



FAST School of Management

Business Competitions – Procom.net'16

Contents

Ad Wars	3
• Rules and Regulations	
Entrée Wars	4
• Rules and Regulations	
• Competition Details	
• Judgment Criteria	
Marketing Challenge	5
• Rules and Regulation	
• Competition Details	
Motivational Talk	6
• Rules and Regulations	
• Competition Details	
• Guidance for Speakers	
Idea to Product	7
• Rules and Regulations	
• Competition Details	

Ad Wars

We invite you to participate in Ad War to show your talent to every other competent. And a fascinating chance to experience you never experience before.

In Ad War advertise is made by you and will be introducing it with your respective team members minimum 2 maximum 5 to the judges. The best advertise would be considered as the winner with its team.

Rules and Regulations

1. Report with your respective team members before time.
2. Ad must be made by your team, must not be copied.
3. In case of any cheating or copy straight disqualification at minimum.

Our team will co-ordinate with the participants directly for further guidance.



Entrée Wars

An entree war is a platform where you can capitalize on your imaginative background by channelizing your ingenuity into fruitful plan! We invite you all to an exciting, challenging, and rewarding experience where you will develop your own business Plan and test your innovative entrepreneurial skill. An entree war is designed to give students and young entrepreneurs a real-world experience to tune their idea into a business plans and elevator pitches.

Rules and Regulations:

1. Punctuality would be appreciated.
2. Participants will receive SMS and Email regarding the schedule of the competition
3. The participants must refrain from hurting the sentiments of another individual through utterances of vulgar, political, racist and derogatory remarks. Failure will result immediate disqualification at minimum.

Competition Details:

1. Participants have to come up long with their respected team for Entrée Wars in any industry (product or service) and register your team.
2. Team must consist of minimum 2 but not more than 5 members.
3. Registered teams will be allotted their respective ID so they can submit their executive summary in order to qualify for the next round.
4. The short listing of the teams will be done on the criteria of idea selection and executive summary evaluation. The shortlisted teams will be informed and they will have to submit their complete business plan by the given deadline.
5. The final round teams will then have to present their idea to the judges who will consist of three rounds as mentioned
 - Introduction team will present their business idea, hierarchy and product/service.
 - Elevator Pitch
 - Final Presentation

Judgment criteria:

1. Gestures, deliverance, content and connection formed with the audience.
2. Time limit 10-15 min. First bell will ring on 10 mins and final on 13 mins. Exceeding time will cause deduction in scores.
3. Teams must first explain their vision and mission statement of their business.
4. Teams must explain some of their parameters
 - Explain their business plan
 - Elaboration about their product
 - Future plans or roadmap of their product
 - Their hierarchy
 - The organizing team reserves the right to disqualify any participant subject to unethical behavior.
 - Decision of the judges will be final.

Marketing Challenge

This competition is all about enriching one's mind to come up with new ideas in the marketing world. Marketing Challenge is a contribution in marketing field, which will help students to understand how to build skills for marketing a real product, providing a great opportunity to learn experience and expand marketing skills.

Rules and Regulations

1. Punctuality is mandatory.
2. No copy material accepted.
3. In case of any cheating or copy straight disqualification at minimum.
4. The participants must refrain from hurting the sentiments of another individual through utterances of vulgar, political, racist and derogatory remarks. Failure will result immediate disqualification at minimum.

Competition Details

1. Participants will be judged on Brand Plan developing marketing strategy.
2. Students will be encouraged to play an active role in resolving and suggesting solutions for the issues faced in the Market.
3. And the competition will be based on 3 rounds.
 - Bring your own business plan of a new product of your own choice and market it.
 - Scenarios of questions of different brands in which participants would come up with the possible ideas, strategies and solutions to make them a star product.
 - Different market issues will be given and they have to do critical analysis.

Motivational Talk

Energetic motivational talk, where the future Socrates and hitches are polished. It is one of the hardest and yet seeming one of the most elegant tasks; to inspire people in order to accomplish wonders.

Rules and Regulations

1. Reading from paper or slides would not be allowed
2. Speaking against any Political party, sect religion or nationality would leads to disqualification
3. Mobile phones and other internet-capable devices must be switched off during the entire period of competition for any given round.
4. Spectators may not coach or offer any verbal or nonverbal assistance to a contestant during that contestant's assigned time slot with the judges. A breach of this guideline may result in disqualification of the contestant
5. Contestants will receive a visual, nonverbal indication that there is one minute remaining when they reach the fourteen-minute mark of their speeches
6. A timekeeper will record the time used by each contestant, participants would get negative marks if time would be more than 15 mins
7. The judges' decisions would be final.
8. Scoring is based on the Public Speaking Competition rubric.

Competition Details

Motivational Talks is two round competition.

Round 1 (day 1): prepared presentation on desired topics

Round 2 (day2): Extempore Presentations.

The Top five presenter of day 1 would compete on 2nd round, and will be required to deliver presentation on extempore topics given by Motivational Talk's team on 2nd day.

GUIDANCE FOR SPEAKERS

1. Each presentation is to be a minimum of five minutes and a maximum of fifteen minutes.
2. Participants have to bring content and PowerPoint presentation in USB, if any
3. Participants may use up to five 4x6-inch index cards while delivering his or her speech for notes. If not using PPT.

Idea to Product

In Idea to Product (I2P) is the competition based on presenting a technology based solution. Participants are expected to bring their futuristic vision towards the business ventures in practical reality. A real time simulation of all sorts of ideas that undergo various tweaks and improvements where a polished idea comes into play and is rewarded.

Rules and Regulations

1. Punctuality is mandatory.
2. No copy material accepted.
3. In case of any cheating or copy straight disqualification at minimum.

Competitions Details

1. Participants will be given a task based on 2 rounds.
2. 1st round will be delivering your idea verbally and
3. Round 2 presenting you idea with your respective team members.
4. And the idea must be of the common problem of Pakistan not individually but is commercially.
5. The best idea which can be implemented practically will be the winning team.

Note: Our competition heads will directly be contacting you in case of any chance in schedule or details.