



Shri Siddheshwar Devasthan, Solapur.
Shree Siddheshwar Women's College of Engineering, Solapur.

Approved by AICTE, New Delhi, Recognised by Govt. of Maharashtra & Affiliated to DBATU, Lonere

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KALPAK-2K26

Name of Event:-Shark Tank

Group Size: 2 students

Entry Fee: 300/- per Group

Open to all Branches

❑ RULES AND GUIDELINES:

1. Equipment Assignment:

Equipment/product name assigned at event start via a random chit draw. Each team must present the equipment assigned by the organizers in a unique way by adding their own innovative and useful features.

2. Preparation Window:

30 minutes allotted for team preparation.

3. Required Deliverables:

Prepare the following four key items during the 30-minute window:

- Product Title: Create a unique, catchy brand name for your assigned equipment.
- Logo Concept: Design a basic graphic or visual mark representing your brand.
- Pricing Model: Define selling price, manufacturing cost, and profit margin.
- Promotional Flyer: Create a single poster/digital slide showcasing features and benefits.

4. Product Criteria:

- Develop a viable business model for the assigned item.
- Solve a real-world problem with an optimal solution.
- Ensure feasibility and unique value proposition.
- Target the audience effectively using compelling feature highlights.

5. Submission Deadline:

All deliverables must be submitted immediately after the 30-minute preparation window. No changes will be considered after submission.

6. Presentation Pitch:

Teams will have 5 to 7 minutes to pitch their product, covering all prepared elements including the title, logo, pricing model, promotional flyer, and overall communication strategy.

7. Q&A Session:

Contestants are expected to answer the questions asked by sharks during the pitch.

8. Equipment Requirement:

Teams must bring laptops or phones for design and preparation.

☐ IMPORTANT NOTES:

- Funding Notice: Unlike the original Shark Tank, sharks will not provide real investment or funding for the presented products.
- Evaluation Basis: Scoring is based solely on innovation and presentation skills.
- Provisions: No internet or computers will be provided for any sort of work.

☐ EXAMPLE WALKTHROUGH:

If assigned an electric kettle, contestants brand it as ThermoBlend Express, solving scalding water or tea issues with rapid temperature-control presets. Targeting students and parents at a ₹1,899 price point (60% margin), contestants design a flyer on their laptop or phone, then pitch the product concept, business model, and Q&A defense.

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