

# **E-Summit 2024-25**

E-Cell Choithram proudly presents **One of the biggest High School E-Summit!** This dynamic event offers students a unique platform to showcase their entrepreneurial talents and elevate their skill. The events of the E-Summit are described below.

## **1. TRADE STAR:**

An event for a Finance Enthusiast, in which one can try their hands at the world of stock trading. Trade during the stock market trading hours with real-time price feeds. Bring the best stock trading acumen, and compete with real players to win rewards. With technology merging with finance on various levels. Participate and test your skill set and knowledge about the financial markets in both practical and theoretical domains.

**Members in a team** - Maximum 5 and minimum 3 members.

**Eligibility Criteria** - Class 9th to 12th

**Only one team is allowed per school.**

**Event Overview** - The event comprises four rounds to test the knowledge and skills of participants in various domains.

The four rounds of the Trade Star are as follows: -

### **FIRST ROUND: THE INVESTOR'S IQ**

The round focuses on participants' theoretical knowledge. A printed document containing objective-type questions and case study type descriptive questions will be made available to the participants. The same will have a 20-minute time constraint. First round would be solely based on theoretical knowledge about trading, financial markets, technicalities and other basic things related to trading and investment.

- The marking would be as follows: +4 marks for each correct answer and (-1) for one wrong answer.
- The following will serve as the judging criteria:

- I. Accuracy
- II. Theoretical understanding
- III. Analytical and comprehension abilities

## **SECOND ROUND: THE TRADE FACEOFF**

This round would be based on practical trading in which the team will be provided with virtual cash of ₹5,00,000 in which they will have to show their skill set and analysis by trading in the live market with real time prices for 60 minutes.

- The team exceeding the limit even once would be disqualified
- The platform will be disclosed right before the round. Its working will be explained to the participants.
- Only two electronic devices would be allowed during the round (one for trading and other for research purposes).
- The following will serve as the judging criteria:

- I. Profit
- II. Market Research
- III. Market Analysis

## **● THIRD ROUND: THE PORTFOLIO POWERPLAY**

In this round, the team will have to pitch their portfolio to the judges where judges will judge them, ask questions regarding their portfolio made in round two.

- The teams should be prepared for the explanation for selection of a particular stock. ● The team will be provided with a screen to present their portfolio to judges, they'll have to speak approximately for 5-7 minutes explaining and presenting their portfolio.
- After the presentation, judges would take a Q&A round with the team and would mark the team accordingly.
- The following will serve as the judging criteria:

- I. Justification for selection of stocks
- II. Presentation
- III. Knowledge (Practical, theoretical and technical)
- IV. Market Analysis

## **FOURTH AND FINAL ROUND: The Surprise Round**

Exact details of this round will be revealed at the time of the event

**NOTE:** All the teams will be allowed to participate in all four rounds and marking and final evaluation would be based on the cumulative score of all four rounds.

**Judging Criteria:** The teams will be evaluated on the basis of cumulative score of all four rounds

**Services Provided -**

1. Internet access will be allowed.
2. Virtual cash of INR 5,00,000 will be provided. (amount is tentative)
3. A platform will be provided for trading in real time.

**Rules:-**

1. Usage of any electronic device other than the laptop and tablet is prohibited in certain rounds. (Each team must bring their own laptop)
2. Participants will be ranked based on their performances, trading skills, return on investment, knowledge and presentation.
3. Real-time market prices will be used, and the participants cannot influence the price.

Any participant or team found breaking the rules will immediately be disqualified.

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## 2. BRAND FUSION:

**Hello innovators,** Get ready to unleash your inner branding guru at the *InnoVerse E-Summit!* Join us for an electrifying **Brand Challenge** where creativity meets strategy and the best ideas shine!

- **Event Overview** : The brand challenge event is a thrilling opportunity for participants to unleash their creativity and develop innovative branding strategies. Over the course of the event, teams will tackle a series of engaging challenges focused on market analysis, brand positioning, and digital marketing. With workshops led by industry experts and networking opportunities, attendees will gain valuable insights and connections. By the end of the event, participants will leave with enhanced skills and actionable ideas to elevate their brands.

