



UNICUS

Discover the world of business

By E-Cell KITCoEK

Information Brochure

About us

E-Cell KITCoEK is an organization run by the students of KIT's College of Engineering (Autonomous) Kolhapur that inculcates and spreads values of entrepreneurship amongst students through a wide range of activities ranging from events, speaker sessions, start-up field trips, social campaigns, etc. We aim to build an entrepreneurial environment on our campus and encourage college-level students to start their enterprises in the future by developing interest among students and making them aware of the attitude and skills required for an entrepreneur.

Learn more about us at <https://www.ecellkitcoek.com/>





About UNICUS

UNICUS is a versatile platform provided by E-Cell KITCoEK for the budding entrepreneurs of today. They say "Things are learnt best under healthy competitive environment" and UNICUS does just that- Provides an opportunity for students and to-be entrepreneurs to learn everything about start-ups, business, marketing, skills development, etc. through a series of exciting competitions & Workshops. These competitions equip them with basic skills and knowledge about successful entrepreneurship in a fun and rewarding manner. and workshops for the skill development. Every year, it comes with a bigger bang, greater enthusiasm and more learnings for the participants as well as the team.

Bidder's Gambit

Open your Lid and Start to Bid!

About:

Bidder's Gambit is a betting event in which participants bet on entrepreneurial predictions and uncertain (and frequently hilarious) events such as sports, TV shows, and video games! The more you bet, the more you win. Taking risk while betting is must to win!

Eligibility Criteria:

The competition is open to all UG & PG students who dare to bid and win big.

Teams & Participation:

- Maximum **2** participants permitted in a team.
- One participant cannot be a part of more than one team.
- No change of team's structure is permitted after the team is registered.

Registration:

- There is **NO** Registration fee.
- Participants must register through google form.
- After registration they must join WhatsApp group for further communication.
- After the registration, the participants must be active on their WhatsApp numbers and email ids for further updates.
- **Quiz** will be conducted for all participating teams for shortlisting process on the day prior to the event.(Questions will be related to **Entrepreneurship**).

Prize Money:

1st = Rs. 2000/- + Certificates.

2nd =Rs. 1000/- + Certificates.

3rd =Rs. 500/- + Certificates.

Certificate of Appreciation to the top 10 teams(E-Certificates).

Certificate of Participation to All (E-Certificate).

For More update follow us on social media : <https://linktr.ee/Ecellkitcoek>

Format of Competition:

This competition consists of three rounds:

Round 1:

- All the teams will be given **virtual 5 Lakhs rupees** at the start of the competition.
- Total three videos will be displayed in the first round.
- Video displayed can be from any entrepreneurial aspect or from any sports events/Funny /Other events.
- The task of the participant is to guess what will happen next or guess the ending by observing the video displayed carefully.
- After playing each video, options will be displayed on the screen, out of which one will be correct.
- Here, Participants have to choose between options and get the correct one because, If the option chosen by the participants is **right** then amount, he/she bid will be **double** and if it's **wrong** then the total amount he/she bid for that particular video will be **deducted**.
- After each video the total amount will be calculated and can be used for the further rounds.
- If the participants placing the bid more than the balance amount, then they will be directly disqualified.
- For Round 1 participants have to bet minimum **50k** on each video.
- It's **compulsory** to bid for every video for this round.

- Bonus round will be conducted with 3 questions based on **Entrepreneurship**.
- At the end of this round, Participants with maximum amount will be qualified for round 2. (i.e., Top 10)

Round 2:

- Total **n number** of videos (Surprise) will be displayed in the second round.
- Video displayed can be from any entrepreneurial aspect or from any sports events/Funny /Other events.
- The task of the participant is to guess what will happen next or guess the ending by observing the video displayed carefully.
- Here, Participants have to choose between options and get the correct one because, If the option chosen by the participants is **right** then amount, he/she bid will be **double** and if **wrong** then the total amount he/she bid for that particular video will be **deducted**.
- If the participants placing the bid more than the balance amount, then they will be directly disqualified.
- In round 2 there is no compulsion of how much amount to bid on video but participants have to bid certain amount compulsorily.
- The amount to be bid on each video in this round must be in multiple of 100.
- No extra virtual money will be given for this round , they have to continue with the amount they have with them at the end of 1st round.
- Bonus round will be conducted with 3 questions based on **Entrepreneurship**.
- At the end of this round, participants with maximum amount will be qualified for round 3 (Top 5).

