

# MAGNA-CARTA

**“IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE. KNOWLEDGE IS LIMITED WHILE IMAGINATION ENCIRCLES THE WORLD” -Albert Einstein**

**You can participate in only one of the following events**

## **SYNETICS: Case Study**

### **Event Details**

An individual participation event where you are required to pound your brains upon a particular problem in a case. There are 2 rounds: Initial aptitude test and the final Case Study.

To know more about the case study: [click here](#)

### **Rules**

#### **ROUND I**

1. It is an individual participation event.
2. A diagnostic test would be held and the selected candidates will be promoted to the second round.

#### **ROUND II**

1. In this round, the selected candidates will be given a case study on the spot.
2. This case would be explained for **10 min** and **40 min** time would be given to solve the case study.
3. It will be judged by our experts.
4. The decision of our reputed judges will be final.
5. A winner would be awarded an attractive prize.

## **Bull's-Eye: Virtual Share Marketing**

### **Event Details**

It is an individual participation event. Bull's Eye will have two rounds. A qualifying

questionnaire round. In final round each Participant will have to face the market up's and down's, selecting the optimum time for buying or selling of shares of a hypothetical virtual market.

## **Rules**

### **ROUND-I**

1. This is the qualifying round.
2. Each participant will have a questionnaire consisting of multiple choice, logical-based, and comprehension-based question related to share market.
3. Participants will get **30 minutes** to solve the questionnaire (Total 40 Questions).
4. Selected participants get qualified for round-II.

### **ROUND-II**

1. This is the final round.
2. The projector will display the regular up's and downs of share market.
3. Participants will be provided with the software installed laptops.
4. Participants will operate the software for buying or selling of share. An advisor will be allotted to each team.
5. Each Participant will have to face the market up's and down's, the select optimum time for buying or selling of shares, aimed at making maximum Drift from **45 minutes** of hypothetical virtual market generated.

## **PANACEA: A Business Plan**

**“PLANS ARE NOTHING; PLANNING IS EVERYTHING.” -Dwight D. Eisenhower**

**Structure:** The Industrial revolution brought in a new era of large-scale businesses. As time passed, people realized that new areas of business were needed to help the existing ones, so finance and management came up. Slowly people became buyers from mere consumers and that gave rise to advertising and marketing, so one chain of events leads to another, and another and so on.

Today we see a completely different world from what it was a few decades ago and it's all because of the rapid growth in the business sector.

Now deep down we all want to have our own firm, a business empire that we rule, but everything starts with a small idea or what some people call a simple Business Plan. Don't just sit there and keep dreaming! Instead, live that dream and make the B-Plan that might just make you realize it.

If your idea seems good enough who knows you might be the next Steve Jobs!

### **Stage I**

1. Participants can register individually or as a team. A team can have a maximum of 3 team members. There is no restriction on the number of entries a team/ individual can give.
2. For registration, teams have to send their names with a team name, mail ids, contact no. and abstract at [spirit@iitbhu.ac.in](mailto:spirit@iitbhu.ac.in)
3. The subject of the mail should be team ABSTRACT\_PANACEA.  
(You have to register online for SPIRIT'20 before sending abstract.)
4. The candidates have to send an abstract before 15<sup>th</sup> FEB 2020. (Who registered before 15 FEB 2020). The candidates have to send an abstract before 25<sup>th</sup> FEB 2020. (Who registered after 15 FEB 2020). No abstract will be accepted after 25<sup>th</sup> FEB 2020.
5. Every participating team shall submit an abstract briefly explaining their concept.
6. Submitted abstract shall not exceed more than 200 words.
7. Submitted abstracts should be in pdf format.
8. Teams must present an original idea for a company which may not have been in existence prior to 2020.
9. Teams must be in a "Pre incubator" form and must not be backed by incubators existing companies or venture capitalists.
10. Ideas must have an innovative value to them.
11. There shall be no registration fee for Stage
12. You will be informed of your acceptance for respective events on 25<sup>th</sup> FEB, 2020.

**The judges will evaluate the abstracts and the shortlisted entries will be selected.**

## **Final Round**

The selected teams will have to demonstrate their concept along with a presentation in a specified time of **12 minutes** (7 minutes for presentation and 5 minutes for Q&A session with the judges) to a panel of judges. Each team must submit a detailed write up of their presentation before the commencement of the presentations for the convenience of the panel.

### **Judging Criteria:**

1. Business Concept: Interest generated by product/service/idea, High potential, Realistic, Viable
2. Market Analysis: Description of a market, Competition analysis, Sales/Promotions, Unique selling point, Customer requirements, How the product/service addresses those demands
3. Business System Description: Description, Cash flow, and value creation, Potential margin, Current stage of development, Skills to execute the plan, Marketing and sales channels, Short term goals.
4. Customer Analysis: Clearly defined target customers, Income group and demographics of customers, detailing the needs of customers.
5. Financial Analysis: Effective analysis presented in summary form, justified investment value, clear planning of expenses, viable exit/harvest, offers an appropriate return on risks
6. Team Description: Relevant skills of the participants, Experience, Strategic and executioner skills.

**Magna-Carta Head –**

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