

Startup Mystery Box

A Workshop on Prototype Development

Date: 27th May 2023

Time: 9:30 am to 3:30 pm

Occasion: Utsav Regalia 2023

Venue: Room No. 604, 6th Floor, PJ Block

Mode of Conduction: Offline

No.of students: 24 students

Event Description:

Institution's Innovation Council (IIC), BMSCE organized Startup Mystery Box on 27th May 2023 as part of the Utsav Regalia 2023.

The event aimed to provide a platform for aspiring entrepreneurs to showcase their skills in bidding, product marketing, and business development.

The Event consisted of two rounds that tested the participant's abilities in different aspects of entrepreneurship.

In the first round, teams had to bid on various mystery products and win them. The products provided a challenge for the teams to develop innovative marketing strategies and necessary modifications to enhance their value.

The teams were then required to present their marketing plans to a panel of judges in the second round. Participants were evaluated based on several critical factors, including presentation, marketing strategy, business model, and the potential scope and scalability of their ideas.

The Objective of the event-

To provide a platform for aspiring entrepreneurs to demonstrate their skills.

Benefits in terms of learning and skill set required:

1. Creativity and viability of the student's marketing strategies
2. The strength and feasibility of their business models
3. The potential for growth and scalability in the market.
4. Helped in exhibiting their abilities to think critically, adapt to challenges, and come up with unique marketing approaches.

Poster of the Event:



Social Media Link -

<https://www.instagram.com/p/Cr47HcOhiup/>

Photos of the Event:

