

Quest

Quest is a National B-Plan competition designed for young thinkers and entrepreneurs, which forms an excellent platform to pitch in their ideas before the corporate world and get an opportunity to win an incubation or the starting push to their innovation. It is an opportunity for potential ideas and early stage start-ups to evaluate their business idea in the risk-free environment of a competition, bridging the gap between ideas and the realization of an enterprise.

Event Structure

Round 1: Online Idea Submission and Questionnaire

This round tests the creativity, innovation and originality of applicants in developing a new product for an audience of their choice. Feasibility of the product is an important criterion, which applicants should consider before sending in their entries.

Online Questionnaire

Teams must answer each question in the questionnaire in order to be considered for evaluation.

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Submission of the Executive Summary and Business Model

A write up describing the details of the product designed by applicants, their chosen sector and target customer group has to be submitted online. The entries will be filtered by venture capitalist/incubators. Teams that qualify for the Online Questionnaire round are eligible for submitting their executive summary and the business model. Participants will be allotted sector-specific mentors and mentoring will take place via email, video conferencing and telephone calls.

Round 2: Elevator Pitch

The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride. In this round, the teams will be given a short time interval of 90 secs, in which they have to pitch their idea. The panel judges will judge them on this.

Round 3: B – Plan Presentation

In this round, the teams will be provided 15 mins out of which, in the first 10 mins they have to give a presentation explaining their business plan in detail to a panel of judges, which would comprise of VCs and investors. The remaining 5 mins would be kept for Q&A session where in the panel will ask questions to the presenting team. This is the deciding and concluding round. The winners will be awarded cash prize and various other incentives as offered by the sponsors and associates.

The shortlisted startups will have a networking session with the VCs and the incubators giving them a chance to be funded by these VCs.

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Judging Criteria

Criteria	Description
Venture Description	The problem being solved by your idea and how your idea is different from any existing solution. Stage of your venture.
Market Analysis	Description of market, The growth rate of the market, Entry Barriers and Exit Options.
Unique Value Proposition	What about your idea forms its competitive advantage.
Competitive Landscape	Who are you currently or in future likely to compete against and how do you plan to overcome this competition.
Revenue Model Description	This is about how you plan to make money from your idea. The cost, revenue, and RoI projections. Drivers of revenue and cost to which your model is sensitive. Growth Opportunities
Social Impact	Any substantial social and/ or environmental benefits
Team Description	Relevant skills of the participants, Experience, Strategic and executional skills.

Opstrat

Opstrat is a 6 hours long growth hackathon. And it requires no coding. Participants will be given an existing business model. They have to study the working and supply chain of the business. In the six-hour long competition, they have to identify the problems of the existing supply chain and come up with new ideas to eradicate the inefficiencies in the system.

The participants will be judged based on following:

- % increment in profit after implementation of the solutions suggested by a team
- % reduction in time to achieve the same objective after implementation of the solutions suggested by a team.

Judging Criterion:

- Identification of a critical problem
- Approach to the problem
- Originality of the solution
- Feasibility of the solution
- Size of impact
- Plan of action
- Timeline
- Practicality of the solution
- Bonus points for idea validation.

Bluechip Beatdown

A two daylong event focusing on convincing and persuasive skills of participants, Bluechip Beatdown forms a unique platform for the college students. It is organized in two rounds –

- **Idea Round:** Here participants will be given an abstract business, e.g. a new E-commerce website. In addition, participants will be given a virtual amount of 5 lacs. Using it, they have to prepare a marketing campaign using only the online media. They will be judged on the following criterion :
 - Outreach
 - Geographic, age and gender diversity
 - Impact on target market
 - Originality of approach
 - Feasibility
 - Budget allocation to each channels if multiple online channels used.

Teams will be given a time of 45 min where in they have to decide what channels they are using, how much budget they are allocating in each channel, what their target market will be and what approaches they are going to use. In next 45 min, they have to prepare a marketing campaign.

Bluechip Beatdown

There should be a Marketing model canvas.

