



Stella Maris College (Autonomous)  
Chennai, India



THE ENTREPRENEURIAL DEVELOPMENT CELL  
DEPARTMENT OF COMMERCE (SHIFT II)  
*presents*

# ENTERA26

DREAM • BUILD • DOMINATE

LEADERSHIP RELOADED:  
DECISIONS THAT MATTER

10<sup>TH</sup> FEB 2026

RULEBOOK



[HTTPS://ENTERA26.IN](https://entera26.in)

# GENERAL INSTRUCTIONS



## BASICS FIRST

- All the participants are requested to register for the events through the given links. No on spot registrations
- Participants should ensure they have joined their respective event's whatsapp groups.
- All participants are expected to come 30 minutes prior to their event and assemble in the respective venue.
- All participants are expected to wear their college ID card inside the college premises.

## ON GROUND PROTOCOL

- Participants are requested to refer to the rulebook for event venue and rules.
- Any props required will have to be brought by the participant/teams themselves.
- Vulgarity and plagiarism in any form will lead to disqualification.
- Judges decision will be final and binding for all the events.

## FINAL MENTIONS

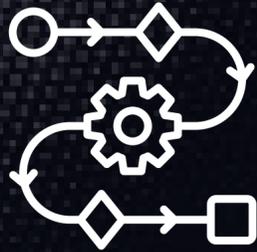
- All participants are expected to dress modestly according to the college dress code.
- Certificates will be provided for all participants and winners.



# BRAND BLITZ



## GAMEPLAY



Each match will consist of two teams, each assigned competing brands.

Brand allocation will be done by lot system (Once a brand is assigned, no change or exchange will be allowed) Teams must argue only in favour of their assigned brands.

- Opening Statement – 1 min
- Counter-Arguments – 3 mins
- Closing Statement – 1 min
- Total time - 5 mins

## CODE OF PLAY

- Speakers within a team may divide the time at their discretion.
- Interruptions while the opposing team is speaking are strictly prohibited.
- Arguments must be business-oriented (marketing, finance, strategy, growth, innovation)
- Personal attacks or offensive language will result in immediate disqualification.
- Use of props, videos, or slides is not allowed
- The decision of the judging panel is final and binding.

*Maximum of 3 in a team*

# THE PYRAMID

## GAMEPLAY



Teams must answer within the given time limit (Each team shall consist of two members) The quizmaster's decision on answers and scoring is final.

The event will consist of two or three rounds, and each round will be an elimination round until the final one.

The questions will be Business and commerce-related and will include multiple choice, specific answers, true/false statements, etc.

## CODE OF PLAY

- Participants must maintain decorum and sportsmanship throughout the event.
- The use of electronic devices or any other forms of malpractices will result in immediate disqualification.
- Participants should ensure they are aware of the event's rules, timings, and venue and adhere to all specifics provided.

1-2 in a team

# DEAL OR NO DEAL



## ROUND 01 : COLLABORATION

- ▶ All participants will be shuffled and reassigned into new temporary teams by the organising committee.



Each shuffled team will be randomly assigned:  
One entrepreneur and  
One product or  
industry

Teams must combine the entrepreneur and product to create a viable Business idea or product. Explaining how the entrepreneur could succeed with the assigned product.  
Preparation time: 10-15 minutes  
Pitch time: 2 minutes per team

Individual points will be given based on presentation which they take back to their original team

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## ROUND 02 : DEAL OR NO DEAL

- ▶ Participants return to their original registered team



Teams will be paired against another team. Each pair competes for a business reward pool.

Round details will be revealed on the day of the event.

- ▶ The decision of the judge is final and binding.

*Maximum of 3 in a team*

# VANTAGE



## GAMEPLAY



Each team will be randomly assigned 3 unique business Advantage using a lot or chit system. (Assigned advantages cannot be exchanged or rejected).

A product idea must be built around the assigned advantage. And present how the advantage helps your business or product

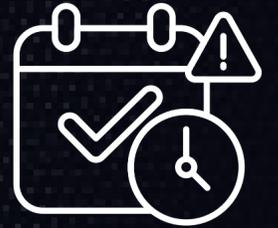
Teams will be given 20 minutes of prep time. And pitch it the judge for 3 minutes, followed by 2 minute Q&A.

## CODE OF PLAY

- ▶ All teams must bring their own laptops for preparing their presentation
- ▶ Use of the internet or external help is not permitted.
- ▶ Any form of plagiarism or pre-prepared content will result in disqualification.
- ▶ The judges' decision will be final and binding.

*Maximum of 3 in a team*

## GAMEPLAY



Each team will be assigned one product two days prior to the event. (The assigned product cannot be changed)

Teams are required to Create and design an Instagram business profile, Develop brand identity  
Post creative content relevant to the product and Showcase marketing strategy suitable for Instagram

Teams must submit their Instagram page link before the deadline 10th February, 2026 2:00pm

## CODE OF PLAY

- ▶ The follower account or likes does not affect or add to the score.
- ▶ Any form of plagiarism or copying existing brand pages will lead to disqualification.
- ▶ The decision of the judges is final and binding.
- ▶ Participants must submit their final digital design mockups by 2:00pm, 10th February 2026

*Maximum of 3 in a team*

## GAMEPLAY



Participants are tasked with designing a digital product (e.g., app, website, or software tool) that solves a real-world problem. The design must be presented using a digital mockup tool

The goal is to encourage innovation and creativity in digital product creation, providing participants the opportunity to work with modern design tools.

Creativity, functionality, user experience, and presentation will be key factors in judging.

## CODE OF PLAY

- ▶ Participants must submit their final digital design mockups by 2:00pm, 10th February 2026
- ▶ Participants must ensure their design is original
- ▶ The judges' decision will be final and binding.

*Individual event*

SEE YOU AT



DREAM • BUILD • DOMINATE

STUDENT COORDINATORS

Atchaya Yuvarajan  
President - 6379744854

Swetha Prasath  
Secretary - 9003186334

Harshitha Kumar  
Treasurer - 9094774102



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