

## **CORPORATE ROADIES**

**Date:** 26-28 February, 2021

**Venue:** Dare to Compete (D2C) Website and Google Meet (Conducted by Jadavpur University Entrepreneurship Cell)

### **Brief Description of the Event:**

Corporate Roadies was one of the three events that were a part of E-Weekend 4.0 organised and conducted by the Jadavpur University Entrepreneurship Cell. It was an event open to all students across various colleges in India who wished to participate. It aimed to test the participants' business acumen through various parameters such as his/her ability to pitch, present and think on their feet. It also tested his/her analytical skills and ability to handle pressure. Corporate Roadies primarily encouraged its participants to come up with solutions of real life problems.

The event consisted of three rounds with the second and third rounds being divided into two sub stages each. The first round was an eliminating round conducted on the platform D2C on the 26<sup>th</sup> of February. The second and third rounds were conducted on the 27<sup>th</sup> and 28<sup>th</sup> of February respectively.

### **Day 1 (26<sup>th</sup> February, 2021):**

The first round was conducted with over 200 participants from colleges across India. It was an eliminating round with only 30 people making it into the next round. It was conducted over the platform D2C.

35 questions were provided which needed to be solved within 30 minutes. Questions ranged from identifying logos and business terms to quantitative aptitude and data interpretation. It aimed at testing the participants' business acumen, ability to handle pressure and his/her ability to think on their feet.

The results were declared later that night. And the 30 participants who made it into the next round were randomly divided into 10 teams of 3 members each. As a result, cross-year and cross-college teams were formed.

Teams were given problem statements of two unstructured case studies at 9 PM. The second round was divided into two sub-stages with 6 teams qualifying the first sub-stage and only three making it through to the final round. The first sub-stage involved the 10 teams pitching their respective solutions for the first case study, while the second one involved the top 6 teams qualifying the first sub-stage pitching their solutions to the second case study.

## Day 2 (27<sup>th</sup> February, 2021):

Teams were required to present their solutions of the first case study from 3pm onwards to a panel of judges in a closed room pitching system. Teams were called randomly. 3 minutes were allowed to each team to put across their solutions to the problem of the first case study with the help of their presentations, following which judges were given a 2 minutes window to ask relevant questions pertaining to their solution. Teams were marked on the quality of solutions they could come up with, their pitch and their ability to answer questions asked by the judges, on the spot.

This concluded the first sub-stage after all 10 teams had pitched their ideas one by one. Some time was given to the judges to tabulate the score, after each team finished with their respective pitch. A 30-minute gap was allotted between the two sub-stages during which the results of the first sub-stage were announced. 6 teams made it through.

The second sub-stage begun at sharp 6PM and a similar procedure followed as that of the first sub-stage. Teams were called randomly. 3 minutes were allowed to each team to put across their solutions to the problem of the second case study with the help of their presentations, following which judges were given a 2 minutes window to ask relevant questions pertaining to their solution. Teams were marked on the quality of solutions they could come up with, their pitch and their ability to answer questions asked by the judges, on the spot.

After each team pitched, the judges were given some time to tabulate their respective scores. After the 6<sup>th</sup> team were done with their pitch, the judges took a 15-minute break, post which the results were declared. Only 3 teams made it through.

Thus 3 teams, that is only 9 out of over 200 participants who had initially registered, made it through to the 3<sup>rd</sup> and final stage of the event.

The first sub-stage of round 3 begun at around 8 PM. Teams were split up and there was a twist in the tale keeping in mind the name 'Roadies' the event bore. All 3 members of the team that came first at the end of round 2 made it through to the second and final sub-stage. The team which came 2<sup>nd</sup> were asked to internally "vote-out" a member from their team. And the team which came 3<sup>rd</sup> were asked to "vote-in" a member from their team. The third team obliged and voted in one of their members. The second team weren't very pleased at the prospect of voting someone out internally, hence their scores of round 1 (the one conducted on D2C) were taken into account, to eliminate one of them.

Thus 6 participants made it through to the final day and final sub-stage of the event.

### **Day 3 (28 the February, 2021):**

The final sub-stage of the event begun at 9:30 am. Participants were given the following hypothetical scenario and given to make a decision based upon it:

***“You are on a ship with 8 businessmen, namely, Bill Gates, Elon Musk, Jef Bezos, Sundar Pichai, Mark***

***Zuckerberg, Larry Page, Satya Nadella and Jack Dorsey. Due to some unforeseen circumstances, the***

***ship is sinking and you see only two life jackets are remaining. You use one for yourself and will give***

***the other jacket to one of the eight businessmen.***

***Who will you give the life jacket to? You need to choose the person based on the development they have***

***brought out in their respective fields, business impact, community development, future possibilities***

***and their overall contribution.***

***State your reason for giving the life jacket to that person.”***

They had to decide and make a choice by 10 am. A Google Form was created by the Jadavpur University Entrepreneurship Cell to record the decision of each participant. The form was closed at 10 am sharp. One of the 6 participants was disqualified, as he was late in giving his decision.

