



**BEGINNEN 2K18**

# BEGINNEN 2K18

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## BEGINNEN 2K18

Have you ever noticed an inefficient process in your workplace and wanted to improve it? Are you a specialist in your field having a business idea worth not only spreading, but rather implementing? Or maybe you simply want to meet investors, likeminded people and get encouragement and introductions

We dare you to join BEGINNEN 2K18 Challenge - gain a team and finally become a founder and bring your idea to market!

AESTER INDIA in association with AUDREY TECHNOLOGIES and ST.TERESA's Computer Application is searching for great people with high determination and hunger to sell their innovative ideas globally.

If you don't have an idea, but consider yourself as a potential leader and founder, we strongly encourage you to apply for the BEGINNEN 2K18 Challenge as you will be given a half day class from experts on How To Become An Entrepreneur, experts talk and seminars.

### **JUDGING CRITERIA**

Ideas will be judged multiple times before the top 3 are chosen. The judges will use a 1-10 scale using the following criteria:

- PROBLEM/OPPORTUNITY
- FEASIBILITY
- MARKET
- SOLUTION/PLAN

\*PLEASE NOTE: BEGINNEN 2K18 Challenge only requires you to have an idea. You do not need to have executed it. Additional points will be awarded for live demo.

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## **GUIDELINES**

⑩ Eight (8) minutes shall be allotted for the oral presentation and four (4) minutes for questions from the judging panel, however these times are subject to change depending on the number of participants any time prior to the start of the contest. Hereafter, the time allotted to the oral presentation will be referred to as the presentation period, and the time allotted to questions from the judges will be referred to as the discussion period.

⑩ Individual and group ( max 3 members ) participants are allowed.

⑩ Decisions made by the judging panel will be final.

## **PRIZE**

Prizes will be awarded as follows:

- 1st place: prize worth rupees 50K / 2 months office space including support for company registration + memento + certificate.
- 2nd place: prize worth rupees 30K + memento + certificate.
- 3rd place: prize worth rupees 20K + memento + certificate.
- Participation certificates will be given to all the candidates.

## **GOAL**

To build basic business knowledge and skills, to check your entrepreneurial potential, to create new ideas, to get social media attention for your team or idea, to obtain initial product-market fit.

## **REGISTRATION**

Online registration will be starting from 15 December 2017 to 15 January 2018.

Reg Fee: Rupees 150 per group for competition.(Max 3memebers)

Rupees 90per student for event participation.

\* Online registration is mandatory, for registration visit [www.aesterindia.com](http://www.aesterindia.com) .

## **VENUE**

**ST.TERESA'S COLLEGE ERNAKULAM**

**DATE: 19/01/2018**

**TIME OF START 9:00 A.M**

**For more details contact: +91- 9020914411, 9020302028, 9349614411**

# **THANK YOU**