The marketing model canvas should explain in detail which is the market segment you are using, what is the age group targeted, how will the product be positioned and which channels are used to reach which age group, market segment etc. A theme of the campaign, a campaign (poster or act) which has to be explained in words in detail.

Finally you have to give a short presentation (5 min) explaining your entire campaign, its feasibility and its impact

- **Round 2**

Each team will be given Rs 100 at the start of this round. Nirmaan, a successfully operating Ngo within the campus, will open their stall to sell objects. The teams can buy one/multiple items from the stall. Thereafter, the teams will be taken to Vasco/Madgaon to sell those product in real to the crowd Again the marketing skills of the team comes in handy. Not only the farfetched business model but also hands on customer dealing on a very basic level can be executed. Negotiate for the best profits. If a team runs out of products (i.e. they have been successful in selling all the bought products), they can purchase the items from other teams. Of course, they will sell adding their profit; it is your opportunity to prove that you can earn more profit on the same commodity than the other team.

Bluechip Beatdown

The evaluation of the round is simple.

The team with more profit overall wins! Any misconduct on participants' part towards the public will lead to immediate disqualification. If found guilty of pre-party formation and subsequent selling to those parties, the team will be immediately disqualified. Using the name of the institution for the sake of selling the product is strictly prohibited.

Wolf of Wallstreet

Objective of the game:

To apply any knowledge on stock markets and their working to trade in a simulated environment and gain maximum profits.

Particulars:

Team composition: Individual Event

Registration: Online/on the spot.

Number of days for the event: 5 days before the fest and 2 during the fest.

Timings:

Before the fest: 6:00 to 12:00.

During the fest: 9:00 to 15:00.

General Rules:

- A website simulating the market price variation of stocks companies having varying market capitalization will be created.
- The motive of the event is to trade the stocks of the registered companies to earn profit.
- The event will continue for three days, beginning with an auction for the stocks of the registered companies.

Wolf of Wallstreet

- The event will begin with each company offering their IPO and the teams will then be allowed to trade the stocks of the company for the three days of the festival.
- Throughout the course of the game, IPOs of a few companies can be introduced into the simulated environment to replicate the effect of IPOs of companies in the stock market.
- Some companies will make their stock public and participants will choose to subscribe to these IPOs. The organizers will decide the IPO price and lot size.
- Information about the companies will be put up on the website, which will include the fundamental ratios, the previous year balance sheet and the previous year price chart.
- In addition to the above both good news and bad news regarding the companies will be released on the website at regular intervals.
- Each team can vary the price maximum 1.5% of the last transacted price.
- The team with the highest value of the portfolio will win.
- Any decision taken by the organizers will be final. More detailed rules will be given at the start of the event.

Bitcoin Ideation Challenge

Interested in Bitcoin, Ethereum and Blockchain technology? Quark in association with **Unocoin** present to you the first ever Bitcoin event.

The aim is to encourage innovation using Blockchain and Digital Currency technology. The possible applications are far wider than digital currency.

Objective

The participants have to present a model/solution to replace the current currency model with that of Bitcoins and how can it be promoted amongst people. The participants have to keep in mind various factors that limits their plan of execution.

Rules

Presentation time 10 mins followed by 5 mins of Q&A session.

Team composition – up to 4 members per team.

Judging Criteria

- Originality & Innovation
- Feasibility
- Execution

Wallstreet Revolution

Wallstreet Revolution is the game to test your marketing skills, you don't just offer, you calculate your profit and your loss, and keep a track of your remaining goods. You are given gold, you are given money, buy and sell in the right way and make maximum profit in the end to mark your victory.

Event Structure:

- The events consists of 3 different games that will be played on all the three games
- 8-10 teams participate in one game
- Each team will consist of 2-4 participants
- Each game consists of 10 round of 2.5 minutes each.
- Half the no. of teams are given 2000 gold points and the rest are given -2000 gold points. Each gold point being worth Rs200
- The teams will be allowed to transact their gold point between a price of Rs180 to Rs220
- At the end of 10 rounds all teams must bring their total no of gold points to 0.
- The team with the maximum profit will the winner.