FOUNDER'S FORUM

An Immersive Entrepreneurial Simulation

Background Guide

Moderator's Message

It is our privilege to welcome you to The Founders' Forum, an event that seeks to simulate the dynamic and demanding journey of entrepreneurship. In an era defined by innovation and rapid economic transformation, the ability to conceptualise, develop, and execute a business idea has become an indispensable skill.

This forum has been meticulously designed to provide participants with a platform that not only tests their theoretical understanding but also their practical application of business principles. Through a carefully structured progression — from strategically acquiring an industry, to pitching a scalable business model, and finally marketing and selling a product of your own creation — you will experience the multifaceted nature of entrepreneurship firsthand.

We encourage all delegates to approach this event with creativity, strategic foresight, and confidence. Beyond competition, this forum is an opportunity to learn, collaborate, and refine your entrepreneurial instincts.

We look forward to witnessing innovative ideas, compelling pitches, and exceptional execution.

Warm regards,
The Moderator
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Introduction

The Founders' Forum is an immersive entrepreneurial simulation designed to foster innovation, strategic thinking, and business acumen among participants. The event replicates key dimensions of the entrepreneurial lifecycle — from strategic resource acquisition, to investor-facing pitching, to live market sales — giving delegates a comprehensive experience of what it means to build and run a business.

Three Sub-Events. One Entrepreneurial Journey.

The Bidding War → PitchX → Commerce Carnival

Event Structure at a Glance

#	Event	Linked To	What It Tests
1	**The Bidding War**	*Prerequisite for PitchX*	Financial prudence, risk assessment, and strategic decision-making under pressure.
2	**PitchX**	*Based on Bidding War industry*	Business model design, financial and economic understanding, and depth of knowledge.
3	**Commerce Carnival**	*Independent — any product*	Marketing ability, presentation skills, and live sales execution.

The Key Distinction: PitchX vs Commerce Carnival

PitchX	Commerce Carnival
Tests your business knowledge, economic reasoning, and depth of understanding of your chosen industry. Judges are looking for how well you know your business — its financials, its market, and its scalability.	Tests your presentation skills, marketing instincts, and ability to sell. Judges are looking for how effectively you communicate, attract, and persuade — not what you know, but how well you can make someone want what you have.

Round 1: The Bidding War

The Bidding War is the opening round of the Founder's Forum and a prerequisite for PitchX. In this round, delegates participate in a competitive auction to secure an industry from a curated pool. The industry a team acquires here becomes the foundation upon which their PitchX pitch is built — choose wisely, because you will have to defend it in depth.

Each team will be allotted a fixed amount of virtual capital, which must be used strategically to bid for industries. Teams that overbid risk resource constraints; teams that underbid risk losing their preferred industry to a competitor.

Why This Round Matters

The Bidding War is not just an auction — it is the first test of your entrepreneurial instincts. The industry you acquire will define the scope of your PitchX pitch. A team that secures a high-demand industry may face a stronger competitive benchmark. A team that identifies an undervalued sector may find greater room to innovate. Every bid is a strategic decision.

What This Round Evaluates

- Financial prudence — allocating virtual capital wisely without overbidding.
- Risk assessment — evaluating which industry offers the best opportunity relative to your team's strengths.
- Decision-making under pressure — bids are time-constrained and competitive.

Indicative List of Industries

The following industries represent the pool from which teams will bid. The actual list available on the day may be adjusted at the discretion of the Executive Board.

Note:

Additional Rule — Multi-Industry Acquisition

- Delegates are permitted to bid for and acquire more than one industry, provided they manage their virtual capital effectively. Teams opting for multiple industries gain the strategic advantage of developing integrated or cross-sector business models in PitchX.

Industry	Industry
Information Technology (IT)	Gaming and Esports
FinTech	Artificial Intelligence (AI)
EdTech	Biotechnology
HealthTech	Logistics and Supply Chain

E-commerce	Travel and Tourism
Electric Vehicles (EV)	Real Estate
Renewable Energy	Food and Beverage
Fashion and Apparel	

- ### Capital Allocation & Stock Accelerator Integration

  Each team participating in *The Bidding War* will be allotted an initial virtual capital of **₹5,00,000** for industry acquisition. Delegates are expected to utilise this capital strategically during the auction process, balancing ambition with financial prudence. Any unutilised capital remaining after the conclusion of bidding will not lapse; instead, the remaining balance will be automatically transferred to the team's account in **Stock Accelerator**, where it will serve as their starting investment capital. Teams must therefore evaluate not only the industries they acquire, but also the opportunity cost of preserving funds for future market participation.

Round 2: PitchX

PitchX is the central round of the Founder's Forum and the direct continuation of the Bidding War. Having secured their industry in the auction, teams must now build a business concept within that industry and pitch it to judges in a structured investor-facing presentation.

