



**ENTREPRENEURSHIP
DEVELOPMENT CELL**
VIT PUNE

Earn and Sell Rulebook

Event Flow

Pre-Event

Registration and Submission (16-25th January)

- Participants should register for the competition through the VIERP portal.
- Registration fees: **₹250 for V-EDC members** and **₹300 for non-members**.
- Deadline for form submission: 25th January.

Workshop (24th January):

- A workshop will be conducted for all registered participants by an Expert.
- The workshop will cover topics like pitching, marketing, and managing stalls effectively.

Round 1: Presentation Round (January 27 & 28, 2025)

Idea Presentation:

- All the participating teams will present their ideas to the jury.
- Each team gets **10 minutes** for the presentation.

- The evaluation will be based on criteria described later in this rulebook.

Result Declaration:

- Results for Round 1 will be shared via WhatsApp by 28th January.

Pre-Round 2 Phase

- Shortlisted teams will sign the **MOU** (memorandum of understanding) to understand rules, expectations, and logistics for the stall setup.
- Each selected team will receive **up to ₹5000 seed money** to procure raw materials.

Round 2: Execution Round (January 31, 2025)

- Teams must arrive at the venue by **8:30 AM** and complete their setup by 10 AM.
- Stalls will be open from **10:00 AM to 5:00 PM**.
- Teams should market their products and execute their plans.
- Judges will monitor performance and adherence to rules throughout the day.
- Teams will handle the busiest hours (12:00 PM to 2:00 PM) using their strategies.
- Stalls will close at 5:00 PM, followed by cleanup and submission of receipts.

Post-Event Phase

- Termination of the MOU.
- Winners and runner-ups will be announced by 6:30 PM.
- Prizes will be distributed, and certificates will be provided to all winners.

General Guidelines

- Registration for the event is **₹250 for V-EDC members** and **₹300 for non-members**. Each team can have a **maximum of 4 students**.
- Ideas should cater to the tastes, preferences, and interests of the college crowd.
- All teams proceeding to the Round 2 of the competition are required to contribute the initial investment and 10% of their overall profit from the event to V-EDC. This contribution is designated to cover event expenses and logistical support required by the participants.
- The business idea must be practical within the constraints of time, resources, and space provided by the event.
- Ideas should showcase creativity and bring something unique compared to existing ideas.
- Food-related ideas must ensure proper hygiene and high quality of ingredients.
- The idea should have strategies to attract and engage customers effectively, such as interactive activities, appealing setups, or unique offerings.
- Participants must have a clear understanding of the target audience's needs and purchasing power.
- Any technical or material requirements, such as electricity or specialized equipment, must be clearly outlined and feasible.
- Ideas must showcase effective teamwork, with roles and responsibilities well-distributed for smooth execution.
- Ensure your idea can be fully executed within the ₹5000 seed money provided. Avoid ideas requiring additional funding or costly materials. Profits earned can be reinvested on the same day if needed.
- Focus on practical and achievable ideas that align with the budget, resources, and event constraints.
- Ideas that promote eco-friendly products or practices will be encouraged and may receive additional consideration.

Points to be included in the Presentation (Presentation time: 10min)

1. Introduction to the team.
2. Introduction to the business idea.
3. Reason behind this idea (problem statement)/ From where did you get this idea?
4. Differentiate your product from other products.
5. Analyze your market (concerning college audience, Earn & Sell event).
6. About your target audience liking your product.
7. Marketing plan for 10 am-5 pm.
8. Execution plan for the day.
9. Peak hours during the day and plan of execution during that time.
10. Finance requirements and other requirements.

Round 1 Evaluation (40 marks)

Presentation Based (32 Marks)

1. Problem Statement and Innovation. **- 4 Marks**
2. Presentation Skills. **- 4 Marks**
3. Marketing Strategy differentiating competitors. **- 4 Marks**
4. Teamwork distribution for 10 am-5 pm. **- 4 Marks**
5. Peak-hour selling strategy. **- 4 Marks**
6. Plan of action for the whole day. **- 4 Marks**
7. Differentiating from another similar idea. **- 4 Marks**
8. Set of questions in the end to analyse their problem-solving ability. **- 4 Marks**

General (8 Marks)

1. Confidence of participants while presenting. **- 2 Marks**
2. All members of the group presenting. **- 2 Marks**
3. Professionalism while giving the presentation. **- 2 Marks**

- a. (eg. Greeting the jury, formal clothing, how well they interact with the jury, etc.)
4. Adherence to the allocated time. **- 2 Marks**

Round 2 Evaluation (60 marks)

Event-based (36 Marks)

1. Execution as pitched (their plan of action for the whole day and how much they have achieved). **- 4 Marks**
2. Marketing as pitched. **- 4 Marks**
3. Teamwork distribution. **- 4 Marks**
4. Following the rules. **- 4 Marks**
5. Finances and bills proofs. **- 4 Marks**
6. Fair Play – not bribing the audience to buy their product. **- 4 Marks**
7. Problems that arose during the day and how they tackled the problems. **- 4 Marks**
8. Management of their equipment and products. **- 4 Marks**
(Points will be deducted if items are misplaced or lost)
9. Props used to marketize their product or service. **- 4 Marks**

General (24 Marks)

1. Cleanliness. **- 4 Marks**
2. Team coordination during the event. **- 4 Marks**
3. Behaviour towards the customers as well as the audience. **- 4 Marks**
4. Aesthetics of the tent. **- 4 Marks**
5. Adherence to the time. **- 4 Marks**
6. How well they handle their customers. **- 4 Marks**

Winners Categories & Prize Pool

1. Overall Winner: ₹5,000

Awarded to the team that excels across all evaluation criteria, including creativity, execution, impact, and overall performance.

2. Best Idea: ₹3,000

Awarded to the team with the most innovative and unique concept that stands out for its originality and problem-solving approach.

3. Best Execution: ₹3,000

Awarded to the team that demonstrates flawless implementation, operational efficiency, and effective customer engagement throughout the event.

4. People's Choice: ₹3,000

Determined by audience votes, this award goes to the team that captivates the crowd with their creativity, charm, and memorable experience.