



St. Clare College

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NURTURING VALUES AND EXCELLENCE

SCHOOL OF COMMERCE AND MANAGEMENT DEPARTMENT OF COMMERCE - UG BUSINESS CLUB

Organizes



INTRA-COLLEGE

THINK

Analyse the problem. Understand the market. Find the opportunity.

BUILD

Create the solution. Develop the business model. Make it viable.

PITCH

Present the idea. Defend the strategy. Adapt under pressure.

Date: 24th August 2026

Venue: Mother Teresa Conference Hall

Faculty Coordinators:
Ms. Sabeena L.
Mr. Sangappa Poojari

Student Coordinators:
Mr. Jagath - 7204015458
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ABOUT THE HACKATHON

Business Hackathon – Think. Build. Pitch. is a dynamic entrepreneurial challenge designed to test participants' ability to identify business problems, develop innovative solutions, build viable business models and present their ideas with confidence.

The event provides participants with an opportunity to move beyond theoretical business knowledge and apply concepts of entrepreneurship, marketing, finance, strategy, problem-solving and decision-making to practical business situations. Through three progressive rounds, participants will be challenged to analyse real-world problems, create business solutions and defend their ideas when faced with unexpected challenges.

BUSINESS HACKATHON

ROUND 1 — CASE CRACK

Every team will be given a business case and 30 minutes to analyse it together. During this time, the team must identify what exactly is going wrong, why the problem is occurring, who is affected by it, and what the company should do to resolve the situation. After the analysis, each team will present their solution before the judges for 3 minutes, followed by a 2-minute questioning round where the judges will evaluate their understanding, reasoning, and proposed solution. Based on their overall performance, the best-performing teams will qualify for Round 2.

ROUND 2 — BUILD THE BUSINESS

The shortlisted teams will be given a new problem statement or business challenge. Instead of solving an existing business problem, the teams must create a new business that provides a solution to the given challenge. They will get 45 minutes to develop their business idea and decide what their business is, who their target customers are, why customers would choose them, how they will generate revenue, how they will market the business, how it will operate, and their pricing and cost structure. The teams will then prepare a short PPT and pitch their business idea to the judges. Each team will get 5 minutes to present their pitch, followed by 3 minutes of Q&A with the judges.

ROUND 3 — BUSINESS BATTLE

The teams will continue with the business they created in Round 2. However, they will suddenly be given a Crisis Card containing an unexpected business crisis or challenge. The teams will get 10 minutes to analyse the situation and decide how they will respond, while ensuring that their decision makes sound business sense. Each team will then appear before the judges for 5 minutes to explain what happened, their response to the crisis, why they chose that particular strategy, and how it will impact their business. The judges will then have 5 minutes to challenge their strategy with questions, testing the team's ability to think critically, defend their decisions, and adapt under pressure. Teams must think on the spot and demonstrate strong decision-making skills.

GUIDELINES:

1. Team Formation

- Each team shall consist of 3–4 participants.
- A participant cannot be a member of more than one team.
- Team members cannot be replaced after registration unless specifically permitted by the organisers.

2. Participation

- Participants must carry their valid college ID cards.
- Teams must report to the venue within the stipulated reporting time.
- Late arrival may result in deduction of marks or disqualification, depending on the circumstances.

3. Originality

- All ideas, solutions, business models and presentations must be original.
- Plagiarism or deliberate use of another team's idea will result in disqualification.
- Teams may use existing businesses or industries as references, but their proposed solution must demonstrate independent thinking.

4. Time Management

- Preparation and presentation time will be strictly monitored.
- Teams exceeding the allotted presentation time may face a mark deduction.
- Once the allotted time is over, judges may stop the presentation.

5. Presentation

- Only registered team members may present.
- Teams must ensure that their presentation is clear, concise and relevant to the challenge.
- Judges may interrupt the presentation or ask questions at any stage.

6. Use of Technology

- Any technology, presentation equipment or other resources permitted for a particular round will be communicated by the organisers.
- Participants must not use unauthorised external assistance during restricted preparation periods.

7. Disqualification

- A team may be disqualified for:
- Misconduct or inappropriate behaviour.
- Plagiarism or deliberate copying.
- Use of unauthorised assistance.
- Violation of event instructions.
- Submission of false information.
- Disrupting the conduct of the event.
- Any other action deemed unfair by the organisers or judges.

THINK . BUILD . PITCH



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