



St. Joseph's College of Law

No. 18, F.M. Cariappa Road (Residency road), Bangalore-560025.

Presents

PRARAMBH

“A START TO THE NEW NORM”

Date of the event :

3rd & 4th September, 2020

(2pm-4pm)

About the Event -

Participants will be given a product by the Organizing committee for which business start-up plan must be designed. This plan must throw light on all aspects of business such as HR, Finance, Marketing, designing of the product, business location and Uniqueness of the product. Participating team is expected to modify it and fix attribute in such a manner that it becomes relevant for use even in the current pandemic situation.

The *twist* being the product provided will be an essential item, one which is found and used in our daily lives. Now, the team must modify it, fix attributes and bring about a product with relevance to the current pandemic situation.

After the product has been launched by the teams, they must seek investment from the panel of investors (i.e., the financing of the start-up).

Guidelines -

1. "Microsoft Teams" will be the official domain which would be used throughout the event.
2. The registrations will close on 2nd September, 2020 at 6 pm.
3. Registration is on first cum first serve basis. Maximum of two teams per college will be allowed. All submissions are to be made within the time slot provided. Any late submission will be disqualified.
4. Whatsapp group will be created for the event, to which the registered participants will be added.
5. Professional mannerism and decorum must be followed throughout the event.
6. Participants are expected to be dressed in formal attire. Flouting this requirement will lead to disqualification.
7. The use of slang, vulgarity or unprofessional language through words or expressions will result in the disqualification of that particular team.
8. The entire presentation must be done in English only and no other language shall be entertained.
9. Both members of the team must display equal participation.
10. Arguing with the panel or the hosts for invalid reasons will not be entertained and will lead to disqualification on the right grounds.
11. The team has to keep their audio and video "on" throughout their presentations.
12. Both members of the team must display equal participation.

Instructions -

1. Each team consists of 2 participants
2. Teams will be given the product 15 minutes before their presentation time.
3. Teams must then proceed to come up with their business plan for the given product by giving it their own innovative touch, i.e, in relevance to the current pandemic situation.
4. They will be given 10 minutes of uninterrupted speaking time to present their innovative products before the judges and the panel of investors.
5. Investors will take turns and will proceed to ask questions the next 10 minutes for which the teams must respond relevantly in order to maximize their chances of being invested on.
6. The judging panel will be given 5 minutes for Q&A session.

Note:-

- **Registrations are to be done in the following Google Forms link:**
https://docs.google.com/forms/d/e/1FAIpQLSeKmhDDMKbsbf6JJMQLeM9LSvIalghW8tMFmKcwcZEvrQFPNg/viewform?usp=sf_link
- **Participants will be provided E-certificate.**

Entrepreneurship Development Cell:-

Faculty Coordinator: Ms Lincy Joykutty

For any further queries please contact student coordinators:

Rishabh Jain: 9835525257 | Sandhya: 9481286258