Rulebook (The Unicorn)

The competition will be held in two rounds.The first round is an ONLINE ROUND.

In this round the participants have to Submit an APP IDEA related to a startup they want to nurture and make it THE UNICORN.

The submissions should have the following format:-
1. Startup iDEA, NAME of the startup and the TAGLINE of the startup.
2. LOGO of the App with BASIC FEATURES of the App.
3. Targeted audience for the startup.
4. Participant's name along with branch, roll number and batch.

The App idea can be an entirely new one or can be an improvement of an existing one but plagiarism from previous entries will not be acceptable.

The participants will have to message their entries on our FACEBOOK PAGE. Participants can participate either INDIVIDUALLY or in a GROUP OF TWO.

The participants will be judged on the basis of:-
Innovation and Creativeness (15%)
Content (35%)
Feasibility of the idea (15%)
Number of Likes, Comments & Shares(10%,10%,15%) on the Facebook post.

Rulebook (The Unicorn)

From the 1st round ,top 10 teams will be selected on the basis of above mentioned criteria.

2nd Round will be an OFFLINE ROUND.

The top 10 entries will be selected for the next round.
Details of this round will be shared after the end of the first round.

Terms and conditions
1. If the app is an upgradation of an existing one then the participant should give proper credit to that app and will have to keep the startup's name with a star at its end.
2. Piracy is simply non-acceptable, if similar entries are received then the one received first will be considered
3. The final decision lies solely in the hands of the judging panel and no one will have any say in any of the results. No terms and conditions applied.