

# INDUSTRY PLAYER

## PROBLEM STATEMENT

. A creative and skill based event in which participants are required to draft and present a virtual business plan. Initial rounds include creative writing and extempore followed by marketing of the product

## EVENT DESCRIPTION

Industry Player is a team event with the participating team comprising of three members. It is conducted in three rounds spanning two days. DAY 1- Round 1, DAY 2 – Round 2,3

### **Round 1- CREATIVE WRITING & EXTEMPORE**

Procedure- Creative writing has three parts viz caption writing, paragraph development and data interpretation. The creative writing sheets and extempore will be assessed from where top teams qualify for successive rounds.

### **Round 2- MARKETING ROUND**

Procedure- This round calls the teams to interact with the crowd in order to market their allotted product/item. The teams will be assessed for their advertisement skills and use of resources. There are spot judges to judge the teams as an audience without their knowledge.

### **Round 3-BUSINESS PLAN**

Procedure- All the short listed teams after first round have to give a presentation which includes all the aspects of the business plan. A panel of judges assesses the presentation and a final score is generated.

## COMPETITON RULES

- Round 1-Out of the three members, one had to give an extempore on a topic provided, think for a minute and then speak on it for a minute.
- They can speak on the topic given or choose the next topic, but he/she can't go back to the previous topic.
- Round 2-The teams have to market the given product in the college campus for 30mins, with two event coordinators, team judges (one 1<sup>st</sup> yr with one 2<sup>nd</sup> yr), with each team reviewing the crowd response and assessing the same.
- For this they have to target 4 spots (sequentially RO, flag post, NFC, courtyard).
- The teams have to use only the material provided in the kit and not to any company's name during their advertisement or name their product already existing.
- Round 3- In the 3<sup>rd</sup> round a printed copy of the Business Plan's Terms & conditions will be handed over to the teams on the 1<sup>st</sup> day of the event, after the 1<sup>st</sup> round, so that next day they could come with the business plan which should be the MS power point (2007) presentation.

## GENERAL RULES

- Rule No. 1- Team Size: A team must consist of 3 or less participants. Participants from different institutions can form a team.
- Rule No. 2- Any team that is not ready at the time specified will be scratched from the competition automatically.

## ELIGIBILITY

All students with a valid identity card of their respective educational institutes are eligible to participate in Industry Player at ZEALICON 2014.

## CONTACT

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