



Stella Maris College (Autonomous)
Chennai, India



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



DREAM • BUILD • DOMINATE

LEADERSHIP RELOADED:
DECISIONS THAT MATTER

10TH 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.



THE RUN OF EVENTS

ENTERA26.

BRAND
BLITZ

1:00pm to 3:00pm

1:00pm to 3:00pm
HC 1-6

THE PYRAMID

DEAL OR NO DEAL

1:00pm to 3:00pm
Shyam Kothari Auditorium
(Ground Floor)

VANTAGE

12:00pm to 2:00pm
Shyam Kothari Lecture Hall
(2nd Floor)

ADSNAP

Submission Event

Submission Event

WEB UP

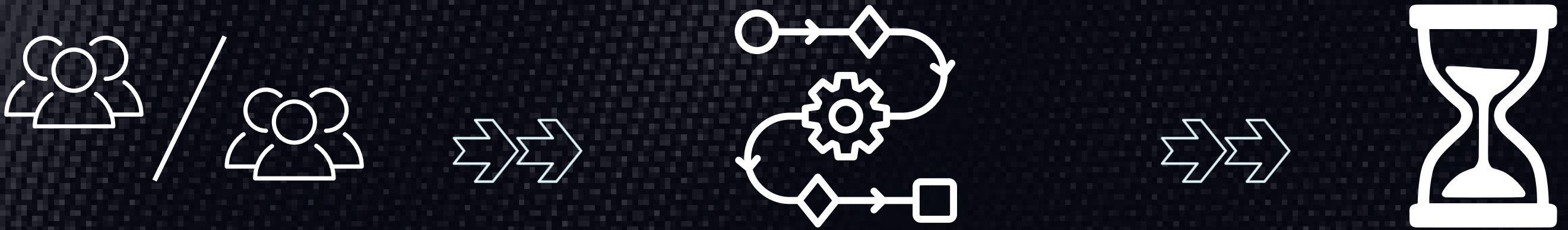


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BRAND BLITZ



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.

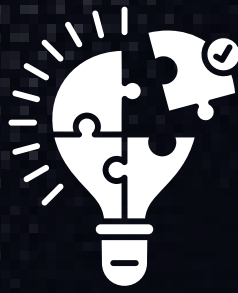
1-2 in a team

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

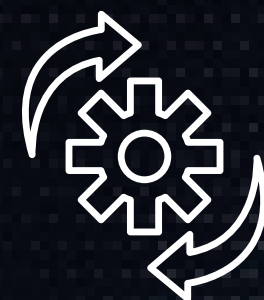
Teams must combine the
entrepreneur and product to
create a viable Business idea or
product. Explaining how the
entrepreneur could succeed
with the assigned product.
Preparation time: 10–15 minutes
Pitch time: 2 minutes per team

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

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

ROUND 1/2 : 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.

DEAL OR NO DEAL



ROUND 2/2 : DEAL OR NO DEAL

- ▶ Each team must secretly choose one of the following options:

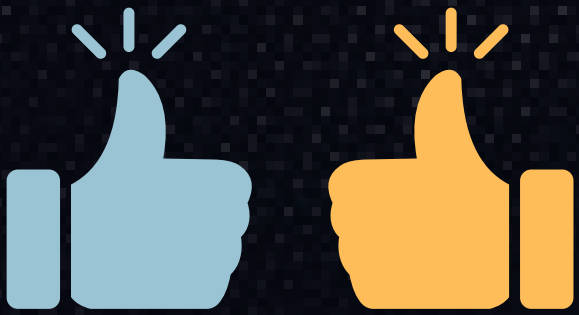
DEAL

Agree to share the reward

NO DEAL

Attempt to take the entire reward

- ▶ Outcomes (Teams must justify their decision after revealing the choice)



If both teams choose DEAL → Reward is split equally



If one team chooses NO DEAL and the other DEAL → The NO DEAL team takes all, the other gets nothing



If both teams choose NO DEAL → Both teams get nothing

- ▶ Decisions once submitted cannot be changed.

CODE OF PLAY

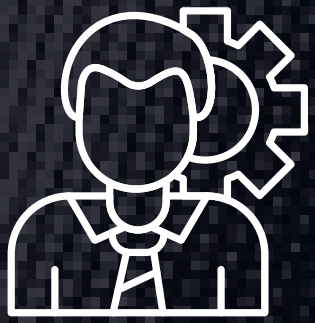
- ▶ Any attempt to signal or influence the opposing team unfairly will result in disqualification
- ▶ Judges and organisers have the right to modify reward values to maintain fairness
- ▶ The decision of the judging panel is final and binding

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

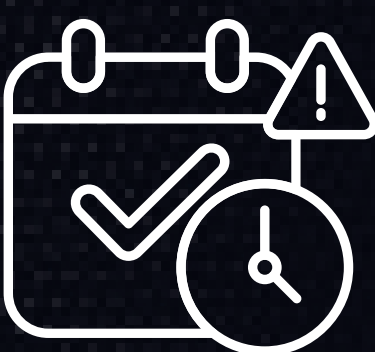
Teams will be given 20 minutes of prep time. And pitch it the judge for 3 minutes, followed by 2 minute, Q&A.

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 12:00pm

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.

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 10TH February, 12:00pm
- ▶ Participants must ensure their design is original
- ▶ The judges' decision will be final and binding.

Individual event

SEE YOU AT



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STUDENT COORDINATORS

Atchaya Yuvarajan
President - 6379744854

Swetha Prasath
Secretary - 9003186334

Harshitha Kumar
Treasurer - 9094774102



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