From 10:30 AM participants were called, one by one based on their choice and performances in the previous rounds. He/She was then allowed 3 minutes to validate the choice they had made. Speakers were penalised if they failed to keep within the 3 minutes. It was an open room pitching system in the final round. Following the 3 minutes, the participants had to face a gruelling 12-minute questioning and cross-questioning session. Firstly, the 3 judges scoring the finals took 3 minutes each of their own to question the participants’ choice and the reasons they had given for making it. Finally, the last 3 minutes of questioning were allotted to the entire house, which included other participants.

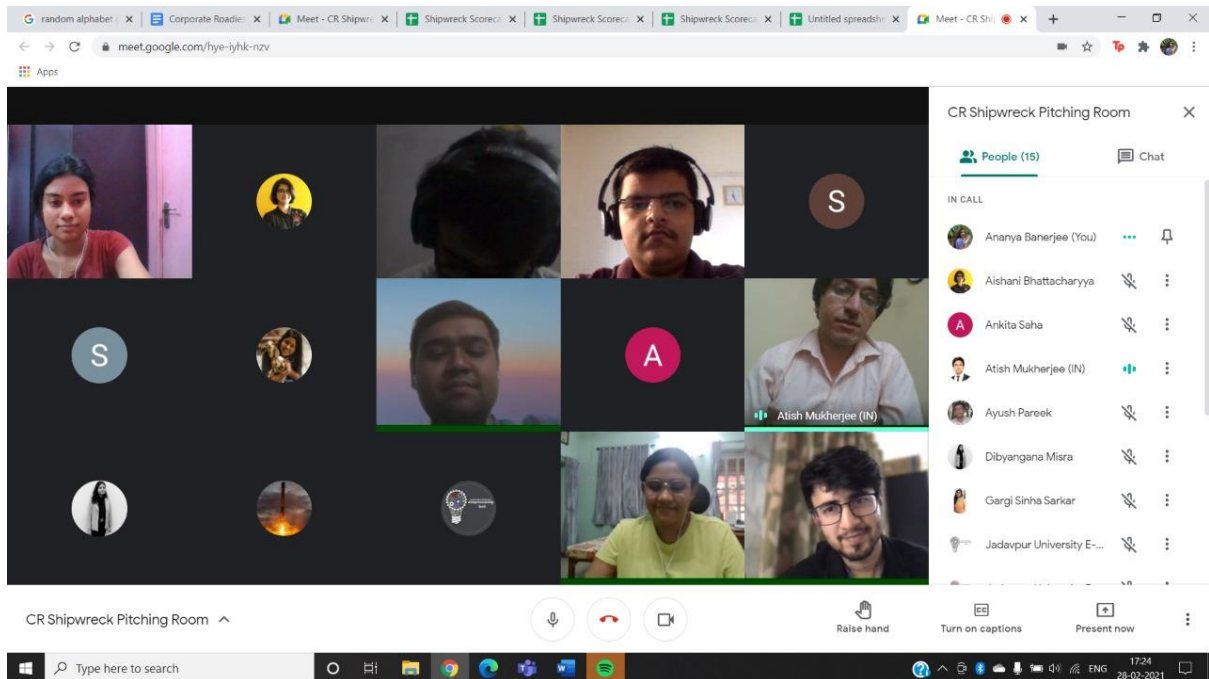
Participants were marked on their ability to justify their choice, and their ability to answer questions on the spot during those 12 minutes.

Judges were allotted some time to tabulate scores, after each participant concluded.

The final sub-stage and the event got over at 4:30 PM. Following which the judges took a 30-minute recess, and declared the results at around 5 PM. Only the names of the winner and runners-up were declared. They were **Aishani Bhattacharya** and **Samadeep Sengupta** respectively.

### The Judges (Over Two Days):

- Rajit Bhattacharya (CEO at Data Sutram, Location Intelligence Enterprise)
- Ankita Saha (Associate Consultant, Optum)
- Atish Mukherjee (Management Consulting Manager, PwC India)
- Debasmita Kumar (Strategy Analyst, Accenture Strategy)
- Soham Basu (Junior Associate, Mckinsey & Company)





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# CORPORATE ROADIES



26 FEBRUARY 2021  
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