



Maharshi Karve Stree Shikshan Samstha's
Cummins College of Engineering for Women, Pune
(An Autonomous Institute affiliated to Savitribai Phule Pune University)



E-CELL YUKTA
presents



IMPULSE
2025

INNOVATE • IGNITE • INSPIRE

RULEBOOK

A black and white photograph of a starry night sky. A prominent, bright, and textured band of light, likely a galaxy or nebula, stretches diagonally across the frame from the upper left towards the lower right. The background is dark and filled with numerous small, bright stars. A few larger, more distinct stars are visible, including one with a prominent four-pointed diffraction pattern near the top center. The overall composition is centered around the text.

**BUSINESS
HACKATHON**



BUSINESS HACKATHON

DATE : 8th March 2025

REGISTRATION FEES : 120rs per team

TEAM SIZE : 3-5 members

COORDINATORS : Vaishnavi Ahire : 8530017432
Rutuja Gherde : 7620921259

GENERAL RULES:

- Teams must follow the instructions given by event coordinators.
- Cheating, external help, or use of unauthorized devices is strictly prohibited.
- Participants must adhere to the time limits for each round.
- Elimination rounds will determine which teams progress to the final stage.

BUSINESS HACKATHON


EVENT FLOW:

- Round 1 : Offline – Menti Meter(Eliminatory/Preparatory) - 10 to 11 am
- Format: Depending on the number of registrations, this round will be either eliminatory or preparatory.

- Round 2 : Debate Pitching (Offline) :
MECHANICAL CONFERENCE HALL :
(10 min/team)
- Format: Competitive Elimination Round
- Teams with the same problem statement will compete for one investor.
- Each team must pitch why their solution is better than their competitors'.
- Judges will evaluate the pitches and shortlist teams for the final round.
- Example: Uber vs. Ola—each team must defend their business model.

BUSINESS HACKATHON



- Round 3 : Final Business Hackathon (Offline) : top 10 teams - 2 hr 30 min + 50 min (5min/team)
 - Format: Hackathon-Style Competition
 - Final shortlisted teams will present their business ideas in an offline hackathon event.
 - Continuous Evaluation will be conducted based on mentor interaction - assign mentor to each team
 - Teams must develop and showcase their solutions within the given time frame.
 - Judges will evaluate solutions based on feasibility, innovation, and business impact.
 - The best-performing team will be declared the winner.
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Scoring & Elimination Rules



- Performance in each round will determine rankings and progression.
- Early elimination applies based on specific round results.
- Judges' decisions will be final.



The background is a deep black space filled with numerous small, bright stars. A prominent, diagonal band of light, likely a galaxy or nebula, stretches across the frame from the upper left to the lower right. The light in this band is a mix of white and light grey, with some darker, wispy structures. A few larger, brighter stars are scattered throughout the field, some with distinct diffraction patterns.

ESCAPE
ROOM
CHALLENGE



ESCAPE ROOM

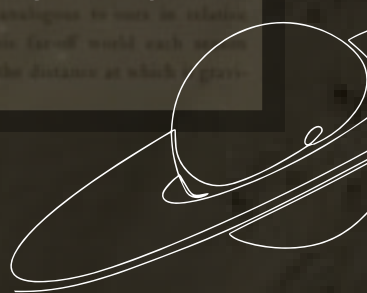
DATE : 8th March 2025

TEAM SIZE : 3-4 members

VENUE : Main Building

COORDINATORS : Rucha Phadke : 9552829771
Tanvi Dhole : 9527081315

GENERAL RULES:

- Teams must stay together throughout the event.
 - Participants must follow instructions given by event coordinators.
 - Cheating, external help or use of any device is strictly prohibited.
 - Teams must complete tasks in the given order to progress.
 - The event follows a points system, where performance in each task determines the final ranking.
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ESCAPE ROOM



EVENT FLOW:

Introduction

- Participants will be welcomed and given an overview of the event.
- Rules and the escape room concept will be explained.

STAGE BREAKDOWN

Task 1 : Rapid Relay Quiz

- A question will be orally asked, teams must pay attention to the question and options said. The team that correctly answers first will get points. These scores will be considered in a case of tie.



