

# STAGE 1

## TASK 1 - BIZ QUIZ (110 POINTS)

### ALL THAT YO NEED TO KNOW ABOUT TASK 1 – BIZ QIZ

#### OBJECTIVE –

The objective of this event is to quiz participants on various trends and current affairs in the Business World, further, helping develop an interest in the same. Participants have to showcase their knowledge and understanding of business concepts.

#### GUIDELINES --

1. This Task is for 110 points.
2. There are total 18 Questions for 5 points and 2 questions (starred questions) for 10 points
3. Teams will earn 5 points for each correct answer, with the opportunity to earn 10 points for starred questions, totaling 110 points.
4. The Biz-Quiz competition will be conducted using Microsoft Forms (link is given below)
5. Accurate team information is required during registration to prevent discrepancies.
6. Each team will have a 20-minute time limit to complete the quiz, with a one-minute warning before closure.
7. In case of technical difficulties during the quiz, contact the organizing team for assistance.
8. Teams are encouraged to discuss questions and answers among themselves but should not communicate with external sources during the quiz.
9. Decisions made by the organizing team are final, and further discussions or disputes will not be entertained.
10. If the organizing team found your answers copied From Google/AI or any other Online Platform Team, this would lead to DISQUALIFICATION

#### LINK FOR QUIZ–

[https://forms.office.com/Pages/ResponsePage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAAO\\_WrP4p1URTIXNFBXWTZNNU04WDRYR11LS0pDRUFGSC4u](https://forms.office.com/Pages/ResponsePage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAAO_WrP4p1URTIXNFBXWTZNNU04WDRYR11LS0pDRUFGSC4u)

# TASK 2 – ACE THE CASE (100 POINTS)

## ALL THAT YO NEED TO KNOW ABOUT TASK 2 –ACE THE CASE

### OBJECTIVE –

Case studies are one of the best teaching tools for enhancing business acumen and testing practical knowledge. It asks for a quick and detailed analysis of a market situation or of any organization, and the participants are required to use their problem-solving skills combined with structured thinking to rectify the complications in it.

### GUIDELINES –

- 1.This Task is for 100 Points
- 2.Submission should be done in PDF format (Convert it from word doc to pdf format)
- 3.The name of the file should be <Team Name>|| STAGE 1/2/3 (depending on the round)||Task Name
- 4.Work once submitted, is final; no resubmissions are allowed.
- 5.The decision by the organizing team will be considered final and binding in case of any confusion.
6. Google form link will be provided submit your work over there.
7. In case of technical difficulties during the submission please contact us immediately
8. The Decision Made by Organizing team will be final no Future Discussion will be entertained
- 9.Judging Criteria - All points from the Problem Statement should be covered
10. Deciding factors for this competition:(weightage given in brackets)
  - Accuracy (25)
  - Creativity (30)
  - Originality (25)
  - Presentation (20)

## **DETAILS ABOUT THE TASK-**

- You have been given 5 scenarios from which you have to select 1
- Understand the problem statement and based upon that come up with a solution
- Solution Document – Format has been given below, in that format only you have to submit your solution
- Minimum 10 points in the given Solution Document – Format should be covered
- If all the points are covered from the given format you will get an advantage
- You can use Google/Firefox/YouTube for research purpose
- If you provide links of articles/videos, there are extra points for it.
- Once you are done with the solution convert it into pdf format and submit your work via Google form.

## **GOOGLE FORM LINK–**

<https://forms.gle/pFtGF9tBjZuv1fSn7>

# Solution Document – FORMAT

**2. Team Name:** [Your Team Name]

**3. Team Members:**

[Team Member 1]

[Team Member 2]

[Team Member 3]

**4. Date:** [Date of Submission]

**5. Executive Summary:** (Provide a concise overview of your solution and its potential impact)

**6. Problem Analysis:**(Provide an in-depth analysis of the challenges faced by(THE COMPANY), including their implications for the company's growth and sustainability)

**7. Solution Proposal:**(Outline your innovative solution to address the challenges. Include details on how your solution will be implemented and why it is feasible)

**8. Addressing Stiff Competition:** [Describe how your solution will help THE COMPANY stand out in a competitive market]

**9. Overcoming Market Saturation:** [Explain how your solution will enable THE COMPANY to expand its customer base despite market saturation]

**10. Boosting User Engagement:** Detail strategies to improve user engagement and retention

**11. Securing Additional Funding:** Provide a plan for securing funding for research and development

**12. Market Research:** Share data-driven insights from your market research, including market trends, competitor analysis, and customer insights.

