



PSGR  
Krishnammal College for Women



DEPARTMENT OF BUSINESS ADMINISTRATION



invites you  
to

**ZEST**

- *An Intercollegiate & Idea Expo*  
on  
*Innovation and Design Thinking*

*Theme: LiFE - Lifestyle for Environment*

*9th January 2025*

*Timing: 09:30 AM onwards*



**Ms. Anupa Velusamy**  
Founder & CEO - KovaiBSF



**Mr. Abisheik Aravindan**  
Partner – GRAD & COMPANY



**Ms. Damini Haresh Teckchandani**  
Founder – The Edi Story



BRAIN BLENDER



IDEAPRENEUR



MOCK UP

Registration Link: <https://forms.gle/BkLJRvpRJNMn8bdr6>

Venue: Chandra Seminar Hall

Email ID: zestbba2025@gmail.com

## INSTRUCTIONS

### Brain Blender

Brain Blender's game principles and strategies can be applied in everyday life, changing our perception of the world around us.

**Keys:** Maximum 4 per group, 10 minutes, Own Laptop

#### Instructions:

- ✚ Obsolete product names will be given to the participants. The outdated or failed products should be converted into marketable or usable products. The idea of conversion (Technology, Process, etc.) and the product's usability should be presented in PPT for (8 minutes)

### Ideapreneur

A roadmap for any business that outlines goals and details how you plan to achieve those goals.

**Keys:** Maximum 2 per group, 10 minutes, own laptop

#### Instructions:

- ✚ 8-minute live PowerPoint presentation about business goals. Contents will be evaluated based on:
  - ♣ Financial feasibility of business
  - ♣ Quality of products, services, and/or solutions
  - ♣ Market opportunities and competition
  - ♣ Overall attractiveness of the business venture\*

### Mock-up: Idea Expo

Creativity thrives amidst free-flowing social discourse.

**Keys:** Maximum 4 per Group, 10 minutes, Own supplies

#### Instructions:

- ✚ Display of product models/ideas.
- ✚ A brief explanation of the model/idea should be given.

**\*Note: Question & Answer for 2 minutes**

*Registration fee for this event Rs 150/- per participant. On spot reg. not allowed.*

*Lunch and participation certificates will be provided to all the participants.*

*Students should maintain proper decorum inside the campus else the team will be disqualified.*

*ID-Cards and Bonafide are compulsory.*