

LEADS INNOVATION CHALLENGE - RULES AND REGULATIONS

1. TEAM COMPOSITION & ELIGIBILITY

- 1.1 Each team must consist of 2–4 members.
- 1.2 Team members cannot be changed after registration closes.
- 1.3 The event is open to UG and PG students from all departments and years.
- 1.4 No prior startup or entrepreneurship experience is required.
- 1.5 Cross-disciplinary teams are encouraged but not mandatory.
- 1.6 All participants must carry a valid college/university ID card.
- 1.7 Teams must report 15 minutes before the event. Late arrival may result in forfeiting Round 1.

2. EVENT FORMAT

- 2.1 The LEADS Innovation Challenge is a non-technical Entrepreneurship & Leadership Simulation.
- 2.2 The event consists of two connected rounds and carries a total of 100 marks.
- 2.3 The startup created in Round 1 will remain the same startup throughout the event.
- 2.4 Round 2 is a continuation of Round 1. Teams will receive a crisis related to the same startup and must adapt and respond to it.

3. EVENT TIMELINE

Activity	Duration
Registration & Briefing	10 minutes
Round 1 – Startup Creation & Branding	50 minutes
Judges' Evaluation & Shortlisting	15 minutes
Round 2 – Crisis Challenge & Investor Pitch	50 minutes
Final Scoring	5 minutes
Results & Prize Distribution	5 minutes
Total	135 minutes (2 hours 15 minutes)

4. ROUND 1 – STARTUP CREATION & BRANDING

- 4.1 Each team will receive a startup problem statement at the beginning of Round 1.
- 4.2 Teams must build a startup based on the given problem statement.
- 4.3 Teams must develop a startup name, startup concept, logo, brand identity, brand positioning, and target audience.
- 4.4 Teams must explain the startup concept, significance of the logo, brand positioning, and target audience.
- 4.5 All Round 1 work must be created during the event.

Evaluation Criteria	Marks
Creativity & Originality	20
Logo Design Quality	10
Communication & Presentation	10
Total	40

5. ROUND 1 – PRESENTATION RULE

5.1 There is no fixed limit on the number of slides.

5.2 Round 1 will be judged only on the Round 1 requirements and evaluation criteria.

5.3 Teams may present additional information, but information primarily intended for Round 2—such as detailed revenue models, financial projections, investment requirements, or a complete investor pitch—will not receive additional marks in Round 1.

6. SHORTLISTING

6.1 After Round 1, judges will evaluate the teams and shortlist teams for Round 2.

6.2 Only shortlisted teams will proceed to Round 2.

6.3 Shortlisted teams must continue with the same startup developed in Round 1.

7. ROUND 2 – CRISIS CHALLENGE

7.1 Each shortlisted team will receive a crisis scenario related to its Round 1 startup.

7.2 Teams must analyse the crisis and determine how the startup should respond.

7.3 Teams may adapt their strategy, operations, positioning, revenue approach, or other relevant aspects in response to the crisis.

7.4 The original startup must remain the foundation of the response; teams cannot replace it with an unrelated business.

7.5 Teams must demonstrate adaptability, leadership, strategic decision-making, and a practical response to the crisis.

8. ROUND 2 – INVESTOR PITCH & Q&A

8.1 Teams must pitch the complete startup journey to the judging panel after addressing the crisis.

8.2 The pitch must cover: Startup Idea, Problem Statement, Proposed Solution, Target Market, Revenue Model, Brand Strategy & Logo Integration, Crisis Scenario, Crisis Response, and Future Potential.

8.3 Pitch duration: 8 minutes per team.

8.4 Q&A duration: 2 minutes per team.

8.5 Questions may cover innovation, feasibility, scalability, market potential, financial sustainability, crisis response, business decisions, leadership, and adaptability.

Evaluation Criteria	Marks
Business Idea & Innovation	20
Feasibility & Market Potential	15
Presentation Skills	10
Q&A Performance	10
Overall Impact	5
Total	60

9. GENERAL RULES

9.1 Teams must adhere to the time limits specified for each round.

9.2 Problem statements and crisis scenarios assigned by the organizing team cannot be exchanged.

9.3 All event-related work must be created during the event.

9.4 Pre-built presentation decks or content prepared before the event are not permitted.

9.5 Participants may use presentation and design tools such as PowerPoint, Canva, Google Slides, and similar tools.

9.6 Internet access may be used for research and reference.

- 9.7 Participants must not copy another team's concept, branding, presentation, or content.
- 9.8 Participants must not disrupt or interfere with another team's work or presentation.
- 9.9 Participants must maintain professional and respectful conduct throughout the event.

10. DISQUALIFICATION CRITERIA

- 10.1 Plagiarism or copying another team's work.
- 10.2 Use of prohibited pre-built content.
- 10.3 Tampering with or interfering with another team's work.
- 10.4 Harassment, misconduct, disruptive behaviour, or serious unsporting conduct.
- 10.5 Violation of any official event rule or instruction.
- 10.6 Failure to comply with prescribed participation or submission requirements.

11. FINAL SCORING

Component	Marks
Round 1 – Startup Creation & Branding	40
Round 2 – Crisis Challenge & Investor Pitch	60
Grand Total	100

- 11.1 The final score is the combined score from both rounds.
- 11.2 Round 1 contributes 40 marks and Round 2 contributes 60 marks.
- 11.3 Judges' decisions regarding evaluation and scoring are final and binding.

12. GENERAL PROVISIONS

- 12.1 Participants must comply with all rules and instructions issued by the organizing team.
- 12.2 Any matter not specifically covered in this rulebook will be decided by the organizing team and/or judging panel.
- 12.3 Any disputes arising during the event will be resolved by the organizing team and judging panel.
- 12.4 By participating in the LEADS Innovation Challenge, participants agree to abide by these rules and regulations.