

## STARTUPEDIA' 18

### THEME:

Startupedia! Based on the theme IT for sustainability. This event is all about your imaginary little startups! Feel like a boss! Get your amazing crazy start up ideas and mix it with the designer in you.

### GENERAL RULES:

1. Maximum of 3 people allowed in a group.
2. Each group should have a unique name that will be their start-up name.
3. Your product/poster or flyer must contain some relevance to the retro theme. Eg-A Bajaj scooter with some advance features like a display screen or a high performance engine!

Groups will be judged out of total score of 20. Breakup of 20 marks is as follows:

1. 5 marks for idea: Any unique idea will be appreciated; groups can come up with already existing products with modification.
2. 5 marks for presentation: Groups are required to advertise/market their products/idea in front of jury and other groups. Fluent and clearer picture of your product/idea will fetch you more marks. You can also be cross questioned regarding your product so please make sure that what you present is logical.
3. 10 marks for pamphlet/banner/poster: All groups have to submit an A4/A3 size pamphlet/banner/poster either digitally (using any designing software) or hardcopy (hand-drawn). Your pamphlet/banner/poster must contain your start-up logo and product name apart from that it can feature your key components or main uses or can even have attractive one-liners. All participants who use already existing product name/ logo/tagline will be disqualified.

### EVENT SPECIFICATION:

The event involves three steps.

Step1- The idea for your product. But with a limitation (the product must be modified or contain an element that was available at the vintage times. Example-Bajaj scooter might be modified to contain nitro boosters making a new product.)

Step2- Design a logo and flyer for your company (can be digital or hand drawn).

Step3- Present your idea and know what? Win amazing prizes!!! Awaken the designer inside you!

### JUDGING CRITERIA:

1. Your idea
2. Logo, amp and flyer
3. Presentation - make your imaginary products, present their use and how effective it is.



21<sup>st</sup> - 22<sup>nd</sup> April, 2018

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### TEAM SPECIFICATIONS:

1. Team size should be either 2 or 3.
2. Inter or Intra College teams allowed.
3. All students must carry their respective college id-card.

### ELIGIBILITY:

All students with a valid identity card of respective educational institutes are eligible to participate.

### EVENT COORDINATORS:

1. Vaibhav Upadhyaya (*Mobile No. - 9718722148*)
2. Shaurya Saxena (*Mobile No. - 9599498457*)