BUILD FROM SCRATCH

Event Format

Round 1 - There has to be a 100 word abstract submission explaining the roadmap to solve a given product design problem. Marks would be allotted on the basis of the feasibility and originality of the technical and marketing ideas involved!

Round 2 - This would be on-the-spot PPT round where the shortlisted teams would elaborate on the technicalities of their product design covering all the pain points and feature priority! Points will be allotted on the basis of originality and detailing of the ideas and the respective demographics and target segment!

Round 3 - There could be a 3rd round as well where the candidates would have to present their ideas in a prototype/code (depending upon the P.S.) – not necessary though