**13. Financial Projections:** Provide financial forecasts and projections related to the implementation of your solution

**14. Revenue Projections:** Forecasted revenue growth over a specified period

**15. Cost Analysis:** Breakdown of costs associated with implementing your solution

**16. Conclusion and Recommendations:** Summarize your findings and provide actionable recommendations for InnovateTech Solutions

**17. INCLUDE RELEVANT LINKS** (as a proof): By including links to research sources, you can provide evidence and support for your proposed solutions, making your presentations more robust and credible. Teams should ensure that the linked sources are reputable and relevant to the specific challenges and solutions they are addressing.

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## SCENARIO 1: TECHNOLOGY SECTOR

### Company Name: InnovateTech Solutions

#### 1. Background -

InnovateTech Solutions is a tech startup founded five years ago, specializing in developing cutting-edge software solutions for businesses. The company initially gained traction by creating innovative productivity apps but is now facing challenges due to increasing competition and rapidly changing market dynamics.

#### 2. Challenges:

- **Stiff Competition:** The technology market has become highly competitive, with established giants and numerous startups offering similar products and services.
- **Market Saturation:** The market for productivity apps is saturated, making it difficult for InnovateTech to expand its customer base.
- **Declining User Engagement:** User engagement and retention rates have been declining, impacting the company's subscription-based revenue model.
- **Funding Shortage:** InnovateTech is struggling to secure additional funding for research and development.

#### 3. Market Conditions:

- The technology sector is marked by rapid technological advancements and changing consumer preferences.
- Increasing demand for software solutions that enhance remote work and productivity. Strong emphasis on data security and user privacy.
- Growing interest in sustainability and eco-friendly technology solutions.

## SCENARIO 2: FOOD AND BEVERAGE SECTOR

### **Company Name: FreshHarvest Farms**

**1. Background:** FreshHarvest Farms is a family-owned agricultural business that has been operating for generations. They specialize in producing fresh fruits and vegetables using traditional farming methods. While they have a strong reputation for quality, they are facing challenges in a changing food and beverage market.

### **2. Challenges:**

- **Changing Consumer Preferences:** Consumer preferences are shifting towards organic and locally sourced produce, impacting FreshHarvest's traditional farming practices.
- **Distribution Challenges:** Expanding distribution to reach urban markets while maintaining product freshness is proving to be a logistical challenge.
- **Competition from Agribusinesses:** Large agribusinesses are entering the market, offering mass-produced organic options at competitive prices.
- **Sustainability:** Meeting sustainability goals, reducing food waste, and adopting eco-friendly packaging are becoming critical for FreshHarvest.

### **3. Market Conditions:**

- Growing demand for organic, locally sourced, and sustainably grown fruits and vegetables.
- Changing dietary habits influenced by health and environmental concerns.
- The need for transparency in food production and supply chain practices.
- Evolving consumer expectations regarding sustainable and ethical farming practices

## SCENARIO 3: ARTIFICIAL INTELLIGENCE IN AGRICULTURE SECTOR

### **Company Name: AgriAI Innovations**

**1. Background:** AgriAI Innovations is a startup specializing in the application of artificial intelligence (AI) to agriculture. They have developed AI-driven tools for crop monitoring and optimization but face unique challenges in this sector.

#### **2. Challenges:**

- **Data Collection:** Gathering accurate and real-time data from diverse agricultural settings for AI analysis.
- **Farmer Adoption:** Convincing traditional farmers to adopt AI technology and integrate it into their farming practices.
- **Ethical Considerations:** Addressing ethical concerns related to data privacy and the impact of AI on traditional farming practices.
- **Scalability:** Ensuring that AI solutions are scalable to various crops and regions.

#### **3. Market Conditions:**

- Increasing global demand for sustainable and efficient agriculture practices.
- Advances in AI and machine learning technologies applicable to agriculture.
- The need to address food security and optimize resource use in farming.

## SCENARIO 4: VIRTUAL REALITY (VR) EDUCATION SECTOR

### **Company Name: VirtuLearn EdTech**

**1. Background:** VirtuLearn EdTech is a startup dedicated to revolutionizing education through virtual reality. They have developed an immersive VR education platform for students but face several challenges in gaining widespread adoption.

