



EDGE17
THINK. DREAM. LIVE.
7th - 9th APRIL



B-PLAN

Event Description:-

“If you fail to plan, you plan to fail.”

Since the advent of time humans have relied on their selling skills to survive. Some say it is the cornerstone of everyone's life. But the real challenge lies in selling something which cannot be sold.

So, if you think you can dazzle the audience by your impromptu thinking and wittiness then come and be a part of the most challenging competition of Edge, which will provide you with the perfect platform to show your magic. So, how well can you sell?

Team Size:-

Team can consist of maximum of 3 members.

Event Timeline and Rules:-

- The first round is a preliminary round, it's a free round and each team of 3 members will have to send their entry in a presentation/document by 5th April to edgemoneymatters@gmail.com. The cover page should contain:

- Team name
- Member names along with address, e-mail and telephone number

The best entries will be asked to participate in the main event at EDGE 2017 at our campus.

- In the second round the selected teams will be called to present their business idea to an open audience during Edge. Tentative duration is 10 min. of presentation followed by 5 min. of Q&A.

- The judges will evaluate the presentations based on the following criteria:

- Background study
- Originality in the research work.
- Volume of the work carried out.
- Novelty in thinking
- Oral presentation skill of the presenter
- Ability to answer questions at the end of the presentation.

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