

23  
NOVEMBER



VIT®  
Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)

28  
NOVEMBER

# InnovationX

IMAGINE . INTIATE . INNOVATE

# RULE BOOK

SimpliClari Fy

DM | DREAM ★★★★ MERCHANTS

# EVENT DESCRIPTION

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Have an idea that doesn't let you sleep? We have the right fuel to ignite it! Not for the weak hearts, but for the ones who are determined to impact millions of lives and make this world a better place. Here's your chance to convert your idea into a reality! DREAM MERCHANTS VIT is coming up with InnovationX, a dynamic platform to pitch your idea and take that first step towards making your visions come true!

This event consists of three rounds. The first round would be an online questionnaire, where the participants would be shortlisted. In the second round (Ideation Round), the shortlisted participants will have to pitch an original start-up/entrepreneurial idea. The third round (Final Pitch) revolves around the theme "pitching to the investors". Participants have to further develop their ideas from Round-2 and thus present a thorough plan for their start-up idea including proper marketing, HR, operations strategy along with project cost and thus convince the investors to provide the necessary funding.



# ROUND 1



A google form will be circulated on 23 November 2021 via WhatsApp group which will contain 2 Questions related to business and marketing.



Guidelines for the evaluation will be provided in the form itself.



The participants will be given 1 day to fill and submit the form.



The top 20%[flexible] will qualify for Round-2.

# ROUND 2



A domain will be allotted a day prior to Round 2, participants will have to pitch an original startup idea on the same.



The time duration is 10 mins (max).



The participants can use PPTs, Videos, etc to aid their pitch.



The top 8 participants will be selected.

# ROUND 3



The participants are supposed to build up their ideas from round



This round will have the theme “pitching to the investors”.



The participant's pitch should cover the following points:



- a. A thorough start-up idea
  - i. A detailed description of their idea
  - ii. Plan of action
  - iii. Long term vision of their startup
  - iv. Human Resource Strategy
  - v. Operations Management.



b. A proper marketing campaign for their startup

i. The 5 P's of marketing (Product, Price, Promotion, Place, and People)

ii. How will they compete with existing similar products

iii. Budget

iv. Targeted audience

c. Convincing the Investors to provide the necessary funding

i. Long term vision

ii. Advantages provided to the investors

iii. They can use existing stats (of similar products) and explain how they can do it better.



# ABOUT THE JUDGES

FOUNDER & CEO OF LEARNING WHILE TRAVELLING

THE TRUE ENTREPRENEUR IS A DOER NOT A DREAMER. VISHAL KUMAR DID HIS UNDERGRADUATION FROM IIT KHARAGPUR AND POST GRADUATION FROM UBC, VANCOUVER, CANADA. HE WORKED IN OIL AND GAS INDUSTRY IN CANADA, SINGAPORE AND INDONESIA. NOT SURE ABOUT PURSUING MBA AND AFTER VISITING MANY B-SCHOOLS IN A 100 DAY WORLD TOUR ITINERARY, HE DROPPED HIS MBA PLAN AND INVESTED HIS SAVINGS IN STARTING A STARTUP. HE HAS BEEN TO 25 COUNTRIES TILL DATE. VISHAL'S BRAINCHILD THE INTERNATIONAL STARTUP ENRICHMENT TOUR" AIMS TO HELP ALL STARTUPS GET A GLOBAL PLATFORM TO EXTEND THEIR CROSS BORDER TRADE, INVESTMENT AND NETWORK.

ISET'19 SINGAPORE, THE ANNUAL FLAGSHIP EVENT OF LWT WITNESSED 72 WINNERS PARTICIPATING FROM 38 PREMIUM COLLEGES AND INSTITUTIONS.

LWT SPONSORS THE ROUND TRIP FLIGHT TICKETS OF THESE DESERVING WINNERS TO SINGAPORE. HE IS ALSO WORKING ON ESTABLISHING ECCELLS IN SCHOOLS AND COLLEGES WHERE LWT IS HELPING THE STUDENTS FROM IDEA TO INCUBATION (ZERO TO ONE). THE STARTUPS FROM THESE COLLEGES GAIN A LOT OF EXPOSURE WHILE TRAVELLING AND PARTICIPATING IN VARIOUS NATIONAL AND INTERNATIONAL E-SUMMITS.



**Vishal Kumar**  
Travel and Tourism

# ABOUT THE JUDGES

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PRINCIPAL OWNER OF PRANAV CHANDAK ACADEMY, A COACHING INSTITUTE FOR CA/CS/CMA COURSES.

CHARTERED ACCOUNTANT/ EDUCATOR & INFLUENCER/ TAX CONSULTANT/ YOUTUBE INFLUENCER

CONDUCTS VARIOUS COURSES IN TAXATION (INCOME TAX) FOR CHARTERED ACCOUNTANCY STUDENTS.

TEACHES MATHEMATICS FOR ALL LEVELS.

TEACHES LAW FOR CA - FOUNDATION & CA - INTERMEDIATE.



Pranav Chandal  
Education

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