

MECHAVERSE- MARKETING MANIA

Rule Book

1. Event Overview

Event Name: **Mechaverse- Marketing Mania**

Organized By: **MESA**

Venue: **PLM (Mechanical Department)**

Date: **28 Feb 2026 (12:15PM – 5:00PM)**

Concept: The competition is **inspired by the Shark Tank format**. Participants will showcase their **advertising, innovation, presentation, and problem-solving skills** through multiple competitive rounds.

2. Eligibility & Participation

- Open to all students.
- **Participation can be Individual or in a Group (maximum 4 members per team).**
- All participants must carry valid ID cards.

3. Competition Format

Round 1 – Product Review & Advertising Challenge

Participants will be **given a product by the organizers**. They must **review the product and present it as if they are advertising or selling it**.

Focus Areas:

- **Creativity in advertising**
- Communication and presentation skills
- Marketing strategy and selling approach
- Confidence and stage presence

Qualified participants will move to Round 2.

Round 2 – Innovation & Improvement Presentation

Judges will provide a topic or product concept. Participants must prepare a short presentation explaining how they can improve the product, add innovation, or integrate new technologies. Recommendation is to explain it by using PPT.

Focus Areas:

- **Innovation and creativity**
- Technical understanding
- **Practical feasibility**
- Clarity of explanation

Round 3 – Problem Solving & Q&A (Optional Round)

If the number of participants is high, a third round may be conducted. Judges will ask questions, provide a problem statement, or give a real-life situation.

Participants must analyze the situation and respond effectively.

Focus Areas:

- Critical thinking
- Decision-making ability
- Confidence under pressure
- Logical reasoning

4. General Rules

- Time limits will be strictly followed in all rounds.
- Use of mobile phones during preparation or presentation may be restricted.
- Judges' decision will be final and binding.
- Any misconduct will lead to disqualification.
- Participants must maintain discipline and professionalism.

5. Judging Criteria

- Creativity & Originality
- Communication Skills
- Innovation & Practical Thinking
- Confidence & Stage Presence
- Team Coordination (for group participants)

6. Awards & Certification

1st Prize – Certificate + Trophy

2nd Prize – Certificate

3rd Prize – Certificate

Participation certificates will be provided to all participants.