

BUSINESS COMBAT

TRIZ Analysis

**Do you
have the
business
in you?**



2 to 4 per team
IIM alumni guests
registration fee: 50/-

PRIZES WORTH:
10,000/-

23rd Feb (online)
25th Feb (main event)

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www.tachyon.anits.edu.in/b-eventtachyon.html



Anil Neerukonda Institute of Technology & Sciences
Department of Electronics and communication engineering
TACHYON 2K18



BUSINESS COMBAT



**ORGANISED BY
TACHYON**



Anil Neerukonda Institute of Technology & Sciences

Approved by AICTE, Permanently Affiliated to AU, & Accredited by NBA and NAAC 'A' Grade
Sengulasa 531162, Bheemunipatnam Mandal, Visakhapatnam Dt.







Business combat

Organizing members:

Abhishek Sharma
Vasarla Venu Gopal
Meghna Raj
Kannaparthi Sadhana

This is a 4-round-team-b-event where the teams will be tested extensively on their business soundness.

The round 1 is going to be a *preliminary round* where all the teams are going to be given a particular company and will be asked to play the role of a COO in order to make a decision to increase the company performance. Top 23 teams with innovative solutions make it to the next round.

The round 2 is going to be a business plan round. Based on the rankings of these 6 teams they get to choose amongst the 23 brands which we will provide. Some time will be given and based on the brand chosen you're supposed to make a business plan of it. This is going to test your entrepreneurial skills.

The round 3 is going to be a financial planning. This round is for the numbers cruncher, the micro planner. You are supposed with approximate figures of how much are you going to keep as your capital, what is your budget in the marketing and so on and so forth.

The round 4 is going to be a marketing round. Having made the business model/business plan these companies are now supposed to fight it out in the field of marketing. They have to come up with innovative marketing strategies to get and edge over the others.

We will be giving the team scores of individual rounds (from 2-4) and add the scores in the end. The team with top scores wins.

The total number of participants for this event were **256** participants.

Winners-

1 st prize: Amount of 5000 Rs was divided between two teams; Team A (Aquib Ansari, Aravind Kumar) and Team B (Muhammad Raza, Abdul Mateen and Sayed Abdul Kaleem)

2 nd prize: Amount of 2000 Rs was given to team B (P. Anirudh , R Vinay, MVK Kalyan, PVK Gowtham)

3 rd prize: Amount of 1000 Rs was divided between two teams; team C (Jhansi, Harshitha, Swetha) and team D (A Sumanth, G Narendra, P Siva, K sampath.)

Judges brought in from outside :

Dheeraj Kota is the founder of cr8rs Zone. Got his bachelors degree from Dhirubai institute of technology and his masters from University of Southern California. He then went on to work for companies like Cisco in Silicon Valley before he returned to India to start Cr8rs Zone to start working with students to help them build startups.

Baargav Duggirala works for NASSCOM 10000 startups. He got his bachelors degree from Vellore institute of technology and went through Stanford university's ignite program on innovation and entrepreneurship. He worked with Accenture and multiple other startups post that before joining the IT industry body NASSCOM

Kiran Kumar, is an IIM Ranchi graduate and worked in companies like NICL and CCD as a human research manager.

Budget :

Registration fee: 50/- per person.

Amount collected from all the participants: Rs 12,800

Amount obtained from sponsor (Global Edge consultants): Rs 6,000

Yo! Vizag and Namastey Vizag were our media sponsors i.e promoted event in their media platforms

The rest of the amount was provided by the Tachyon treasury.

Expenditure:

Lunch for the participants who made through the pre-elims: $100 \times 100 =$ Rs 10,000/-

Badges for the participants who made through the pre-elims: $40 \times 40 =$ Rs 4,000/-

Total Expenditure (exclusive of cost of banners, certificates, snacks and prizes) : Rs 14,000/-

business combat final list

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