

MIT
TEXEPHYR '14
CONQUERING HORIZONS

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<http://www.businesskolic.com>



The business Roadies

GUIDELINES OF THE GAME

An event where we not only check your business acumen, we also need you to think out of the box. This competition is entirely non-technical. It, through various rounds tests every aspect needed to make a business venture successful.

So, if you think you have the wit and the tongue to work your way to the top, this is the thing you've got to be in.

Mind Your Own Business is a game which judges your aptitude, resourcefulness, business skills and characteristic to carry out a business uncompromisingly putting mind in optimal use.

RULES

MYOB WILL HAVE TWO (02) ROUNDS PLAYED IN ONE DAY:

- **ROUND 1- (PRELIMINARIES):**

Contestants will appear for a creative thinking and aptitude and riddle solving exam. First contestants will appear for creative thinking where each answer based on its creativity will be awarded points on a scale of 1-5. Then contestants will appear for aptitude and riddle solving which mostly will have to do with solving small puzzles and tricky questions (speed and right thinking at the right time will be your key to crack the aptitude and riddle solving round).

- **ROUND 2- (CASE STUDY OF A BUSINESS PLAN)**

We will be providing you with a case study. A 15 minute explanation session will be conducted and then you will be moving to an internet centre. Based on the case study so provided you will be designing a business plan which is profitable, reliable and unique. You will be provided 60 minutes to prepare your business plan (in the form of a PPT or video or chart) and 5 minutes to present it in front of the judges.

The participants will be awarded points on the basis of presentation skills, uniqueness of the idea, profitability of the venture, and understanding of the case study and discreteness of their logic to make the venture successful.

- All students with a valid photo-identity card of their respective educational institutes are eligible to participate.
- The organisers reserve the right to change any or all of the above rules as they deem fit. Change in rules, if any, will be highlighted on the website and notified to the registered participants. Participants are requested to check website regularly for updates.

REGISTRATION DETAILS

MAXIMUM MEMBERS : 2

ENTRY FEE: RS 100/- (SINGLE ENTRY)

RS 150/- (FOR TEAM OF TWO)



ELIGIBILITY

ALL STUDENTS (PURSUING GRADUATION AND UNDERGRADUATION) WITH A VALID PHOTO-IDENTITY CARD OF THEIR RESPECTIVE EDUCATIONAL INSTITUTES ARE ELIGIBLE TO PARTICIPATE IN MYOB.

PRIZES

FIRST PRIZE: Rs 7,000/-

SECOND PRIZE: Rs 5,000/-

THIRD PRIZE: Rs 3,000/-

CONTACT DETAILS

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