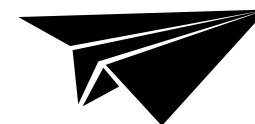




JAN 2022

# ENTREPRENEURSHIP

*carpe diem 3.0*



AAYAM 7.0



BROCHURE

# MISTEREO



## DESCRIPTION

As the world expects Recession 2023 and milieu demands awareness, E-CELL NIT Agartala shall convenes its first event Mistereo - Case Study Competition by collaborating with the existing North eastern Startups of India and bringing forth the problems a startup usually faces.

## VISION

1. To bring out the creative solutions at the same time empowering them with the necessary skill and thought process of taking up responsibility, studying about the various problems faced by a startup and to bring up solutions which will help the future generations to lead a better future!

2. Provide a platform for the best minds to come forward and take up the challenge of deeply studying a problem and drafting the best solution for it with the aim of encouraging students to take up challenges and paving way for the future generations to make the world a better place to live in.

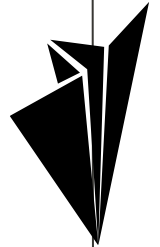
### EVENT PARAMETERS

**PARTICIPATION:** 2-4 members per team





# STAGES AND TIMELINES



## 1. Preliminary round

Each team has to select any one of the provided 'n' problem statements. Then they have to prepare a 2-pager brief summary of the solution in a PDF/PPT format. The naming format of the submission is Start-up name\_Team name\_Institute name.

## 2. Final round

Only the top 5 teams will qualify for the final round. In final round, each team will get 8 minutes to present their business plans to the judging panel which consists officials from the 'n' mentioned start-ups/Professors of NIT Agartala. The presentation will be followed by a Q&A round of 7 minutes. There is no limit to the number of slides that can be used in the final round presentation.



## SAMPLE QUESTIONS

1. “ What are the marketing strategies we should implement to make us go global ? ”
2. “ Prepare a detailed budget plan of Rs 1,00,000 to bring more exposure to the brand. ”

## SCORING

- For the first round, the teams will be judged on how relevant the solutions provided to the problem statements are, the presentation and the research done on the startup.
- Plagiarism will lead to disqualification.
- For the final round the following will be considered,
  1. The content on the PPT
  2. Presentation skills
  3. Answers during Q&A session

