Prod-Man: This Event will assess the candidate's knowledge of how a Product operates, the nuances associated while considering a user journey and the final impact created on the business.

Event Format

<u>Round 1</u> – This is an Online round, where a PS(Problem Statement) would be circulated, regarding which there has to be a 100 word abstract submission explaining the roadmap to solve the given problem related to a Product. Marks would be allotted on the basis of - the parameters considered while constructing the solution, and the feasibility / originality of the ideas. Since this is a Product Management event, hence participants are requested to focus on:

- Design
- Tech
- Business strategy

<u>Round 2</u> – This would be an online round. Where all teams would be given few, but same companies like – an Ed tech company, a Delivery company, etc. out of these companies teams would be required to "select a single company" and "select a single product of that company", after which your aim is to better the product. This change could be:

a) Solving an existing problem, or

b) Showing a new(possible) way of improvement.

The judging criteria would be – parameters considered while constructing the solution and originality of solution. Here teams would need to submit a PPT strictly restricted to "3 pages" (excluding intro and thank you slide)

Note: After Round 2, the selected teams would be given feedback related their PPT.

Round 3 – This would be an on-campus round, here selected teams would give a presentation of their PPT, based on the same problem of "Round 2". Teams are allowed to change the PPT, but it should be strictly limited to "3 pages" (excluding intro and thank you slide).

Here apart from explaining the core changes made in product, teams would need to present the "Goal" behind the idea. The respected panel would judge the final PPT of teams.

Rules and Guidelines:

● A person cannot register in more than one team

● Maximum team sixe is of 4 members.

● Any number of teams may participate from a given college.

● The event consists of 3 rounds. Each round is eliminatory round.

● Please adhere to given deadlines, any request related extensions and/or late entry will not be entertained.

● The decision of judges will be final and incontestable.

● Organizers reserve the rights to change the timeline