



Pitch Your E Poster

Pool Event, Open to all

POINTS: 20

OVERVIEW:

All businesses start with a cool idea. Before committing to writing a business plan, a PITCH YOUR E POSTER is the perfect way to get feedback on your new business idea or product.

This is a pool event.

All pool captains need to submit a digital poster on the given theme to raunak.takneek@gmail.com by 2nd day midnight

STRUCTURE:

- Each pool will be given a product chosen randomly from a pool of products, and will have to come up with a document for promotional marketing strategy for that product.
- The document will be complimented by a poster implementing the essence of the strategy.

MARKETING PLAN:

Marketing Plan should contain but need not be limited to:

- Product introduction and analysis
- Market analysis
- Insights
- Marketing Strategy: Placement and Promotion

ADVERTISEMENT:

A poster should be made on the product that each pool has selected. This will then be uploaded on the E-Cell page for voting.

RULES:

1. Poster must be of A3 size.
2. Direct copy of an image or poster from the internet is not allowed. If caught you will be disqualified.
3. Poster must contain the summary of the proposed product idea , how would it be helpful to user and the features of the product
4. Must be visually attractive (legible, self-explanatory, etc.)
5. All image manipulation softwares are allowed.
6. Entries must incorporate a brief explanation of the poster's content (1-2 Page)
7. All 4 posters will be uploaded on the E Cell Facebook page at the end of 2nd day midnight



JUDGING:

In order for the marketing plan to be eligible for evaluation, the corresponding poster must garner atleast 350 likes by the end of Day 3.

• Concept behind the poster :	30
• Aesthetics(How good it looks) :	20
• Explanation of the content (In Poster):	10
• Bonus for Creativity :	+20
• Marketing Plan :	80
• Analysis of product :	40
• Current Market and product analysis :	20
• Marketing Strategy :	40
• Innovativeness/Standing out :	20

TIMELINE:

- Selection Of Product : 1st Day Noon
- Poster Submission : 2nd Day Midnight
- Like On The page : 3rd Day Midnight
- Marketing Plan Submission : 3rd Day Midnight
- Result Declaration : 4th Day Noon

JUDGES:

Judges will consist of members from all four pools and will be declared on 2nd day noon

In Case of any Query Contact :

Raunak Shamnani

9621989900

raunak@iitk.ac.in

Bhanu Pratap Chaudhary

8604804468

bhanuc@iitk.ac.in