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## DEPARTMENT OF COMMERCE

Prasanna Kumar Block, Behind Higher Education Council  
Office, Bengaluru City University, Palace Road,  
Bengaluru- 560009

### Presents



... Incubating Ideas

DATE: 19th May 2022  
10.00 AM

VENUE: DEPARTMENT OF COMMERCE  
SEMINAR HALL,  
PK BLOCK,  
BENGALURU CITY UNIVERSITY

### ABOUT EVENT

The shark tank competition is designed to give students a real world experience of startup entrepreneurship by pitching their unique and novel "out of the box" ideas that can make a difference in the community at large . The competition mainly wants to promote the idea of "responsible entrepreneurship " in youngsters by promoting ideas that are sustainable

### OBJECTIVES

- To identify the need for entrepreneurship in colleges to motivate and encourage more job creators
- To provide opportunity and platform for students to brainstorm idea

### LEARNING OBJECTIVES

- Problem solving
- Critical thinking
- Conceptual clarity
- Ideation
- Innovation

### THEME

IDEAS AND CONCEPTS HAVE TO MEET THE SUSTAINABLE DEVELOPMENT GOALS.

- Does your business ideas have a social cause?
- Is it an innovation that can be applied to multiple heads or problems?
- Does it identify and fulfill need in the marketplace?
- Does your Idea provide solution to a problem in a community and solves it efficiently?

**THEN HERE IS A PLATFORM FOR STUDENTS WHO CAN BE PROSPECTIVE BUSINESS ENTREPRENEURS WITH A PURPOSE**

### FORMAT OF THE COMPETITION

The competition consists of two rounds

#### 1. SCREENING ROUND

- This will be the first round of the competition. The teams will present their business plans to an esteemed panel of judges.
- The qualification to round 2 shall be decided on the basis of: uniqueness of idea, operational plan, market research, financial plan, marketing plan implementation, attractiveness to investors.
- The top teams will qualify for Round 2.

#### 2. PITCHING ROUND:

- In the second-round, students will pitch their plan to entrepreneurship experts in a limited frame of time, in the form of a summary of their Business Plan. The attractiveness of the idea to investors will be the basis for deciding the winner.

### INTRUCTIONS TO THE PARTICIPANTS

- Team of not more than 6 participants
- Last date for registration is 14-05-2022
- If the business involves a product then a prototype should be brought for display
- If it is a service then the business model has to be orally and visually presented through ppt and videos
- Maximum of Three Teams from each College

### STEPS TO REGISTER

- Use Link of Google form With QR code
- Faculty mentor and student participants should register by scanning the QR code and also join the event WhatsApp group through the Google Form

Scan QR Code for Registration

For more details contact:  
9606293899, 8867065042

