

# **JSPM Rajarshi Shahu College of Engineering, Tathawade, Pune33.**

## **INNOVISION 2025**

### **Department of Master's of Business administration**

- ❖ Event Name: **Shark Tank**
- ❖ Team Size: 1 to 5 Participants
- ❖ Entry fees: Rs. 200 (Per Team)

### **Rules and Guidelines:**

- 1) Each team will have to create an innovative product and pitch it in front of the panel.
- 2) The teams shall design following marketing strategies –
  - Detailed Product, Price, Place and Promotion Mix with explanation.
  - Packaging & Labeling of the Product.
  - Target Market identification and Segmentation strategies.
  - Branding and brand positioning strategies.
- 3) Estimated budget for the Marketing activities shall be presented.
- 4) Each team will get a time slot of 7 minutes for PPT presentation and 3 minutes for Q&A.
- 5) There will be only one round of presentations and judge's decision will be final.
- 6) Winner, 1<sup>st</sup> and 2<sup>nd</sup> runner up prizes will be awarded based on judge's evaluation of the presentations.

### **Student Coordinators:**

- 1) Vinayak Bathula -8983622348
- 2) Prathamesh N. Patil – 9561943458
- 3) Mansi Vibhute - 7741023441

### **Faculty Coordinators:**

- 1) Prof Pramila Pareek - 9890112348
- 2) Prof Prathamesh Kale - 7666872687