

PKC Hackathon 2022
Organized by IIC & IQAC
Prabhat Kumar College Contai

Criteria for Business Idea Submission / Presentation

Sl No	Criteria	Details of the criterion	Allotted Marks
1	Business Description	Details of the venture and what it does.	5
2	Market Analysis	Characteristics of the market and description of the status of customers	5
3	Product or Service Analysis	Product or service specification in view of standard of product and economic viability.	5
4	Competition	Identification of current and potential competitors	5
5	Operations:	Mention the successive phases of production (from initial to final form of product)	5
6	Marketing Strategy	Mention the strategies behind marketing of product	5
7	Management	Assessment of the entrepreneur(s) and team.	5
8	Finance	An overview of the required resources and related economics of the venture.	5
9	Investment Proposal	Mention the terms and conditions to be offered to investors	5
10	Presentation	Overall Presentation	5
Total Marks			50

Team Formation:

1. All team members should be from the college. However, members from various Departments of the college are encouraged to form a team.
2. Each team would mandatorily comprise of 6 members including the team leader.
3. Each team must have AT LEAST ONE FEMALE Member.

Team

	Name	Gender M/F	Mail id	Phone No	Stream	Year
Team Leader						
Team Member						
Team Member						
Team Member						
Team Member						
Team Member						
Mentor 1						
Mentor 2						

Date & Time of Presentation: 12th April, 2022

Mode of Presentation: Through PPT

Language: English/Bengali/Hindi

Venue: Swami Vivekanada Hall