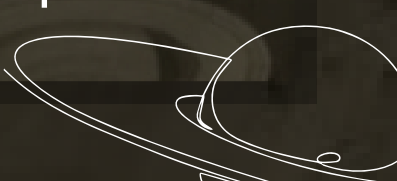


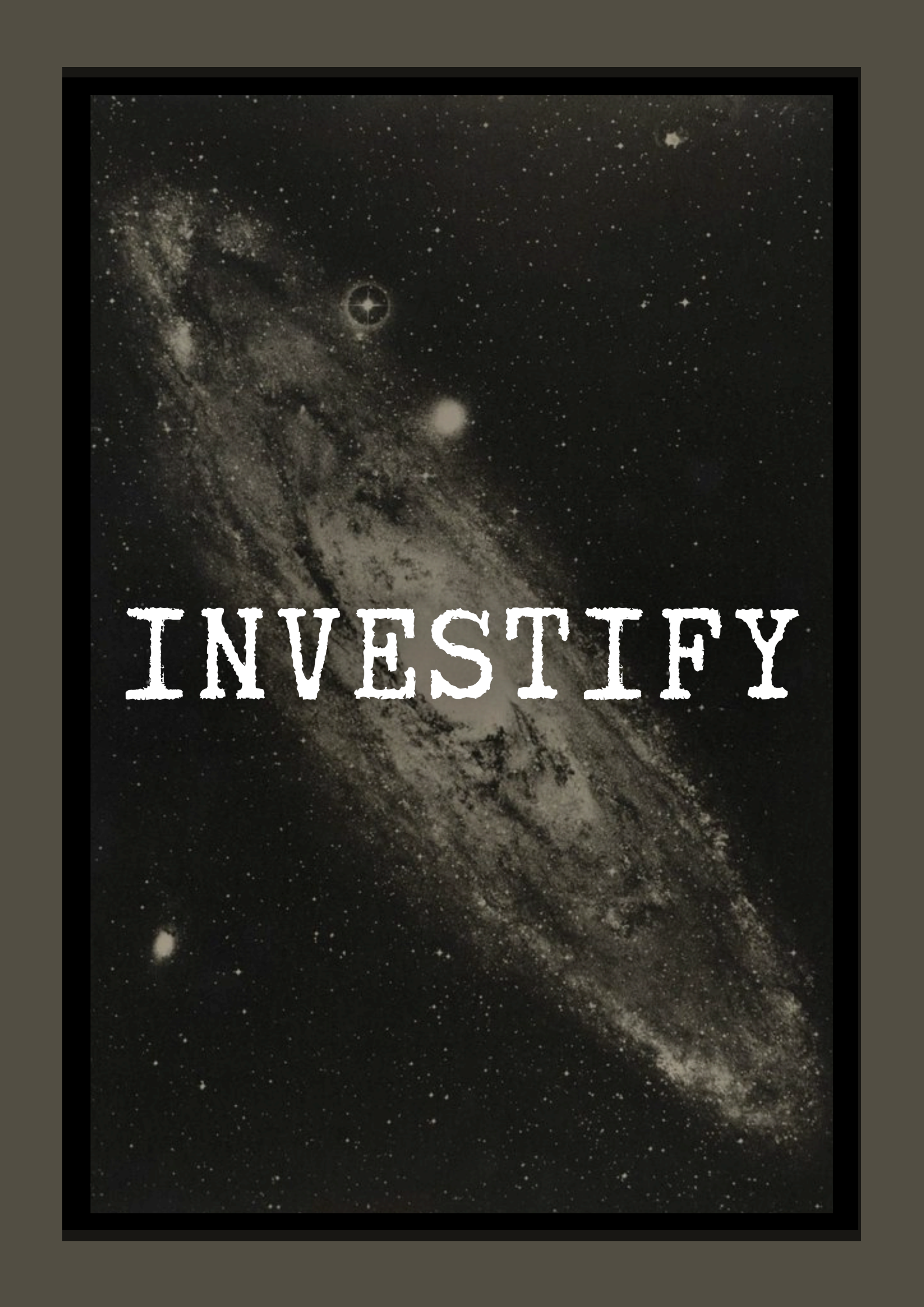
ESCAPE ROOM

Task 2 : Chronology Relay Race

- Team members will be seated in a line.
- A sequence-based problem will be given on paper to the first team member.
- Each team member solves one step of the sequence before passing the paper to the next teammate.
- The team that completes the full sequence first gains an advantage in the competition.

