



# ST. PIOUS X P.G (MBA) COLLEGE FOR WOMEN

Accredited by NAAC with 'A' Grade  
(Approved by AICTE & Affiliated to Osmania University)  
Snehapuri Colony, Nacharam, Hyderabad-500 076

## About Krtya

**Krtya** is an intercollegiate Management Meet which spreads a platform for students to test their technical expertise with fun and frolic, where the students from various management colleges would participate. The scheduled date for the meet is **21<sup>st</sup> November 2016** on the theme **“Start-Ups- A New Era”** and the proposed events are . . .

### Formal Events

1. Smart CEO (Product Presentation) (3-5 in a team)
2. Young Manager (Individual Participation)
3. Finante (Finance) (2 in a team)
4. Ensemblz (HR) (2 in a team)
5. Polesto (Marketing) (2 in a team)

### Informal Events

1. Mogambo Khush Huva Sequel
2. Treasure Hunt
3. Tap Ua Feet
4. Bollywood Blast
5. Musical Hat
6. Jumbled Numbers

## Smart CEO

**1. Objective:-** The Activity is to project student Ideas to make business models & mark them as Student Smart CEO.



### 2. Event Rules -

Stage-1, Present your product with working or non-working model (Not a paper Presentation).

Stage-2, If team is selected for finals in stage-1, The start-up team would be evaluated for Smart CEO by the selection committee.

### 3. Below are the selection criteria's -

- What is the solution you are creating from the Idea with the student start-up (Product or Service) for a social challenges?
- Start-up team should be able to clearly articulate the difference they are going to make.
- The product USP (unique selling proposition). Business Model.
- How the start-up team would establish the start-up?
- How the student start-up plan for the funding?
- When is your breaking even point or Success for the business?
- ❖ Min 3 & Max of 5 members per team.
- ❖ Working or non-working model.
- ❖ One Smart CEO nominated by himself or by team per one product. The CEO would be the front end to present & explain how their business model & founding team ability to be successful.
- ❖ The other team members should show their ability to answer question on Marketing the product, Financing the start-up, Operating the business & etc.

**For Further Details Contact –**

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