Round 3:

- Round 3 will be similar to round 2 in terms of procedure.

- In round 3, there is no compulsion of how much amount to bid on the video. You also have a choice to **not** to bid on the video in this round.
- The amount bid on video must be in multiple of 100.
- No extra virtual money will be given for 3rd round; participants have to continue with the amount they have with them at the end of 2nd round.
- At the end of this round, participants with maximum amount will be declared winner.
- In case, there is tie between participants, the one who won the maximum bids in all three rounds will be considered irrespective of money he/she won and it will be deciding factor to declare winner.

General Rules:

- Participant can't bid more than the amount they have. If it is found then the participant will be disqualified.
- Participants should compulsorily bid for first two rounds.
- 50k must be minimum bet in round 1.
- In round 2 participants should bid in multiple of 100.
- There is **no** any compulsion on bidding in round 3, and if participant is bidding in round 3 , he/she must bid in multiple of 100.
- If any participant is found to be in violation of these rules, the participant will be disqualified.

Decisions made by the Organizing Committee will be final and non-negotiable.

For Event related Query Contact:

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Battle of Brands

Don't hate it, just debate it!

About : Battle of Brands is a debate competition where you and your team member will be allotted a brand/ company which you need to represent against another pair in front of Judges in the round.

Eligibility Criteria:

The competition is open to all UG & PG students.

Teams & Participation:

- Maximum 2 participants permitted in a team.
- One participant cannot be a part of more than one team.
- You can either register individually/pair.

Registration Link:

- Participants must register through Google form.
- After registration they must join WhatsApp group for further communication.
- **NO Registration fees.**
- **Limited Entries.**
- After the registration, the participants must be active on their WhatsApp numbers for further updates.

Prize money :

1st Place: Rs. 2500/- + Certificate

2nd Place: Rs. 1500/- + Certificate

3rd Place: Rs. 1000/- + Certificate

Certificate of Appreciation to the top 10 teams(E-Certificates).

Certificate of Participation to All (E-Certificate).

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Judging Criteria:

- **Participants** are expected to have proper research of the brand / company allotted.
- It should include:
 - Revenue model
 - Business model
 - Marketing and branding strategies
 - Brand specific key points
 - Strategies implemented for their growth eg: Battle between Amazon and Flipkart – Amazon has its own payment method i.e amazon pay.

Format of Competition:

This competition consists of two rounds:

Round 1:

- Pairs will be formed one day prior to the competition.
- Topics of each team will be announced one day prior to the competition.
- 2 pairs will go against each other and put forward why their brand is better according to the points mentioned in above judging criteria, the duration of the battle would be 10 minutes and 2 minutes buffer time.
- Shortlisted Teams will be declared.
- Top 4 Teams will be qualified for the Final round.

Round 2:

- Steps similar to the round 1 will be followed in round 2.
- 4 Teams who have qualified will be given 30 minutes to prepare.
- A battle of 10 minutes will be conducted between 2 Teams.
- Based on this the Winners will be announced.
- Each participant will be judged individually.

General Rules:

- All participants need to fill the form.
- A bank of brands will be provided a day before the competition

- The jury's decision will be final.
- Judging Parameters: Creativity & Communication Skills and other includes - Research, Presentation Skill, Time Utilization and Coordination.
- All the communication will be done via email & WhatsApp group.
- If any participant is found to be in violation of rules of competition, the participant will be disqualified.
- Decisions made by the Organising Committee will be final and non-negotiable.

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Regards,

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E-Cell KITCoEK.

Social media: <https://linktr.ee/Ecellkitcoek>