



Maharshi Karve Stree Shikshan Samstha's
Cummins College of Engineering for Women, Pune
(An Autonomous Institute affiliated to Savitribai Phule Pune University)



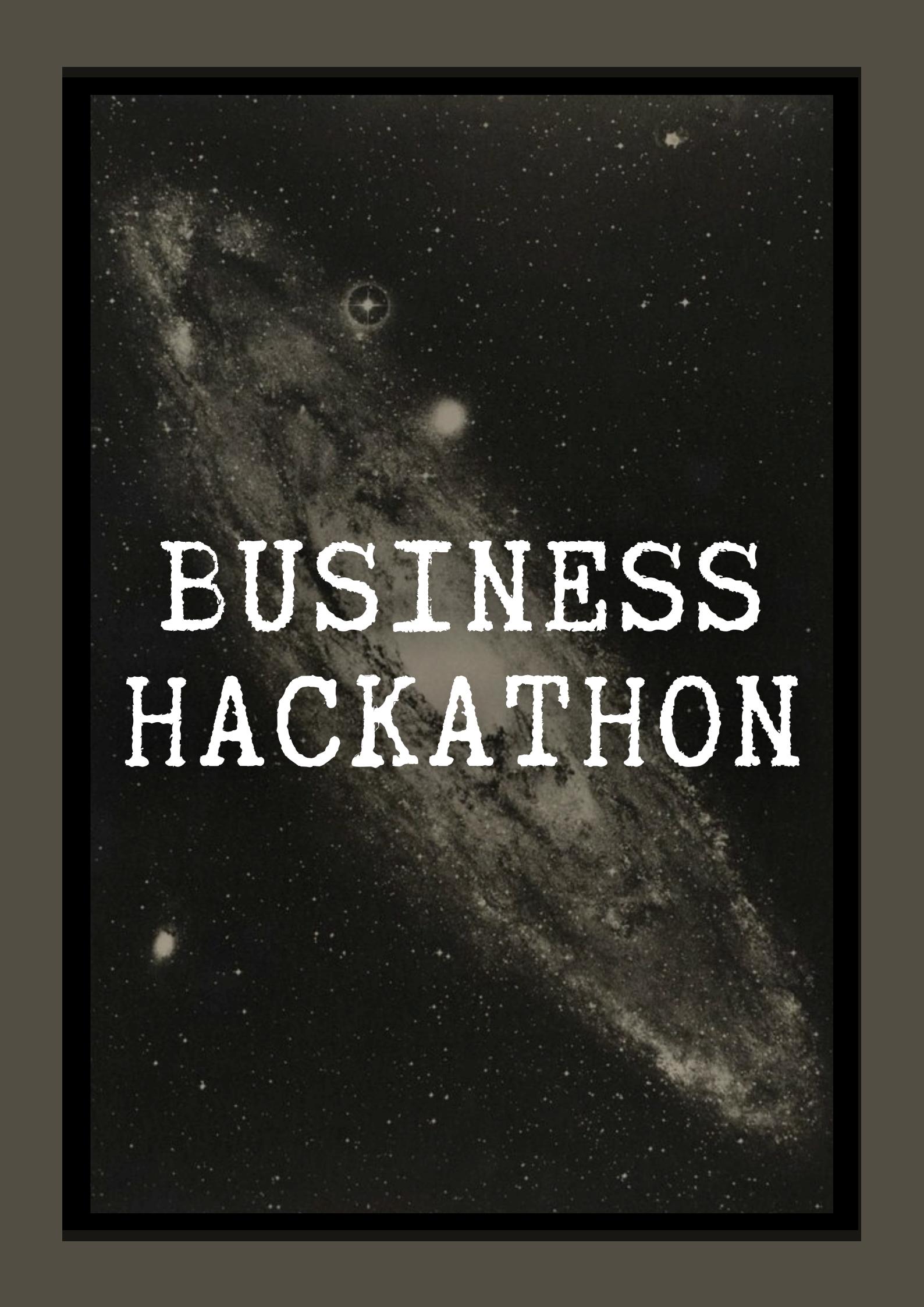
E-CELL YUKTA
presents



EMPULSE 2025

INNOVATE • IGNITE • INSPIRE

RULEBOOK



BUSINESS HACKATHON

BUSINESS HACKATHON

DATE : 8th March 2025

REGISTRATION FEES : 120Rs per team

TEAM SIZE : 3-5 members

COORDINATORS : Vaishnavi Ahire : 8530017432
Rutuja Gherde : 7620921259

GENERAL RULES:

- Teams must follow the instructions given by event coordinators.
- Cheating, external help, or use of unauthorized devices is strictly prohibited.
- Participants must adhere to the time limits for each round.
- Elimination rounds will determine which teams progress to the final stage.

