

# BUSINESS EVENTS

**"IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE. KNOWLEDGE IS LIMITED WHILE IMAGINATION ENCIRCLES THE WORLD" –Albert Einstein**

**You can participate in only one of the following events.**

## **Synectics:** Case Study

An individual participation event where you are required to pound your brains upon a particular problem in a case.

There are 2 rounds: Initial aptitude test and the final Case Study.

*To know more about a case study in general [click here](#).*

### ROUND I

1. It is an *individual* participation event.
2. A diagnostic test would be held and the selected candidates will be promoted to the second round.

### ROUND II

1. The selected candidates will be given a case to study on spot.
2. This case would be explained for 10 minutes and **40 minutes** time would be given to solve the case study.
3. It will be judged by our experts.
4. Decision of our reputed judges will be final.
5. Winner would be awarded an attractive prize.

## **Bull's eye:** Virtual Marketing

A *team event*, each of two members will have two rounds. A qualifying questionnaire round. In final round each team will have to face the market up's and down's, selecting the optimum time for buying or selling of shares of a hypothetical market.

1. Two members per team.
2. The event will have two rounds.

#### ROUND-I

1. This is the qualifying round.
2. Each team will have a questionnaire consisting of multiple choice questions, logic-based, and comprehension-based question related to share market.
3. Team will get **30 minutes** to solve the questionnaire.
4. Selected teams get qualified for round-II.

#### ROUND-II

1. This is the final round.
2. A projector will display the regular up's and down's of share market.
3. Team will be provided with the software installed laptops.
4. Teams will operate the software for buying or selling of share. Advisors will be allotted to clarify general doubts.
5. Each team will have to face the market up's and down's, select optimum time for buying or selling of shares, aimed at making maximum Drift from **45 minutes** of hypothetical virtual market generated.

## **Panacea: Business Plan**

**“PLANS ARE NOTHING; PLANNING IS EVERYTHING.” –Dwight D.Eisenhower**

Another individual participation event, where you can present the entrepreneur side of yours before the jury. This event will judge your mettle on modern business skills. You have to come up with master business plan which possesses the potential of succeeding in pharmacy sector.

The Industrial revolution brought in a new era of large scale business. As time passed, people realized that new areas of business were needed to help the existing ones, so finance and management came up. Slowly people became buyers from mere consumers and that gave rise to advertising and marketing, so one chain of events lead to another, and another and so on.

Today we see a completely different world from what it was a few decades ago and it's all because of the rapid growth in the business sector.

Now deep down we all want to have our own firm, a business empire that we rule, but everything starts with a small idea or what some people call a simple Business Plan. Don't just sit there and keep dreaming! Instead live that dream and make the B-Plan that might just make you realize it. If your idea seems good enough who knows you might be the next Mark Zuckerberg!

## Round 1

1. Participants can participate individually or as a team. A team can have a maximum of 3 members.
2. Teams have to send their abstract at: *spirit@iitbhu.ac.in*
3. The subject of the mail should be Abstract for Panacea team name\_Spirit16.
4. You have to register for SPIRIT 16 before sending abstract.
5. The candidates have to send an abstract before 12<sup>th</sup> of Feb,2016
6. Every participating team shall submit an abstract briefly explaining their concept.
7. Submitted abstract shall not exceed more than 200 words.
8. Submitted abstract should be .pdf format.
9. Ideas must have an innovative value and in relevance to the health sector.

**The judges will evaluate the abstracts and the shortlisted entries will be announced on the 16<sup>th</sup> Feb, 2016.**

## Final Round

The selected teams will have to demonstrate their concept along with a presentation in a specified time of 12 minutes (7 minutes for presentation and 5 minutes for Q&A session with the judges) to a panel of judges. Each team must submit a detailed write up of their presentation before the commencement of the presentations for the convenience of the panel.

### Judging Criteria:

1. Business Concept: Interest generated by product/service/idea, High potential, Realistic, Viable
2. Market Analysis: Description of market, Competition analysis, Sales/Promotions, Unique selling point, Customer requirements, How the product/service addresses those demands
3. Business System Description: Description, Cash flow and value creation, Potential margin, Current stage of development, Skills to execute the plan, Marketing and sales channels, Short term goals.
4. Customer Analysis: Clearly defined target customers, Income group and demographics of customers, detailing the needs of customers.
5. Financial Analysis: Effective analysis presented in summary form, Justified investment value, Clear planning of expenses, Viable exit/harvest, Offers an appropriate return on risks.