#### **2. Challenges:**

- **Access and Equity:** Ensuring that VR education is accessible to all students, regardless of socioeconomic background.
- **Curriculum Integration:** Convincing educational institutions to integrate VR into their existing curricula.
- **Content Quality:** Creating engaging and effective VR educational content that aligns with educational standards.
- **Teacher Training:** Preparing educators to effectively use VR technology in the classroom.

#### **4. Market Conditions:**

- A growing need for innovative educational solutions in response to changing learning environments.
- Increasing investment in VR technology and applications for education.
- Concerns about screen time and the need for immersive and interactive learning experiences.

# SCENARIO 5: SPACE TOURISM SECTOR

## Company Name: Celestial Journeys

### 1. Background:

Celestial Journeys is a space tourism startup aiming to provide civilians with the opportunity to travel to space. They have made significant advancements in spacecraft technology but face a myriad of challenges in realizing their vision.

### 2. Challenges:

- **Safety Concerns:** Ensuring the safety of space tourists is paramount, and the company must address potential risks and emergencies.
- **Regulatory Hurdles:** Space tourism is a nascent industry with complex and evolving regulations that impact operations.
- **High Costs:** The cost of space travel is currently prohibitive for most potential customers.
- **Market Niche:** Identifying and targeting the right customer segments and marketing strategies for space tourism.

### 3. Market Conditions:

- Increasing interest in space tourism as a once-in-a-lifetime experience.
- Competition from established aerospace companies and other emerging space tourism startups.
- Global interest in space exploration and the commercialization of space.

## TASK 3 – WRITE A BLOG (90 POINTS)

### ALL THAT YO NEED TO KNOW ABOUT TASK 3 –WRITE A BLOG

"Write a Blog: Dive into the world of entrepreneurship and gain valuable insights. Choose one of the following inspiring books on entrepreneurship as your source of inspiration:

#### OBJECTIVE –

The objective of the "Write a Blog" task is to evaluate participants' research, critical thinking, and communication skills as they analyze a designated entrepreneurship book's core concepts and convey their insights engagingly. Furthermore, the task aims to assess their ability to apply the book's ideas practically in real-world entrepreneurial contexts, fostering an atmosphere of thoughtfulness and encouraging impactful communication.

#### GUIDELINES –

1. This task is for 90 Points
2. Your blog should center around one book from the provided list of entrepreneurship books given below.
3. The blog should be of maximum 2-3 pages
4. If possible try to incorporate visuals like images, charts, or diagrams to enhance comprehension and engagement.
5. Google form link will be provided submit your work over there.
6. In case of technical difficulties during the submission please contact us immediately.
7. Judging Criteria –
  - Presentation (10 points)
  - Content (40 points)
  - Originality and Creativity (20 points)
  - Clarity & Impact (20 points)

GOOGLE FORM LINK - <https://forms.gle/NnKqFWN6wnmmepvU7>

## BOOKS -

1. 'Failing to Succeed: The Story of India's First E-commerce Company' by K. Vaitheeswaran
2. 'The Man Behind the Maruti' by R.C. Bhargava
3. 'Doglapan: The Hard Truth about Life and Start-Ups' by Ashneer Grover
4. 'The Tatas: How a Family Built a Business and a Nation' by Grish Kuber
5. 'Dream With Your Eyes Open' by Ronnie Screwvala
6. 'The Lean Startup' by Eric Ries
7. 'The 4-Hour Workweek' by Timothy Ferriss
8. 'Zero to One' by Peter Thiel
9. 'Crushing It!: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too' by Gary Vaynerchuk
10. 'Thinking, Fast and Slow' by Daniel Kahneman
11. 'Build Don't Talk' by Raj Shamani
12. 'Epic Shit Done' by Ankur Warikoo
13. 'Get Epic Shit Done' by Ankur Warikoo
14. 'Wolf of Wall Street' by Jordan Belfort
15. 'Think and Grow Rich' by Napoleon Hill

Select the book that resonates with you the most, read it, and craft an engaging blog post sharing your thoughts, insights, and takeaways in a word doc. This is your chance to explore the wisdom of successful entrepreneurs, dissect their journeys, and relate their experiences to your own entrepreneurial aspirations. Let your blog post inspire others in their entrepreneurial endeavors."