BUSINESS HACKATHON

EVENT FLOW:

- Round 1 : Offline - Menti Meter(Eliminatory/Preparatory) - 10 to 11 am
- Format: Depending on the number of registrations, this round will be either eliminatory or preparatory.

- Round 2 : Debate Pitching (Offline) : MECHANICAL CONFERENCE HALL : (10 min/team)
- Format: Competitive Elimination Round
- Teams with the same problem statement will compete for one investor.
- Each team must pitch why their solution is better than their competitors'.
- Judges will evaluate the pitches and shortlist teams for the final round.
- Example: Uber vs. Ola—each team must defend their business model.

BUSINESS HACKATHON

- Round 3 : Final Business Hackathon (Offline) : top 10 teams - 2 hr 30 min + 50 min (5min/team)
- Format: Hackathon-Style Competition
- Final shortlisted teams will present their business ideas in an offline hackathon event.
- Continuous Evaluation will be conducted based on mentor interaction - assign mentor to each team
- Teams must develop and showcase their solutions within the given time frame.
- Judges will evaluate solutions based on feasibility, innovation, and business impact.
- The best-performing team will be declared the winner.

Scoring & Elimination Rules

- Performance in each round will determine rankings and progression.
- Early elimination applies based on specific round results.
- Judges' decisions will be final.



ESCAPE ROOM CHALLENGE

ESCAPE ROOM

DATE : 8th March 2025

TEAM SIZE : 3-4 members

VENUE : Main Building

COORDINATORS : Rucha Phadke : 9552829771
Tanvi Dhole : 9527081315

GENERAL RULES:

- Teams must stay together throughout the event.
- Participants must follow instructions given by event coordinators.
- Cheating, external help or use of any device is strictly prohibited.
- Teams must complete tasks in the given order to progress.
- The event follows a points system, where performance in each task determines the final ranking.



EVENT FLOW:

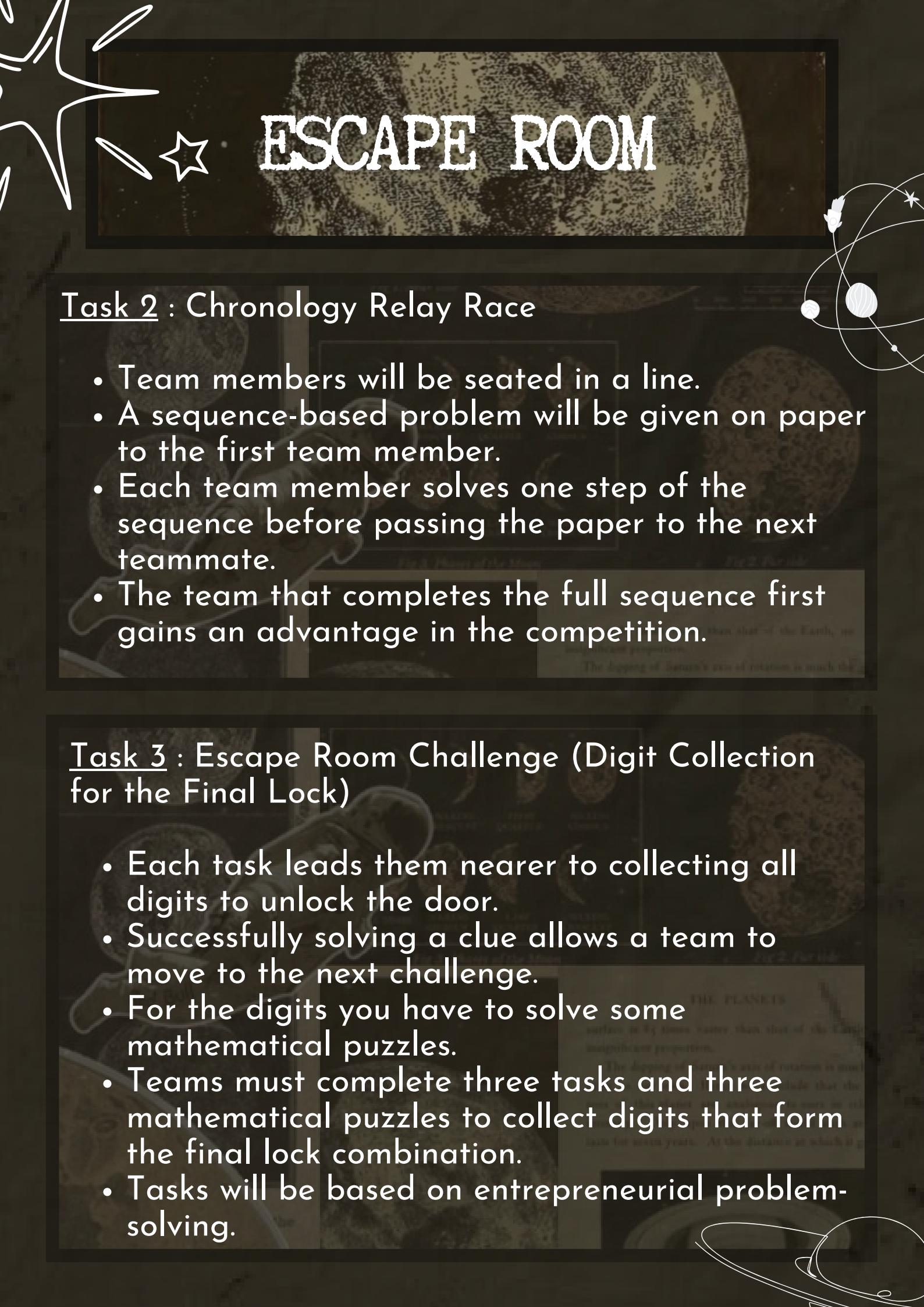
Introduction

- Participants will be welcomed and given an overview of the event.
- Rules and the escape room concept will be explained.

STAGE BREAKDOWN

Task 1 : Rapid Relay Quiz

- A question will be orally asked, teams must pay attention to the question and options said. The team that correctly answers first will get points. These scores will be considered in a case of tie.