Task 3 : Escape Room Challenge (Digit Collection for the Final Lock)

- Each task leads them nearer to collecting all digits to unlock the door.
 - Successfully solving a clue allows a team to move to the next challenge.
 - For the digits you have to solve some mathematical puzzles.
 - Teams must complete three tasks and three mathematical puzzles to collect digits that form the final lock combination.
 - Tasks will be based on entrepreneurial problem-solving.
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A black and white photograph of a starry night sky. A prominent diagonal band of light, possibly a galaxy or nebula, stretches from the upper left towards the lower right. The background is filled with numerous small, bright stars. A single, larger star with a four-pointed diffraction pattern is visible in the upper left quadrant. The word "INVESTIFY" is overlaid in the center of the image in a white, monospace font.

INVESTIFY

INVESTIFY

TEAM SIZE : 2-3 members

Day 1: 8 March 2025
Time: 10:00 am - 12:00 pm
Location: Main Building Quad

Day 2: 9 March 2025
Time: 11:00 am - 3:00 pm
Location: Instru Auditorium

COORDINATORS : Pritee Pardeshi : 9209346747
Jagruti Disle : 72649 13210

1. Briefing & Fund Allocation (8th March, 10 AM):

- Teams will be introduced to the competition format.
- At the start of the event, each team will receive Rs. 100 as seed capital.

2. Utilization of Funds

- Teams can use their Rs. 100 for purchasing goods trading, or investing in services to generate profit.
- Personal expenses (e.g., travel, food, etc.) are strictly prohibited.

3. Time Limit

- Teams will have 240 minutes (4 hours) to execute their investment strategies.
- During this period, teams can operate outside the college campus to maximize their profits.



INVESTIFY

4. Monitoring & Guidance

- Each team will be assigned a club representative to ensure adherence to the rules and provide necessary guidance.

5. Transaction Records

- Teams must maintain a detailed record of all transactions, including:
 - Amount spent
 - Items purchased
 - Any subsequent sales or earnings

6. Return & Profit Sharing

- At the end of the event, teams must :
 - Teams must repay the ₹100 initial investment plus 30% of any profits, regardless of losses.



7. Final Presentation (9th March, 11 AM)

- Teams will present their journey turn by turn, explaining their strategies and results.

8. Winning Criteria

- The team with the highest net profit (after returning Rs. 100 and 30% profit share) will be declared the winner.

9. Rules & Ethical Practices

- Return Policy: The initial investment and profit share must be returned.
 - No fraudulent activities, misrepresentation, or rule violations will be tolerated.
 - Personal expenses (e.g., food, travel, etc.) are strictly prohibited.
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The background of the image is a dark, starry night sky. A prominent feature is a large, diffuse, and somewhat irregularly shaped galaxy or nebula that stretches diagonally across the frame from the upper left towards the lower right. The galaxy has a mottled appearance with varying shades of grey and white, suggesting different densities of stars and interstellar dust. Numerous individual stars of varying brightness are scattered throughout the field of view, some appearing as sharp points of light while others are more blurred. The overall composition is centered, with the text overlaid on the lower half of the image.

TAXI WARS

STARTUP SCALING
CONTEST

TAXI WARS

DATE : 8th March 2025

TIME : 10:00 am to 3:00 pm

VENUE : Instrumentation Auditorium

TEAM SIZE : Participate individually or in teams of 1 to 4 members.

COORDINATOR : Chinmayee Randive : 8016847801

Task:

1. Develop a marketing strategy to help TaxiWars increase daily rides from 20-30 to 100.
2. Submit your proposal as a document or presentation.
3. Your proposal must include:
 - Market Analysis - Study TaxiWars' current market position.
 - Target Audience - Identify key customer segments.



TAXI WARS



- Marketing Channels - Suggest effective ways to reach users.
- Budget Plan - Provide a strategic budget allocation.
- Additional Insights - Any creative ideas for business growth.

Submission Deadline :

- Proposals must be submitted via Google Form in either document or presentation format.





TAXI WARS



Evaluation and Presentation:

- **Shortlisting:** The top 10 proposals will be selected for the final presentations.
- **Presentation Date:** Shortlisted teams will present their plans in person at Cummins College.
- **Judging:** Proposals will be evaluated by the founder of TaxiWars based on feasibility and creativity.

Prizes :



1. First Prize: Rs. 5000
2. Second Prize: Rs. 3000


Scan here to register!





Website link



Social media Links

 ecellyukta@cumminscollege.in

 [@ecell.yukta](https://www.instagram.com/ecell.yukta)

 [ecellyukta](https://www.linkedin.com/company/ecellyukta)

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