### **RULES FOR THE EVENT:**

1. Use of AI tools is strictly prohibited.
2. The team should consist of 3 to 5 members.
3. The event would consist of 4 rounds, out of which the 2nd round will be a mystery round. Each round will be of 30 points. After the 3rd round, 50% of the teams will be eliminated.
4. Decisions of the judges will be the final call, no changes should be expected after that.

**Eligibility Criteria:** Students of class 10th, 11th and 12th

**Provided and Expected Items:** Laptop, Mobile phone, Required Stationary (such as colour pencil, sheets, scissors etc)

### **ROUND 1- Brand From Scratch**

Imagine you're starting from zero—no logo, no colours, no tagline. Just you, your imagination, and a blank canvas. Whether you're a budding entrepreneur, a curious marketer, or just someone with a great idea, this is your chance to explore the art and science of branding!

In this round participant's will be provided with an object (eg. box, bottle etc) from which

they have to create a plan package, make a logo ,punchline and label and then promote the product in order to demonstrate efficient creativity and marketing skills.

### **RULES FOR THE 1st ROUND**

1. Preparation time given to each team will be 2.5 hours.
2. Presentation time given per team will be 6 minutes, (4 minutes for presentation and 2 minutes for cross questioning by judges.)
3. Teams will be judged on the following rubrics:
  - A. Creativity
  - B. Adherence to the Theme
  - C. Practicality and feasibility
  - D. Overall Impact

### **ROUND 2 - Mystery Round**

In this round, participants will face unexpected challenges that will push the boundaries of your imagination and strategic thinking. As we delve into the world of mystery, be prepared to adapt, innovate, and showcase your unique perspective. A mystery challenge will be announced on the spot. Rules for the same will be announced at the moment.

### **ROUND 3- Brand Wars**

Welcome to Brand Wars, the electrifying challenge where teams go head-to-head in a battle of wits, strategy, and brand knowledge!

In this high-stakes showdown, each team will be assigned a distinct brand ( team 1 - Nike, team 2 - Adidas) and tasked with defending its honour against an opposing team representing a rival brand. Prepare for a spirited exchange as you present compelling facts, figures, and arguments to champion your brand's strengths while skillfully countering allegations from your adversaries. This isn't just a test of knowledge; it's a test of persuasion, creativity, and teamwork. You'll present your company's strengths, showcase its unique value, and highlight what makes it stand out in the market while your competitors will be ready to challenge you launching allegations and questioning your brand's supremacy!

### **RULES AND REGULATIONS:-**

1. Use of unethical language will lead to strict disqualification of the team.

- 2.No unnecessary fighting and shouting will be tolerated.
- 3.Facts and figures should be presented for defending and allegating. 4.
- No statements should be made which would hurt religious sentiments. 5.

Preparation time - 30 minutes

6. Each war will be allotted 5 minutes for their presentation. Exceeding this time will lead to minus marking.
7. Only 2 members from each team will be allowed to participate in this specific round.
8. Criteria for judgments -
  - A. Audience engagement
  - B. Humour
  - C. Creativity
  - D. Facts and Figures
  - E. Practicality

#### **ROUND 4 - Crisis Management**

The participants will be assigned a hypothetical company. The company has undergone some serious crisis under suspicious circumstances. The participants task would be to step into the role of a crisis manager and market the company in a positive way to save it from collapsing. The participant is required to design the entire plan with all the resources company has.The crisis of company would solved by mainly focusing on the 3 departments which includes finance,HR and marketing

Rules for the 4th round

1. Preparation time- 1.5hrs
  - 2, presentation time- 6 minutes (4 minutes for the presentation and 2 minutes for the questioning)
  3. Criteria for judgement -
    - A. Critical thinking
    - B. Understanding of the crisis
    - C. Speaking skills and confidence
    - D. Practicality
    - E. Facts and Figures
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### **3) IDEA FORGE:**

#### **INTRODUCTION:**

Welcome aboard the ship of experiences where your destiny awaits for you and your crew. You shall have a beautiful voyage proposing your business model. Your ship is about to get stuck in the deepest trenches. A startup is no child's play. You shall be given an opportunity to enlighten us with the most feasible and practical solutions that promote your business further, tell us about your product, what your target audiences are and why they should be used further. Remember to act fast, think straight before you make a wreck. Be open minded and consider all the possibilities. Plan to be revolutionary, leave a mark and influence others with your enlightening ideas.

