



*"If you fail to plan, you plan to fail."*

*Since the advent of time humans have relied on their selling skills to survive. Some say it is the cornerstone of everyone's life. But the real challenge lies in selling something which cannot be sold.*

*So, if you think you can dazzle the audience by your impromptu thinking and wittiness then come and be a part of the most challenging competition of Edge, which will provide you with the perfect platform to show your magic. So, how well can you sell?*

## RULES

- Each team can have a maximum of 3 members.
- All members of the team should be currently students of a graduate or a post graduate course in any stream or research scholars.
- Same college/cross college teams are eligible to participate in the event.
- A team can submit any number of business ideas and each will be considered as a separate entry.
- Decision of the Panel will be final and abiding in all cases.

## PHASE 1

E-mail a full description of your business idea at [geekonix.moneymatters@gmail.com](mailto:geekonix.moneymatters@gmail.com) in the form of an executive summary (up to 1000 words, in a .doc or .pdf). Last date of submission is 2<sup>nd</sup> April, 2015.

The cover page should contain:

- Team name
- Member names along with address, e-mail and telephone number

(No names of the team members or institutes should appear anywhere else in the body of the document.)



## PHASE 2

A maximum of 25 teams would be selected for phase II.  
The selected teams will be called to present their business idea to an open audience during Edge.

Final Presentation: Tentative duration is 10 min. of presentation followed by 5 min. of Q&A.

Eminent Professors will be judging the session.  
The judges will evaluate the presentations based on the following criteria:

- Background study
- Originality in the research work.
- Volume of the work carried out.
- Novelty in thinking
- Oral presentation skill of the presenter
- Ability to answer questions at the end of the presentation.