



WAR ROOM

Event Name: War Room

Organized by: GDG On Campus College of Engineering Chengannur

Event Date: March 1, 2025

Event Type: Competitive Startup Simulation

Total Cash Pool: 4500

About the Organizer

GDG On Campus CEC is a vibrant community of developers and tech enthusiasts at the College of Engineering Chengannur. Our mission is to provide a platform for students to learn, collaborate, and innovate in the fields of technology and entrepreneurship. We organize various events, workshops, and hackathons to equip students with practical skills and industry exposure. By fostering a culture of knowledge-sharing and mentorship, GDG On Campus CEC aims to bridge the gap between academia and the tech industry.

About the Event

War Room is an innovative, high-stakes startup simulation event designed to challenge participants in entrepreneurship, leadership, and strategic decision-making. Over the course of six hours, ten teams, each consisting of three members, will create and pitch a startup idea, facing real-world business challenges such as funding rounds, customer acquisition, economic downturns, and public relations crises. The team with the highest profit at the end wins the contest.

Event Format

- **Teams:** 10 teams, 3 members each (30 participants in total)
- **Roles:** Each team will designate roles such as CEO, CFO, and CMO
- **Total Cash Pool:** ₹4,500 for the top 3 teams
- **Stages of the Competition:**
 - **Event Introduction & Idea Distribution (9:00 AM – 9:15 AM):** Teams receive their startup themes and understand the event flow.



- **Ideation Phase (9:15 AM – 10:00 AM):** Teams brainstorm business ideas and prepare a seed pitch.
- **Shark Tank-Style Seed Pitch (10:00 AM – 11:30 AM):** Teams pitch their ideas to investors for virtual funding.
- **Prototyping Begins (11:30 AM – 12:30 PM):** Teams start building their product or service prototype.
- **Lunch Break (12:30 PM – 1:00 PM).**
- **Crisis 1: Leadership Loss (1:00 PM – 1:20 PM):** Team leaders are temporarily removed to test adaptability.
- **Prototyping Resumes (1:20 PM – 2:00 PM):** Teams continue work without their leader for part of the round.
- **Crisis 2: Public Sales Pitch (2:00 PM – 3:00 PM):** Teams pitch to a public audience for feedback and potential sales.
- **Focused Prototyping (3:00 PM – 3:30 PM):** Teams refine their product, UI, features, or business model.
- **Crisis 3: Lawsuit Introduced (3:30 PM – 3:45 PM):** Teams face a simulated lawsuit and must prepare a legal defense.
- **Lawsuit Defense & Final Prototyping (3:45 PM – 4:30 PM):** Teams justify their legal stance while refining their prototype.
- **Final Evaluation (4:30 PM – 5:00 PM):** Judges review teams' prototypes and crisis management skills.
- **Winner Announcement & Closing (5:00 PM).**

Venue Details

The event will take place at the **AC Auditorium, College of Engineering Chengannur.**

Event Timeline

- **Registration Opens:** February 16, 2025
- **Registration Closes:** February 25, 2025
- **Event Date:** March 1, 2025
- **Event Duration:** 8 hours
- **Winner Announcement:** March 1, 2025 (end of event)



Registration Details

- **Registration Fee:** ₹300 per team
- **What's Included:** Food and refreshments, and eligibility for prizes
- **Deadline for Registration:** February 25, 2025

Proposed Budget

Category	Estimated Expense (INR)
Total Cash Pool	₹4500
Food and Refreshments	₹3500
Miscellaneous	₹500
Total Budget	₹8,500

Marketing & Outreach

We will ensure maximum exposure for our sponsors through the following channels:

- **Social media (Instagram, LinkedIn, Whatsapp)**
- **College notice boards**
- **Local media.**

Conclusion

Your involvement will play a key role in shaping the next generation of leaders and preserving the values of our institution. By joining forces, we can create a lasting impact and reinforce the bonds within our alumni network.