

RULE BOOK



EUREKA

RULES

PRELIMS

- The participants of EUREKA have to present their business plan in front of panel of judges.
- The starting time is 11a.m. All the participants will have to report at 10a.m.
- The venue for the event will be Group Discussion Room (MBA-side, 2nd floor).
- Copying of business plans is strictly prohibited. Only presentation of original plans will be taken into consideration.
- Each group of participants will be given a time limit of 5 minutes to pitch their products.

RULES

FINAL

- The participants qualifying for the finale will have to report at **10a.m.** sharp.
- The participants which qualify the prelims round will be given a chance to pitch their products in front of our panel of judges from NASSCOM and WADHWANI Foundation and Founders from reputed companies.
- The Written Business Plan will be evaluated on the following criteria:

Pitch deck-Must contain the following:

- Problem statement
- Product or proposed solution
- Total addressable market(TAM)
- Go-To market strategy
- Founders

RULES

FINAL

- **Viability** – the venture is implementable, realistic, and viable .
- **Market opportunity**— Show the market potential of the proposed venture exists and your method for taking advantage of it.
- **Competitive advantage**—the business has a unique, novel, or distinct approach, which gives it an advantage.
- **Innovation**—the contestants have developed an innovative solution to an existing or emerging problem
- **Financial understanding**—the contestants have a good understanding of the financial requirements of the venture

*The finalist will have to face question from the panel of judges. The quality of responses will be evaluated and awarded accordingly.