

## **SHE SKILLS CHALLENGE (Showcase Her Entrepreneurship SKILLS)**

### **INTRODUCTION**

SHE Skills Challenge (SHOWCASE HER ENTREPRENEURSHIP SKILLS) is a 24 hours Business-a-Thon based on the broad theme of women entrepreneurship and their empowerment. Our motivation behind organizing this all women hackathon in the month of International Women's Day is to promote innovation amongst women and bring out their hidden talents. We not only focus on the technically advanced solutions but also the developed business models that have enough potential to take their stand in the business world. The real spirit lies in building your network in the growing tech and business community and collaborating with some of the finest minds of the nation. Participants involved in this event will design not only a technology but a proper business model which may eventually take a shape of a startup.

The challenge will be conducted in the following three stages:-

#### **1. Technical & Business evaluation**

In evaluation stage, participants would be assessed on the basis of the technical feasibility of their model. Then a business evaluation will also be done to see the feasibility of the product in the market and whether it is apt for the industry or not. On the basis of their approach, the participants will be awarded.

#### **2. Business Pitch**

In this stage, in a very short period of time through effective PPTs, participants would have to explain the concept of their business model and prove that their respective business model is fit to enter the market. Teams would be eliminated and the ones with appropriate business models would qualify for the final round.

### **3. Live Pitch**

It's a standardized presentation including a logo, a short tag line, a market summary, bullet points for main business activities, a summary of financials, and the team.

### **SHE Skills Challenge Rules**

All the teams are requested to fill the details very carefully. If any discrepancy is found later on, they will be liable to disqualification.

You are requested to go through the 'Code of Conduct'.

### **TEAM FORMATION RULES**

- Ø Team must have all girl members.
- Ø A team of minimum 3 and maximum 4 students will be accepted.
- Ø Students from different institutes can form a team.
- Ø Team should not include of any student who is at any influential post in the event (organizer, volunteers, judges or sponsors).
- Ø Each and every team member should carry their id cards with them.
- Ø Team should include only undergraduate students.

**NOTE: All participants are requested to produce their college ID cards at the time of the event. No other identity proof will be accepted as we need the evidence of you being a part of an undergraduate course.**

## **ON-SITE REGISTRATIONS RULES**

Ø Registration for SHE SKILLS CHALLENGE will begin at 9:00 hours on 28th March 2019 and end at 11:00 hours.

Ø All the team members must be present physically for the registration with a valid college ID-proof.

Ø The teams will receive goodies, accommodation, food coupons and HACK-A-BIT Id-cards at the registration desk.

Ø Only the team leader is required to register on desk on behalf of all the members.

## **ACCOMODATION & FOOD RULES**

Ø Food and Lodging facility will be provided from the morning (10:00 hrs.) of March 28, 2019 to the afternoon (14:00 hrs.) of March 29, 2019. Henceforth the accommodation facility ends at 15:00 hrs.

Ø Team members will receive food coupons which they need to present at the food counters.

Ø The team members will be accommodated in the college premises.

Ø Apart from the regular day meals, mid-night snacks will also be provided.

**NOTE: No travel reimbursement will be provided to any participant.**



## **SECURITY RULES**

**All the teams must follow the security rules strictly. If anyone is found breaking the security rules, they may be disqualified.**

Ø Each participant must carry their Id-Card all the time and must produce, whenever asked.

Ø Each participant is required to be present inside the college premises during the event and follow the rules of the Institution.

Ø Please take care of your belongings. BVP-EDC won't be responsible for any loss

Ø Each participant must read the 'Code of Conduct' carefully.

Ø Participants must stay inside the hack-arena during the event at night. (22:00 hrs. - 6:00 hrs.)

## **HACKATHON GENERAL RULES :**

Ø All the teams must bring their own laptop, we won't be providing any computers. However we will be providing you with power source, Internet connectivity and required stationary. It would be helpful if you bring your own internet source.

Ø Each team must bring one extension cord, however we'll be providing more if required. We suggest you to carry at least one pen drive with you.

Ø All team members should be present at the event. Leaving the venue for some time to hack elsewhere is fine. Teams can ofcourse gain advice and support from organizers, volunteers, sponsors, and others.

Ø There will be an Elimination Round, the teams who have an appropriate business model will qualify this round.

Ø Teams can use libraries, frameworks, or open-source code in their projects. Working on a project before the event and open-sourcing it for the sole purpose of using the code during the event is against the spirit of the rules and is not allowed.

Ø Projects that violate the Code of Conduct are not allowed.

Ø Teams can be disqualified from the competition at the organizers' discretion. Reasons might include but are not limited to breaking the Competition Rules, breaking the Code of Conduct, or other unsporting behaviour.

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## **JUDGING CRITERIA**

Teams will be judged on these three evaluations. During judging, participants should try to describe what they did for each criterion in their product.

### **TECHNICAL EVALUATION: (TE)**

Ø **Technology:** How technically impressive was the hack? Was the problem tackled by the team difficult? Did it use a particularly clever technique or did it use many different components?

Ø **Design:** How well designed is the interface? For a website, this might be about how beautiful the CSS or graphics are. For a hardware product, it might be more about how good the human-computer interaction is.

### **BUSINESS EVALUATION: (BE) (ELIMINATION ROUND)**

Ø Innovation and uniqueness of the product.

Ø Feasibility of the product in the market.

Ø Cost-Effectiveness of the product.

Ø Importance of the problem solved.

### **FINAL PRESENTATION: (FP)**

Ø Presentation skills.

Ø Percentage of the business model attained

Ø How well does it solve the problem.

Ø Quality of the product.

Ø Scalability of the product.

Ø Efficiency of the business model as compared to the existing solutions (if any).



The total marks will be calculated from all the above factors as follows:

Total Marks-  $30(\text{TE}) + 30(\text{BE}) + 40(\text{FP})$ .

The judges of the competition will evaluate the teams on the above mentioned criteria. Based on these evaluation criteria, the team with maximum marks will be the winner. These

These criteria will guide judges but ultimately judges are free to make decisions based on their gut feeling of which products are the most impressive and most deserving. The judges' decision will be final.

**Ownership:**

All teams retain full ownership what they have created during the Challenge.

**\*\*\*GOOD LUCK\*\*\***