

STAGE 2

TASK 1 – SECTOR EXPLORER CHALLENGE (200 POINTS)

ALL THAT YOU NEED TO KNOW ABOUT TASK 1 – Sector Explorer Challenge

TASK DESCRIPTION –

Welcome to the Sector Explorer Challenge, where innovation meets exploration! This challenge is your opportunity to dive into the world of start-ups that have revolutionized their sectors while making a positive impact on the environment. Your mission is to uncover these ground-breaking start-ups, delve into their journeys, and understand their sector's significance.

TASK OVERVIEW–

1. **Select Your Sector:** Your first task is to choose a sector that inspires you.
2. **Start-up Selection:** Once you've chosen your sector, it's time to explore start-ups that have reshaped a sector in remarkable ways. Select start-ups that resonate with your chosen sector and the theme.
3. **In-Depth Exploration:** After choosing your start-ups, dive deep into their stories. You'll research their purpose, achievements, unique approaches, and the impact they've had on their sectors and the environment.
4. **Sector Analysis:** Understanding the sector these start-ups belong to is essential. Explore the sector's significance, growth potential, and challenges it faces. Compare these start-ups to established industry leaders.
5. **Presentation:** Craft a compelling presentation to share your discoveries. Your presentation should follow the format given below.

PRESENTATION FORMAT–

1. **Team Introduction and Sector Choice:** Start by introducing your team members and the sector you have chosen to explore
2. **Give a small brief about the sector you have chosen.**
3. **Start-up Introduction:** Provide a brief overview of the start-up you've selected within your chosen sector. Mention its name and its role within the sector.
4. **Innovators behind the Revolution:** Present the names of the start-ups you're exploring and introduce their visionary founders. Use visuals to highlight the start-ups' logos and include photos of the founders.
5. **The Spark of Revolution:** Deep dive into the start-up's purpose, highlighting the groundbreaking idea that sets it apart. Showcase remarkable achievements or milestones and use visuals to convey innovation and impact.
6. **Mind-Blowing Initiatives:** Discuss what makes the start-up truly remarkable. Showcase unique approaches, technologies, or strategies. Use captivating visuals to illustrate the start-up's uniqueness.
7. **Revolutionizing the Sector:** Explain how the start-up has revolutionized its sector, emphasizing the market disruptions it has caused. Use dynamic visuals to reflect change and transformation.
8. **Impact on Nature, Humanity, and the Environment:** Illustrate how the start-up's revolutions have positively impacted nature, humanity, and the planet/environment. Showcase real-world examples and statistics.
9. **Future Plans and Vision:** Share the start-up's future plans and vision for continued growth and impact. Emphasize their commitment to sustainability and innovation. Use visuals that convey a sense of progress and forward thinking.
10. **Your Insights:** Share your insights about the sector and what you believe could be the next big revolutionary change.

GUIDELINES –

1. This task is for 200 points
2. Submissions should be in the form of a PowerPoint presentation
3. We encourage ethical research practices, so please provide proper references for your sources.
4. Remember that this challenge is a fantastic opportunity for growth and learning.
5. All the points of presentation format should be there in your presentation.
6. Decisions made by the organizing team are final, and further discussions or disputes will not be entertained.
7. Provide links to the sources you used to support your research. (in the PPT)
8. To get Maximum Points Submit before the deadline.
9. After completing the task submit your presentation via google form link given below.
10. Deadline – 10/11/2023

EVALUATING CRITERIA–

- **Research Depth:** How thoroughly did you explore the startups and sector?
- **Presentation Quality:** Is your presentation clear, organized, and visually engaging?
- **Creativity and Innovation:** Did you present your findings creatively, making them stand out?
- **Analysis Quality:** How well did you provide insights and analyze your discoveries?
- **Adherence to Guidelines:** Did you follow the guidelines and meet the deadlines?
- **Ethical Research:** Is your research ethically conducted with proper references?
- Keep these criteria in mind as you embark on your exploration and craft your presentation.

GOOGLE FORM LINK–

https://docs.google.com/forms/d/e/1FAIpQLSdWNYHjVVXpWd4Y6LePddjjBSrGL3tX1J_Re9S6p6uP79jJMA/viewform?usp=sf_link

TASK 2 – REEL DEAL (100 POINTS)

ALL THAT YOU NEED TO KNOW ABOUT TASK 2 –REEL DEAL

OBJECTIVE - The "Reel Deal" task aims to cultivate creativity, innovation, and marketing skills among participants. By choosing one of the provided options(categories), participants will learn how to effectively communicate a concept or idea in a concise and engaging manner. This challenge also encourages participants to think critically about current and future technologies that have the potential to make a significant impact in various sectors.

CATEGORIES –

1. Reel Deal Commercial Advertisement Challenge:

Create a compelling and innovative advertisement for either a real or fictional product or service. This category focuses on marketing and advertising skills, encourages participants to think outside the box and develop creative approaches to showcasing a product or service.

2. Portrayal of Futuristic Technology in a Film:

Imagine and depict a future where groundbreaking technologies play a central role. This category encourages participants to explore their imagination and visual storytelling abilities, while also considering the potential impact of emerging technologies on society.

3. Portrayal of Current Technology with Disruptive Potential:

Highlight a current technology that has the potential to revolutionize a specific sector. Participants will showcase their ability to understand and communicate complex technological concepts in a clear and impactful manner.

GUIDELINES-

This task is worth 100 points. Here are the instructions: -

- Select one of the provided categories (Real Deal Commercial Advertisement, Futuristic Technology, or Current Disruptive Technology).
- Prepare a video reel that does not exceed 60 seconds in length.
- Emphasize creativity and originality in your video. Avoid using copyrighted material without proper authorization.
- Ensure that the message of your video is clear and effectively communicates the concept or idea you are presenting.
- While professional equipment is not required, ensure that the video is of sufficient quality and clarity for effective viewing.
- Post your reel on your social media handles (e.g., Instagram, Facebook, LinkedIn) and mention @ecell_vcc. Don't forget to include the hashtags #SEC and #Ecell.
- Tag your entire team and ask them to follow @ ecell_vcc.
- Your reels will be uploaded on Ecell's official account. Promote your video as much as possible and encourage your friends to like, share, and comment. Points will be determined based on likes, views, and comments (engagement) on the post uploaded on the official account of **E-cell**.
- Make your video unique, captivating, and interesting.
- E-cell's Instagram handle - ecell_vcc,

LinkedIn Page - <https://www.linkedin.com/in/entrepreneurship-cell-362406255/>