**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 , the participating team comprising of three members each. It is conducted in three rounds, spanning over 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. On the basis of assessment of the creative writing sheets and extempore , top 2 teams will be selected 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 provided. 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 a business plan. A panel of judges evaluates the presentation

and the final score is generated.

**COMPETITON RULES**

* **Round 1** - Out of the three members, one has to give an extempore on the topic provided,

think for a minute and then speak on it for a minute.

They can speak on the topic given or go for 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 and team judges

.

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 any company’s name during their advertisement. The name of the product cannot be an existing one.

* + - **Round 3** - In this round a printed copy of the Business Plan’s Terms & conditions will be

handed over to the teams on the 1st day of the event, after the 1st round, so

that next day they could come with the business plan which should be the MS

power point presentation.

**GENERAL RULES**

* + - **Rule No. 1**  – A team must consist of 3 or less participants. Participants from different

institutions can form a team.

* + - **Rule No. 2** - Any team which is not ready at the time specified will be disqualified from thecompetition automatically.

**ELIGIBILITY**

All students with a valid identity card of their respective educational institutes are eligible to participate in Industry Player at ZEALICON 2015.

**CONTACT**

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