#### **RULES:**

1. The dress code for the participants will be a formal white shirt and blue or black jeans.
2. During the entire presentation, the name of the participating team should not be revealed.
3. The Management Consulting Person from the team will present the Business Idea to the panel of judges. This would include:
  - a. Pitch Deck
  - b. Segmentation, Targeting, Positioning
  - c. Consumer analysis
  - d. Financial plan
  - e. SWOT analysis
  - f. Competitor analysis
4. Each team will get 5 minutes to present their idea. After the presentation of the idea, the floor would be open for questions by the panel.
5. The teams will have a time of 2 minutes to answer two questions, one by each judge.
6. Any team exceeding 5 minutes of time will be marked negative.
7. Any misbehaviour inside the school premises will lead to immediate disqualification.
8. The decision of the judges will be final and binding for all
9. The rules, as specified for the event, should be strictly adhered to.

#### **ELIGIBILITY CRITERIA:**

1. The students from grades IX to XII can participate in the competition.
2. A team, composed of maximum 4 students minimum 2 students will participate from each school across the state.

**OTHER:**

- Participants' need to keep their devices on silent mode.
- The entries should reach the host school in time. No late submissions will be entertained.
- The presentation should be mailed to [ideaforge@choithramschool.com](mailto:ideaforge@choithramschool.com) 3 days before the event.

**ASSESSMENT CRITERIA:**

- 1.Students will be judged upon the business model they have presented and how it is useful for the community.
  - 2.Having a rough structure of a business model with them (Online/offline) will award them brownie points.
  - 3.Presentation of the idea./ Execution
  - 4.Surveys they have conducted in order to see the demand of the particular item.
  - 5.Accuracy and Fluency in the speech.
  - 6.Solution proposed by the students, upon the questions asked about their business model.
  7. The students will be marked out of 100.
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## 4) THE GALACTIC ESCAPE:

For a long time now, entrepreneurial history has told the most volatile of stories. Empires that collapsed for no reason. Misjudged plans and wrong reactions. But it is also the best proof of how to learn from your past. It is a tale that narrates the most inspiring success stories of today.

Before stepping into this mysteriously exciting business world, we find it all the more important to become a ready human to face all challenges the corporate throws at us!

Innoverse presents THE GALACTIC ESCAPES!

### Explaining the Event:

1. The event will be divided into 2 rounds: Prelims and Finals.
2. 6 teams will qualify the preliminary round to enter the final round.
3. Students from grades 9 - 12 are eligible for participation.
4. A team may have a maximum of 3 students.
5. Prelims and Final rounds of the event will be conducted on the same day.

### PRELIMS:

AIM: TO DEAL WITH A CRISIS.

- Each team will be provided with 1 case file, containing a case study about a series of hypothetical events that may lead to the collapse of an existing conglomerate.
- The teams will have 1.5 hours to analyse the case study and determine the action plan they wish to pursue as top level managers of the company to prevent an almost inevitable collapse.
- Teams will be permitted to use devices to type the decided action plan. ● They are not allowed to use the internet for any purpose. Use of phones and chat GPT is strictly prohibited.
- Within these 1.5 hours, they must prepare a project report. The project report must enlist:
  - **Not more than two pages analysing the crisis situation.**
  - **Possible solutions that can prevent the winding up.**

- The project report must be of a minimum 7 pages of pure content, excluding the cover page and index. They may use graphs to make the content more impactful. ● The report must be typed in a word document format Times New Roman size 14. After the report is ready, it must be mailed to an E-mail ID which will be provided on the day of the competition.
- The Internet will be provided only for mailing the report by school volunteers.