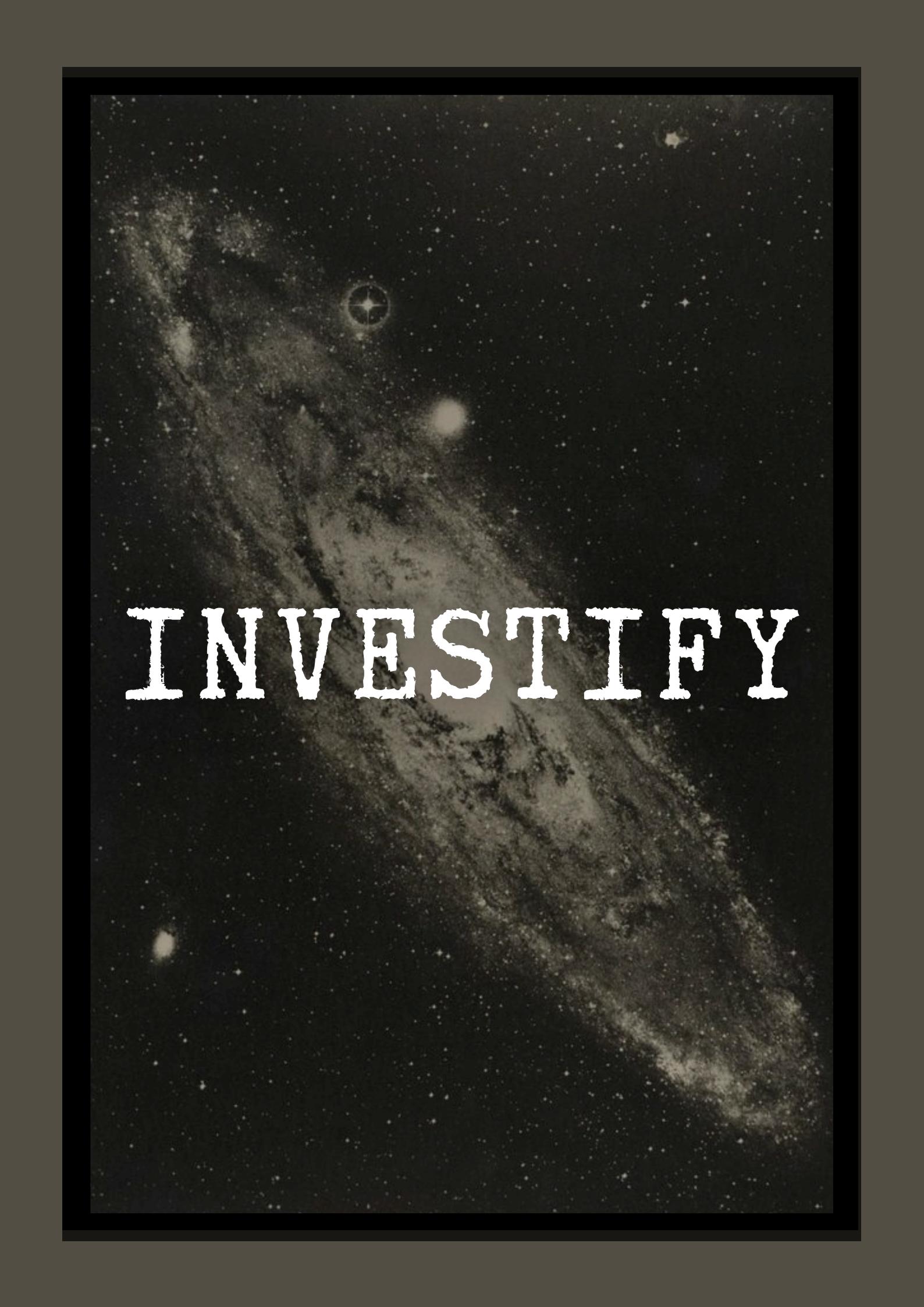
★ ESCAPE ROOM

Task 2 : Chronology Relay Race

- Team members will be seated in a line.
- A sequence-based problem will be given on paper to the first team member.
- Each team member solves one step of the sequence before passing the paper to the next teammate.
- The team that completes the full sequence first gains an advantage in the competition.

Task 3 : Escape Room Challenge (Digit Collection for the Final Lock)

- Each task leads them nearer to collecting all digits to unlock the door.
- Successfully solving a clue allows a team to move to the next challenge.
- For the digits you have to solve some mathematical puzzles.
- Teams must complete three tasks and three mathematical puzzles to collect digits that form the final lock combination.
- Tasks will be based on entrepreneurial problem-solving.



INVESTIFY

INVESTIFY

TEAM SIZE : 2-3 members

Day 1: 8 March 2025

Time: 10:00 am-12:00 pm

Location: Main Building Quad

Day 2: 9 March 2025

Time: 11:00am - 3:00pm

Location: Instru Auditorium

COORDINATORS : Pritee Pardeshi : 9209346747 PLANETS

Jagruti Disle : 72649 13210

1. Briefing & Fund Allocation (8th March, 10 AM):

- Teams will be introduced to the competition format.
- At the start of the event, each team will receive Rs. 100 as seed capital.

2. Utilization of Funds

- Teams can use their Rs. 100 for purchasing goods trading, or investing in services to generate profit.
- Personal expenses (e.g., travel, food, etc.) are strictly prohibited.

3. Time Limit

- Teams will have 240 minutes (4 hours) to execute their investment strategies.
- During this period, teams can operate outside the college campus to maximize their profits.

INVESTIFY

4. Monitoring & Guidance

- Each team will be assigned a club representative to ensure adherence to the rules and provide necessary guidance.

5. Transaction Records

- Teams must maintain a detailed record of all transactions, including:
 - Amount spent
 - Items purchased
 - Any subsequent sales or earnings

6. Return & Profit Sharing

- At the end of the event, teams must :
- Teams must repay the ₹100 initial investment plus 30% of any profits, regardless of losses.

