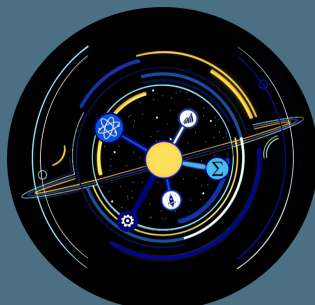




ARBITRAGE

STUDY GUIDE



Whether you're a business enthusiast or a budding entrepreneur, this is your opportunity to harness your decision-making and marketing skills. Be it innovating the latest technologies or successfully branding a cold drink, it is all done with a team of analytical minds working together. So get ready to showcase your entrepreneurial spirit and put yourself in the shoes of business tycoons to challenge your fundamental knowledge, innovation and persuasive prowess.

General Guidelines/rules: All category details will be communicated via the category WhatsApp group. Delegates will be briefed about each round by the heads before the category begins.

Round 1: ProMotion Cam

Round description: This is a submission based round.

This round aims to test delegates' ability to conduct market research of existing products to effectively promote the product via the use of their business knowledge, innovation and videography skills. Teams can choose a product of their liking from the list of products provided below, for which they must launch an advertising campaign and make a standout television advertisement

Product List:

1. Tapal Daneadar
2. Gourmet Cola
3. Rose Petal Tissues
4. Bisconni Rite
5. Stylo Footwear
6. Brighto Paint

Judging Criterion:

Business Knowledge (market research & marketing strategy)

Creativity (develop an interactive & innovative idea to persuade and inform)

Execution (script & videography)

Advertisement Duration: 30 – 60 seconds. Advertisements must be emailed to scimaticsarbitrage@omail.com by Thursday 15th February @ 11:59pm.

This will be an elimination round.

Informational Session

Delegate limit: 3 – 4

Duration: 1 hour and 30 minutes

Description: Join us for an interactive and enlightening session where learning meets entertainment. Not only will there be a comprehensive breakdown of the round that unfolds but also brace yourselves for some fun-filled activities!

All qualifying teams must attend this session.

Round 2: End Game

Delegate limit: 2 - 3

Duration: 2 hours

Round Description: Details of the round will be disclosed during the session.

(hint: A collaboration awaits!)

Disclaimer: All the rules mentioned above are preliminary and may be subject to change at the day of the event. The decision of the heads is final.

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