



8<sup>TH</sup> CYCLE | 2025

# DS VENTURISTS

## PRODUCT REBOOT

Redefining Business Value: Profit with Purpose





# CATEGORY DETAILS

Step into the shoes of product strategists, marketers, and entrepreneurs with **Product Reboot**. Teams take a failed or outdated product and create a complete business plan to relaunch it successfully. With limited resources and a live auction twist, your challenge is to turn failure into opportunity using creativity, strategic thinking, and smart planning. This is your chance to demonstrate problem-solving skills, innovative thinking, and entrepreneurial flair under pressure.

## General Guidelines

- Teams must consist of **2 to 4 members**
- Each team starts with a set amount of **DSV credits** as their budget
- Participate in a **live auction** to bid for failed products as they are revealed
- The team with the highest bid wins the product and creates a business plan to relaunch it
- Teams have **2.5 hours** to develop their business plan, which must include:
  - 1) A **clear explanation** of why the product failed originally
  - 2) A **strategy** for how they plan to relaunch the product successfully
  - 3) A new product **name and logo**
  - 4) The **target audience** and how the revamped product meets their needs
  - 5) A **marketing and sales strategy**
  - 6) Allocation of remaining credits for **redesign, promotion, and production**
- Remaining credits act as **startup capital**, and additional surprise benefits may be offered at any time during the challenge to give teams an extra creative edge
- Present the **full business plan** and strategy to the judges
- Judges will judge the plan based on **creativity, originality, clarity, business strategy, and overall presentation**



**PRODUCT REBOOT IS MORE THAN A COMPETITION;  
IT IS A FAST-PACED, HIGH-STAKES OPPORTUNITY  
TO TURN A FAILED IDEA INTO A THRIVING,  
PURPOSE-DRIVEN BRAND WHILE SHOWCASING  
YOUR ENTREPRENEURIAL BRILLIANCE.**