

***BEECH BIZZARE******“EUREKA #StartupIndia”***

1. ACCF presents an event for college students , who are innovative and have a passion to start their own business.

The event structure is based on competition which allows the participants an opportunity to learn while putting the innovative buff inside them to work.

The competition will be in 3 rounds, each round will be conducted one day of AYF(from 24 to 26 March). The first two rounds will be elimination rounds and the third round will be the final round.

2. **Eligibility:** UG and PG students, University /Institute Identity Card is mandatory.
3. **Registration Fee:** NIL
4. **Date and Time of Event:** 24<sup>TH</sup> -26<sup>TH</sup> MARCH 2022
5. **Logistics Required:** MS TEAMS
6. **Event Joining details (link) :**  
**Help desk No/ WhatsApp No/Signal No.:**
7. **Rule and regulations for Event:**

**DAY 1: 24<sup>TH</sup> MARCH 2022****ROUND 1 [THE BLUEPRINT]**

In the first- round, Candidates will be given a task to explore/research and a existing start-up company and make a plan to expand the business. (Through financial backers, scaling, beneficial, showcasing methodology, what could be changed, new CSR practice).

Candidates need to clarify the idea to expand the start-up to the jury.

Based on that they will be equipped for round 2

- Your Entry must meet the following criteria:
  - Must be your own original work.
  - May only contain content, for which you have all required consents and approvals. Must comply with all Terms
  - Cannot contain content that is violent, derogatory of any ethnic, racial, gender, religious, professional or age group, which violates any law, or which communicates a message inconsistent with the positive goodwill to which we wish to associate.
- Submissions must not:
  - violate any third party rights, including, but not limited to, copyrights, trademark rights, or rights of privacy and publicity
  - contain defamatory statements including threats to any person, place, business, or group; or be obscene or indecent.

**DAY 2 : 25<sup>TH</sup> MARCH 2022****ROUND 2: [MAKE IT YOUR WAY!]**

In Round 2 -

- First participants need to research the demand of the market that can resolve the problem of the customers.
- Then Participants are required to design a innovative product or service by providing an appropriate solution to the existing problems with that product or service in the market.
- Each participant will be given 5 – 8 minutes to show their product and its specifications and tell the jury how their product will solve the problems of the customers. The participants have an option to create a prototype of the same as to explain it more clearly.
- This round is only focused on “product designing”. The product is to be designed by the “UN SUSTAINABLE DEVELOPMENT GOALS”

Participants can use any platform to present their products. Such as PowerPoint, MS word, Canva application, Prezi, google slides, etc.

- Participation can be individual or in group (maximum group members 2).
- Use of disrespectful expression and language will lead to disqualification of the participation.
- There should be no exposure to biasness against any caste or community or religion through your performance.
- If any participant faces any network issue, then they need to reconnect within 5 minutes and will be called maximum of 3 times so as to resume. If not adhered then the participant will be disqualified.
- Participant should STRICTLY ADHERE to time limit.

### **DAY 3- 26<sup>TH</sup> MARCH 2022**

#### **ROUND 3 :**

#### **[YOUTH SHARK TANK]**

- The participants need to design a business plan to create a hypothetical company.
- This round is bifurcated into 3 sections. The first section would be the introduction of the company by the participants. In the second section the cross questioning by the jury would be done. And lastly, in the third section participant would give their inputs/ ideas/ clarifications on the cross questioning done the by jury by trying to convince the jury to pitch their idea and to invest in their company.
- Participants would be given 10 – 12 minutes. Which would be bifurcated for the three mentioned sections. The first section would be for 5 – 7 minutes. The second section would be for 1 – 2 minutes. And the third section would be for 3 – 4 minutes.
- The main focus lays onto get the highest valuation of their company that will be given by the jury in the end, so as to win the competition.
- Submissions must not:
  - Violate any third-party rights, including, but not limited to, copyrights, trademark rights, or rights of privacy and publicity.
  - Contain defamatory statements
  - Include threats to any person, place, business, or group; or be obscene or indecent
- By submitting an entry, you represent that:
  - you are the creator of the submission
  - you own all rights to the submission
  - the submission does not infringe upon or violate the intellectual property, privacy, or other rights of any third party.

- Participants should be able to explain\*  
Vision and mission statement  
Introduction to the company/ objective (social / economical / financial)  
Operations  
Product description  
Marketing plan  
Competitor analysis  
Financial planning (Pricing , margins, Revenue model ,Sales predictions , Profit, expenses )  
Long term goals  
\*Valuation of the company\*( MAIN DECIDING FACTOR)
- There are no restrictions on how to present the business plan, so participants are open to use any platform to commute their plan to the jury. (For e.g. PPT, video, MS word etc.)
- If any participant faces any network issue, then they need to reconnect within 5 minutes and will be called a maximum of 3 times so as to resume. If not adhered then the participant will be disqualified.
- Participants should STRICTLY ADHERE to the time limit.

#### 8. Prizes :

- **1<sup>st</sup> position holder**  
The Business Brilliant
- **2<sup>nd</sup> position holder**  
The business Expert
- **3<sup>rd</sup> position holder**  
The idealistic
- **Participation certificates to all participants.**
- **Prize money to be decided for the final winners**

#### 9. Event Coordinator:

**Faculty Coordinators**  
**Dr Preeti Garg**  
**pgarg@amity.edu**  
**+91 9971697490**

**Dr Neha Bankoti**  
**nbankoti@amity.edu**  
**+91 8447587669**

**Student Coordinators**  
**Ayush Arora**  
**Ayush.arora2401@gmail.com**  
**+91 9560927649**

**Deepanshi Gupta**  
**Deepanshi.10g@gmail.com**  
**+91 9873249622**