

# **IDEA FORGE**

## **INTRODUCTION:**

Welcome aboard the ship of experiences where your destiny awaits 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 misbehavior 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@choithramschoool.com](mailto:ideaforge@choithramschoool.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.