. (No. Of max and min team members if a team event) : Team event [Max 4].
- **Rules and Regulations**
- A representative from each team gets to speak and project/present the team's ideas.
- Each team can judge other teams' ideas and put forth their view only when called upon.

- Cross talking/arguments/ personal comments may lead to disqualification of the team from the event.
- NO IDEAS GET REPUDIATED.
- Organiser has the ultimate authority.