

**Kannada Sangha Pune's  
Kaveri College of Arts, Science and Commerce, Pune  
AY 2022-23**

**National Level Kaveri Skill Festival**

**Shark Tank- Product of Dreams**

**Date of the Competition: Thursday, 27 April 2023**

**Time: 11: 30 am**

**Venue: A.V. Room 6<sup>th</sup> Floor**

**No. of Participants: Maximum upto 3 members**

**Participation Fees: Rs. 100 per participant**

**Prizes: Top 2 teams will be awarded with cash prizes and certificates. All participants will get participation e-certificate**

**Event Details:**

The event is aimed to encourage students to express their creative ideas to start a business and about sharing business ideas in a precise form. It can be a service-based idea or a product-based idea.

**What Are We Looking For?**

1. Introduction about the business in 2-3 minutes.
2. Business idea – expand your business idea in a simple format. If it is a product-based idea, then one needs to carry the product / product prototype and should also inform the coordinators so that we can make space for the product. You can take at the most 5 min to explain the idea. If it is a service-based idea, then videos and images are acceptable.
3. Details of the product or service – what is it made of? Raw materials? What are the uses?
4. Marketing strategy and target customers – Explain your marketing strategy in 3 to 4 minutes and also about your target audience. Also, please specify the reason for selecting that particular target customer group.
5. Pricing and Costing of the product or service - you need to mention the cost of making and selling the product. Also mention the price you will charge to your customers.
6. Participants can also chart out their estimated earnings from selling the product or the service for next 3-5 years and depending upon that analysis, can also raise capital. (hypothetical)

**Rules-**

1. The presentation should compulsorily be in a PPT format (maximum 8-10 slides)
2. Depending upon the number of competitors, each group would get either 8- 10 min to present their idea
3. Participants should choose a new/ novel product or service.
4. If it is an idea and if the product does not exist, then a possible outlook of that product should be designed and should be uploaded in the PPT.

**Teacher Coordinator: Dr. Mukta Bhosale (9823605374)**

**Student Coordinator: Tanaya Ketkar (9145352790)**