**Students must bring their own laptop for the same.**

**JUDGEMENT CRITERIA:**

1. Analysis
2. Knowledge
3. Overall Presentation
4. Overall Impact

**FINALS :**

- 6 teams will qualify for the final round.
- Each team will be allocated 1 room for the start and given the “Commencement clue.”
- Similar to a real life escape room, the teams must locate all the business related clues spread within and determine a **numeric password** to escape the given room.
- The first team to escape will be declared the winner
- The teams will have 1.5 hours to escape the room.
- Use of all electronic devices is prohibited. Students must figure the clues out on the basis of their own knowledge.
- It is advisable that no participant of the Escape Rooms have any claustrophobic tendencies or an acute fear of the dark or jump scares.

**ANY TEAM FOUND VIOLATING THE RULES WILL BE IMMEDIATELY DISQUALIFIED.**

We hope this event will give you an insight into the reality of the business world, and prepare you to make real time decisions in the future.

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## 5) IPL AUCTION: Bid Wars Of Titans:

This is your chance to showcase your cricket expertise, sharpen your analytical skills, and master the art of strategy. Will you be the one to build the ultimate dream team? Test your knowledge, outthink the competition, and experience the adrenaline of making high-stakes decisions. Innoverse's IPL Auction—where passion meets precision, and legends are born.

**Event overview:** There will be two rounds in the event, the first round where the participants ipl knowledge will be tested through a quiz.

The top scoring teams move to the next round: THE AUCTION, where the teams will compete to form the best teams through bid wars.

**Team Size :** 3-4Members

**Eligibility** - Students of class 9th to 12th

**Team limit** -Only one team from a particular school.

**Note:** 1 team can only use 1 laptop no phones allowed at the time of auction

**Round 1 :** Quiz

- The quiz will include 30 MCQ about ipl history and facts.
- Teams will get to choose their franchise according to the scoring they get. •
- Teams will get additional purses according to their quiz scores. • 20 minutes
- 12 teams will qualify for the next round.

**RULES FOR THE ROUND-** No phones or laptops are allowed

**Round 2 :** Auction

**CONDUCTION:-**

- Each team will be given a budget of 80 Crores.
- The 11 players should fall on as:

4 Batsmen

4 Bowlers

2 Allrounders

1 Wicket-keeper.

● Every Player will be assigned a rating (excluding the legendary Players). Your goal is to maximise your team's overall rating.

**BIDDING SYSTEM:**

- The bid will be increased by 10 lakhs, till the bid is under 1 Crore. ●  
The bid will be increased by 25 lakhs, between 1-5 Crores.
- Above 5 Crores, the bid will be increased by 50 lakhs.
- Jump bids are allowed.
- Close Bidding: Once a bid crosses 12 Crore, we enter Close bidding. Here, each team in the process is required to send their Final bid to the Auction Master, on Private Chat(on a white sheet), and the player is sold to the team with the Highest Bid.

**ROUNDS:**

- TIER 1: This round will include players of highest ratings and base price. ●
- TIER 2 : This round will include players of moderate ratings and base price.
- Mystery players round: This group of players will have only their stats, base price, role, and country they play for to be displayed, but their ratings and name will be hidden. Once one team buys the player, then their ratings will be revealed.
- TIER 3 : This round will include players of average/low ratings and low base price.
- TRANSACTION WINDOW - there will be a 30 minute window , where teams can negotiate between themselves for a deal to exchange players( if required by the teams). They will finalise their transaction through the auction master.
- The Score sheet will be updated each and every time a player is sold.
- After every 2 rounds, the score sheet will be displayed/ announced, by the Score-keeper or the Auction Master.
- There will be no Re-auctioning of players, once they are left unsold. (Unless it is a technical issue, the final Decision will be made by the Auction Master).

- In case of a tie among the teams, the team with the highest remaining budget amount will be the winner.

Disqualification criteria:

- Each team must buy 11 Players(4 batsmen, 4 bowlers,2 all rounders, 1 wicket keeper), otherwise, they will be eliminated.
  - Each team must buy at least 7 Indian Players and Maximum 4 Overseas Players. If teams fail to do so, they will be disqualified/eliminated.
  - If teams run short of money before buying all 11 players, they will be eliminated.
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## **6) STARDUST SHOWCASE:**

### **Event overview:**

In the graphic designing event, students will create an E-Brochure on the topic which would be disclosed at the time of the event. Students will design an E-Brochure and get a chance to showcase their designing skills in a digital format. They will learn how to create eye-catching and engaging E-Brochures.

