



Chetana's

Glimpses
2025

Organized by:
**CHETANA'S R.K. INSTITUTE OF
MANAGEMENT AND RESEARCH**

Supported by: CIMR & CIEL (Centre for Innovation & Entrepreneurship Learning)

IDEA SPARK

"SPARK YOUR STARTUP DREAMS: WHERE IDEAS MEET OPPORTUNITY!"

Highlights

Negotiation Face Off

The art of negotiation meets the thrill of competition

Crisis Response Challenge

Test your mettle in the ultimate crisis management showdown

Stock Shock

Experience the thrill of the stock market: invest, strategize, dominate!"

Brand Stand

Recognize, Remember, Reign: the ultimate brand challenge

Marketing Jingle Jam

Where catchy tunes meet marketing savvy!

REGISTER NOW



Entry fee only Rs. 50



Date
04.03.2025



Time
10:00 AM onwards

CONTACT US



7977857499



@chetanas_institutes

VENUE: Chetana's R.K. Institute of Management and Research,
Government Colony, Bandra East, Mumbai, Maharashtra 400051

Idea Spark: Business Pitch Challenge



The Business Pitch Challenge encourages students to think like start up entrepreneurs by conceptualizing and presenting a start up idea in a free-flow competitive format.

How It Works:

Students will take a product or idea of their choice and go through two progressive rounds designed to refine their business thinking, creativity, and presentation abilities. The video should feature the student – with their face visible – and use professional language.

Stage 1: Video Pitch Submission (Preliminary Round – Digital Screening)

Guidelines for Video Submission:

- Length: 60 to 90 seconds (Concise & impactful).
- Creative Freedom: Videos can be formatted as trending reels or live-action storytelling.
- Content: Think like a startup – pitch your startup idea using the following 5 bullet points and elaborate:
 - Business Idea Overview
 - Target Market and Audience
 - Competitive Advantage
 - Financial Viability & Sustainability
 - Future Growth Potential
 -  Participants presenting ideas that contribute to sustainability, environmental responsibility, and social impact will receive additional recognition and support.
 -  Participants showcasing unique and original ideas that truly reflect their own creativity will be given extra consideration and encouragement.

Ideas NOT Allowed:

- Dating apps or social networking platforms
- Generic e-commerce websites
- Cryptocurrency trading or speculation
- Any idea violating legal or ethical guidelines

Stage 2: Finals – Virtual Business Pitch Presentation

Format:

- Selected students will advance to the finals, where they will present a 5-minute virtual pitch to a panel of judges.
- Teams should expand on their video submission, covering feasibility, scalability, financials, and customer acquisition strategy.
- The Q&A session will help judges assess the depth of understanding.

Evaluation Criteria:

- Clarity & depth of the business idea
- Market viability & differentiation
- Presentation skills & storytelling

Prizes & Recognition:

- Every student participating will receive certificates, goodies, mentorship opportunities, and a platform to refine their business ideas.
- Top teams will be featured on CRKIMR's social media pages, providing visibility.

Submission Date: 27/02/2025 11:59pm