

Dragon's Den

(Shark tank)

Got a million-dollar start-up idea? Then here's an event just for you. To nurture the entrepreneur in you here's presenting - 'Shark Tank', a test of ideation and marketing.

Team Size: 4

Rounds: 1

Date/Time: 19th April, 9:45 am

Venue: Auditorium

Teams per college: Unlimited

Registration: Online

Rules:

- ❖ Each group must prepare a product visual, marketing plan and a 4–5 minute pitch.
- ❖ Identify your target market and emphasize how it will meet the customer requirements.
- ❖ Highlight advantages of your idea/product over comparable existing products in the market.
- ❖ The judges' decision will be final and binding.