### **RULES**

- 1) Requirements for the competition
  - 1) Minimum 3 GB Graphics Card
  - 2) Continuous internet connectivity
  - 3) RAM Required 8 GB, 16 GB or more
  - 4) Power Backup must needed
  - 5) Software can be used: 1.Photoshop 2.Canva
- 2) Participants will get only 2 hours to perform and create an E-BROCHURE of **4 pages**.
- 3) The topic of the Competition will be declared at the venue only.
- 4) The content of the E-Brochure should be well defined.
- 5) Use of AI Tools is strictly prohibited. Any team found using AI Tools would be eliminated out of the event.
- 6) Only 1 candidate from a team will be allowed to design the brochure, the other candidates will provide assistance and help in the ideas.
- 7) The decision of the judges will be final. The result will therefore not be altered at all.
- 8) After making E-Brochure the participants will be mailing it to the host school and then it will be displayed on a projector in front of all the participants and judges before judgement.
- 9) E-Brochures received after a 2 hours time limit would be given overall negative marking of 2 points.

### **Eligibility Criteria**

1. Students from classes IX – XII are eligible participants
2. Only ONE group from a school can participate with maximum 4 of participants for creating E Brochure.

### **Provided and Expected Items**

- 1) Students will bring their own system of required configuration (laptop) and the host school can provide Wi-Fi facility. It is advised to bring your own data pack to ensure internet stability throughout the competition.

### **Itinerary**

Timeline for the event- 3.5 hours

- 1) The event will begin with the introduction of each team and facilitation of the judge in the first 30 mins.
- 2) The rules and regulations will be announced to all the respective teams in the next 15 mins.
- 3) All the doubts and queries would be made clear before starting the competition in the next 15 mins.
- 4) A timeline of 2 hours will be provided for the creation of E-Brochure.
- 5) Judgement and the presentation of each E-Brochure by all the team would be made in the last 30 mins.

### **Other**

It is advised to all the participating teams to carry their own system of minimum required configuration and a data pack for internet stability throughout the event.

### **Judgement Criteria**

The E-Brochure will be judged on basis of following criteria

- A. Creativity-10
  - B. Content Quality-10
  - C. Colour Scheme-10
  - D. Design-10
  - E. Type of Images used-10
  - F. Relevance to topic- 10
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## **7) ORBITAL CLIP:**

### **Overview:**

The following event will provide an edge for competition and showcase the talent and creativity of the participants regarding their marketing and video filming skills.

### **Objective:**

**The teams are required to shoot and showcase an ad about a product of their choice that will be launched.**

- Each team must create or film a business promo for their respective idea. They will need to give a brief introduction to their business idea and the product, including a briefing about its characteristics.
- They will have to shoot a small ad in which they present their product's features, ideology, and elements of uniqueness.
- Each team will have to advertise a product. Topics for the products will be given on the spot.

### **Special Task:**

- Each team will also be asked to use a specific prop in their films, apart from the actual product they are advertising.
- These items will also be provided to the teams on the date of the event.

### **Guidelines:**

1. Video length can be between 1-2 minutes. The video limit shall not be exceeded; otherwise, it will lead to penalties.
2. The video and audio should be crisp and clear. Submissions must be in MP4, MOV, or MKV format. The resolution should be 1080p or above.
3. Teams can bring their own camera equipment and laptops and other equipments which they feel necessary to use.
4. Teams shall upload their video to a Google Drive link provided. The size of the video shall not exceed 5GB .
5. Each team can have a maximum of 4 members.



6. The decision of the judge will be final, and no changes will be made thereafter.
7. **The use of AI is Strictly prohibited.** Any violations will lead to disqualification.
8. Wifi will be provided to all the teams.

**Eligibility:**

Students from Grade IX-XII are eligible to participate.

**Judgment Criteria:**

- Creativity
  - Relevance
  - Cinematography and Production Quality
  - Post-processing skills
  - Time limit
  - Use of the allotted item
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