This round tests what you know. The economics of your business, the logic of your revenue model, the size of your market, and the scalability of your idea will all be interrogated — first by you in your pitch, and then by everyone in the room during the POI round that follows.

Important: PitchX is built on the Bidding War

Your pitch must be based on the industry or combination of industry your team acquired in the Bidding War. You cannot change your industry between rounds. This is intentional — part of entrepreneurship is building the best possible business within your constraints, not waiting for the perfect conditions.

Pitch Format

- Each team will deliver a pitch of 3 to 4 minutes.
- The pitch must clearly present the business idea, the problem it solves, and the solution being offered.
- Teams should cover their target market, revenue model, cost structure, and competitive differentiation.
- The pitch must be structured, persuasive, and grounded in economic reasoning.

The POI Round

After Every Pitch: Three to Four Minutes POI Round

Following each team's pitch, a Point of Information (POI) round will be opened to all participants and judges. This is a live, open-floor questioning session in which anyone in the room may raise a question, challenge an assumption, or probe the logic of the pitch.

The pitching team must respond concisely and confidently. The quality of responses during the POI round carries significant weight in the evaluation — it is where surface-level preparation is separated from genuine understanding.

POI Round — Rules

- Duration: Three to four minutes per pitch, immediately after the presentation concludes.
- Who can ask: All delegates and all judges are eligible to raise a POI.
- Format: The moderator will recognise questioners. Questions must be concise.

- The pitching team may decide who among them responds to each question.
- Questions must be relevant to the pitch content. Personal or off-topic questions will be disallowed.
- Questioners are also evaluated — asking a sharp, insightful question demonstrates analytical thinking and will be noted by judges.

Judging Criteria

Criterion	Marks	What Judges Look For
Creativity	**15**	Innovative presentation techniques, visual storytelling, presentation of unique or niche perspectives, ability to exceed conventional expectations.
Financial and Technological Viability	**15**	Logical cost structure and pricing strategy, realistic ROI estimation, demonstration of scalability and practical implementation.
POI Round — Responses	**10**	Depth and accuracy of answers, composure under questioning, ability to defend assumptions and justify decisions under pressure.
Pitching Skills and Confidence	**10**	Fluency and clarity in communication, structured and logical delivery, confidence and composure throughout the presentation.
TOTAL	**50**	

Round 3: Commerce Carnival

The Commerce Carnival is the final and most visible round of the Founder's Forum. Unlike the Bidding War and PitchX, the Commerce Carnival is entirely independent — delegates are not bound by the industry they acquired in the auction and are free to conceptualise, create, and sell any product of their choosing.

Teams will set up stalls in the school and must present, market, and sell their product directly to judges and the audience. This is where creativity meets commerce — and where the ability to attract, engage, and persuade determines the outcome.

Important: Commerce Carnival is Independent

There is no connection between the Commerce Carnival and the Bidding War or PitchX. Delegates may create any product — physical or prototype — regardless of their auctioned industry. This is a fresh slate, and a fresh set of skills.

Format

- Teams will be assigned stalls within the school premises.
- Delegates must create a physical product or a working prototype to display and sell.
- The stall must be set up creatively — visual presentation, branding, and display design all matter.
- Delegates must actively engage with judges and the audience to promote their product and secure investment or purchases.

Winning Criteria

The Commerce Carnival is not evaluated on a marks rubric. Instead:

Element	How It Works
Virtual Currency	Judges will be provided with cheques or virtual currency to allocate at their discretion.
Persuasion	Delegates must persuade judges to invest in or purchase their product. There is no fixed criteria — judges respond to what impresses them.
Winner	The team that secures the highest total cheque value across all judges will be declared the Commerce Carnival winner.
Stall Presentation	While not directly scored, the quality of your stall setup, branding, and display will significantly influence how judges and the audience engage with you.

What This Round Rewards

- Salesmanship — the ability to make a compelling case for your product to a live audience.
- Marketing instincts — branding, stall design, and the ability to generate interest and footfall.

- Real-time adaptability — reading your audience and adjusting your pitch on the fly.
- Persuasive communication — being able to handle objections, negotiate, and close.

Conclusion

The Founders' Forum offers a genuinely holistic entrepreneurial experience — one that moves from strategic resource acquisition, to investor-facing pitching, to live market selling. Each round tests a distinct dimension of what it means to build and run a business, and the three together form a complete picture of the entrepreneurial skill set.

The event places equal weight on knowledge and execution. In PitchX, depth of understanding and economic reasoning will distinguish the best pitches. In the Commerce Carnival, presentation skills and marketing instincts will determine who wins the market. The best delegates will excel in both — because the best entrepreneurs always do.

Ultimately, the Founders' Forum aims to develop individuals who are confident, forward-thinking, and capable of turning ideas into action — skills that will remain valuable long after the event concludes.

From a bid to a pitch to a sale — the complete founder's journey in one day.

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**The content of this Background Guide may have used generative software to enhance fluency and writing quality.*