**Module- Empresaario**

**Module Head- Aman Patel**

Event 1-

PITCH PLEASE

Event Description-

Already updated on website!

Rules-

**Stage 1**

The first is the online screening stage in which the applying teams are supposed to fill an online Google Doc in which providing along with their personal details, they have to write a brief description about their business idea in not more than 300 words. The description should highlight on the sector of people benefitted from the business and also prove the scalability and profitability of their idea.

**Stage 2**

The second stage is called the “Elevator pitch stage” here the teams are supposed to dress-up and verbally present their ideas in front of a panel in not more than 2.5 minutes including all details about their idea. The focus should be on risk analysis, revenue generation process and finally on what makes your idea unique.

**Stage 3**

The final stage will be held in Tecnoesis 2018 where the finalists have to present their idea using a presentation in front of an expert investor panel. The time provided for the presentation is 8 minutes and will be followed by a questionnaire session where teams will be judged on their ability to overcome unseen challenges and their idea’s ability to sustain in the real market with all constraints.

Google Form ( For Registrations)-

<https://docs.google.com/forms/d/e/1FAIpQLSdAzeHpm5iDN9MfXdBrMnyF1rCTsZZhUJve0-bYnscUXeg9TQ/viewform>

Event 2-

## Event Name- AD-OVATION

## Event Description-

In a world where thousands of innovations and billions of ideas occur every single day, do YOU have what it takes to get your idea out to this world?

Advertising a product to the masses is so much more nuanced than just telling people about it. Ad-Ovation invites you to do exactly that. We tell you what product to promote. Your challenge is to make your very own video advertisement for it as creatively as you can. People vote for your advertisement with Facebook reactions, you inch closer and closer to winning.

Participate in Ad-Ovation and walk away with exciting prizes and the pride of popularity. Your product will be etched in everyone’s mind and so will you be.

For Rules and Participation-

Please Visit this Google Doc:

<https://docs.google.com/document/d/1TfyMAho5SYxBRYl2NOXKQqYWxOQ4YNbvxEZMNtXPX6Y/edit>

Event -3

Event Name- If I were the CEO

Event Description-

Already updated on the website!

Event 4-

Event Name- Bech Ke Dikhao

Event Description-

Like all other talents and skills honed over time, selling something is truly an art form that takes practice to improve upon.

The art of selling anything in today's world requires creativity and should know about the customer's pulse.

If there is a company that sells similar products or services to yours, you can only make customers buy from you if you have special selling techniques going on.

E-Cell, NITS brings you the most exciting event "Bech Ke Dikhao" under the module of "Empresario" in this "Technoesis" to test your creativity and spontaneity by selling a bunch of crazy items to the customers

**TASK:-**

Here you will be given a random item and you have to convince the judges to buy it. As the saying goes “Item doesn't get sold, emotions and stories does”, so how well can you connect emotions and stories to get your Product sold will be checked.

**Rules-:**

1. The items given to you will be completely random and impromptu.
2. Time limit will be decided based on number of participants.
3. You will have to get yourself registered prior to the event.
4. Judges decision will be final.
5. Marking Scheme will be given to you beforehand.

**Registration link-**

<https://docs.google.com/forms/d/e/1FAIpQLScN6ls_Eqzn2aBqFpVuu1Mtnrahd-K0UD5ltaEQW8xjH8ubXA/viewform?usp=sf_link>