

Project Sprint

Innovation & Collaboration Fest



PROJECT SPRINT

EVENT DETAILS :

Project Sprint is a strategic product-building challenge where teams analyze real-world problems and design complete software products from scratch.

Participants will research the market, define the problem, plan features, and propose B2B or consumer-focused solutions, documenting the entire product journey from idea to execution.

GENERAL RULES :

1. Each team must consist of 2 to 3 members only.
2. Round 1 duration : 1 hour.
3. Round 2 duration : 1 hour.
4. Participants must bring their own laptops for the event.
5. Each team must have at least one working laptop.
6. Internet Access, if provided, must be used only for research related to the given topic.

CASH PRIZE :

- 1st PRIZE - Rs 3000
- 2nd PRIZE - Rs 2000
- 3rd PRIZE - Rs 1000

PROJECT SPRINT

ROUND 1 :

- 1 . This is a document- based event; no coding or presentation required.
- 2 . Product analysis topics will be provided on the spot and will be based on real - world scenarios.
- 3 . Template for documentation for product analysis will be given.
- 4 . Participants must create a product analysis document covering the selected topic.
- 5 . The document must be uploaded only to the official Google Drive link shared by the coordinators.
- 6 . Late Submissions will be directly rejected without exception.
- 7 . Teams must follow the document format and submission instructions provided during the event.
- 8 . Plagiarism or use of pre-prepared content will lead to immediate disqualification.

ROUND 2 :

- 1 . This is a presentation based event.
- 2 . Each team will be given exactly 3 minutes to present their product analysis.
- 3 . The presentation must be based only on the document submitted in Round 1.
- 4 . Exceeding the time limit will result in reduction of marks.

CO - ORDINATORS :

MOHAMED AFLAL J - 9751110206

MEERTHIKA SR - 90951 11965

Market-O-Mania

Where Campus Meets Marketing Mayhem



MARKET-O-MANIA

EVENT DETAILS :

Market-o-Mania is a dynamic non-technical symposium event where teams showcase communication and persuasion skills. Participants compete through Flip Flop and Marketing Contest rounds, presenting advantages, disadvantages, and creative sales pitches, convincing judges through clarity, confidence, and strategy within limited time constraints effectively.

GENERAL RULES :

1. Each team must consist of 2 to 3 members only.
2. Round 1 duration : 30 minutes.
3. Round 2 duration : 30 minutes.

CASH PRIZE :

1st PRIZE - Rs 1500

ROUND 1 :

1. Round 1 is a flip flop event Use of mobile phones, notes, or external assistance is strictly prohibited.
2. A topic will be given on the spot by the coordinators.
3. Each team must speak on both the advantages and disadvantages of the given topic.
4. Teams may divide the speaking roles among members as they wish.
5. No preparation time will be provided.

MARKET-O-MANIA

ROUND 2 :

- 1.Round 2 is a team-based marketing and persuasion round.
- 2.Only the three shortlisted teams from Round 1 are eligible to participate.
- 3.A product will be provided by the coordinators, and participants must
- 4.market the given product to the judges as potential customers or investors.
- 5.The total time allotted is 10 minutes per team.
- 6.This is a presentation based event.
- 7.Teams may divide roles among members for pitching, explanation, persuasion.
- 8.The judges' decision will be final and binding.

CO-ORDINATORS :

MUTHU MUHILAN TR - 8608978866

NARMADHA D- 7695937272