7. Final Presentation (9th March, 11 AM)

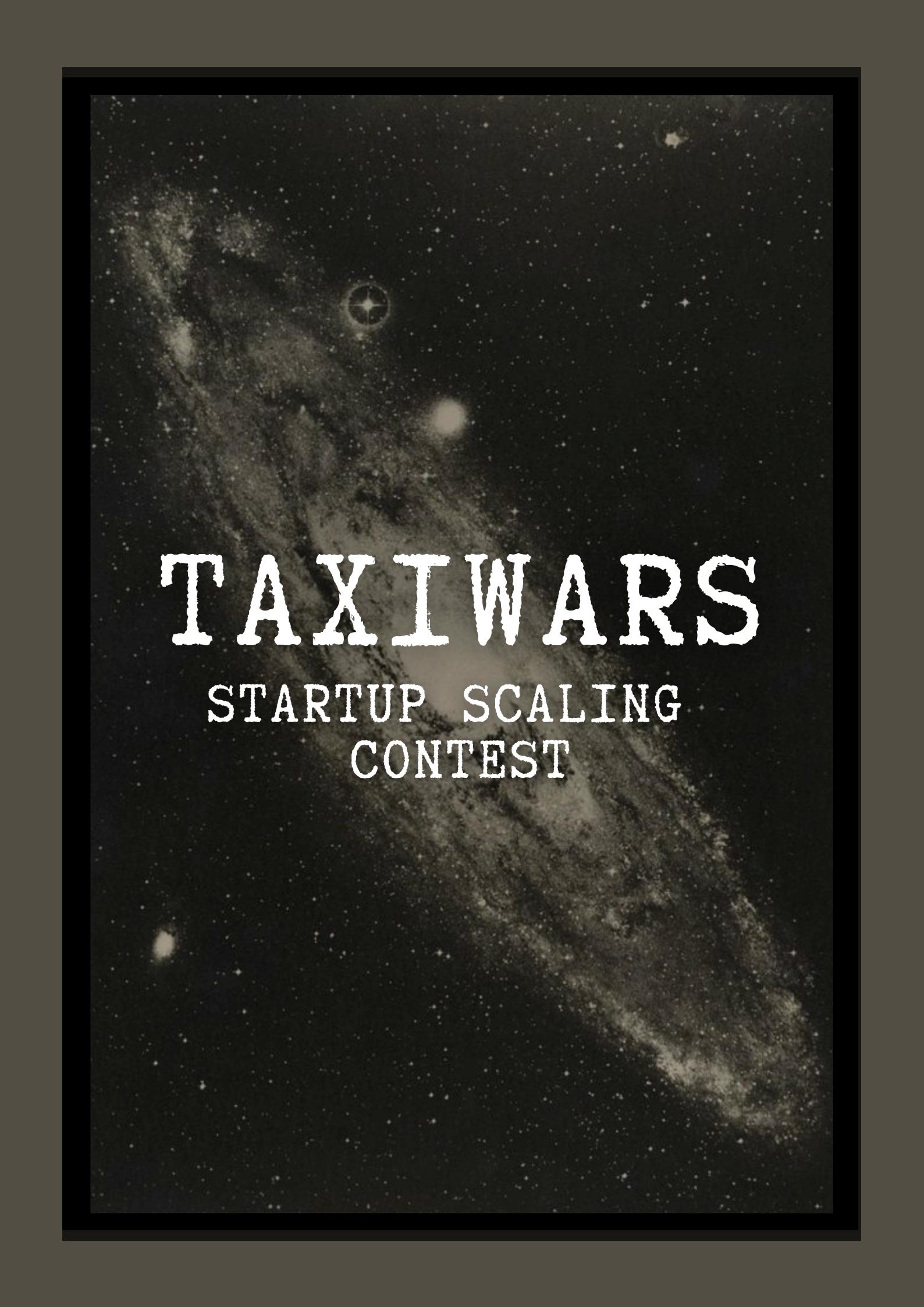
- Teams will present their journey turn by turn, explaining their strategies and results.

8. Winning Criteria

- The team with the highest net profit (after returning Rs. 100 and 30% profit share) will be declared the winner.

9. Rules & Ethical Practices

- Return Policy: The initial investment and profit share must be returned.
- No fraudulent activities, misrepresentation, or rule violations will be tolerated.
- Personal expenses (e.g., food, travel, etc.) are strictly prohibited.



TAXI WARS

STARTUP SCALING CONTEST

TAXI WARS

DATE : 8th March 2025

TIME : 10:00 am to 3:00 pm

VENUE : Instrumentation Auditorium

TEAM SIZE : Participate individually or in teams of 1 to 4 members.

COORDINATOR : Chinmayee Randive : 8016847801

Task:

1. Develop a marketing strategy to help TaxiWars increase daily rides from 20-30 to 100.
2. Submit your proposal as a document or presentation.
3. Your proposal must include:
 - Market Analysis - Study TaxiWars' current market position.
 - Target Audience - Identify key customer segments.

TAXI WARS

- Marketing Channels - Suggest effective ways to reach users.
- Budget Plan - Provide a strategic budget allocation.
- Additional Insights - Any creative ideas for business growth.

Submission Deadline :

- Proposals must be submitted via Google Form in either document or presentation format.

TAXI WARS

Evaluation and Presentation:

- Shortlisting: The top 10 proposals will be selected for the final presentations.
- Presentation Date: Shortlisted teams will present their plans in person at Cummins College.
- Judging: Proposals will be evaluated by the founder of TaxiWars based on feasibility and creativity.

Prizes :

1. First Prize: Rs. 5000
2. Second Prize: Rs. 3000

Scan here to register!





★ Social media Links ★

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