



Backwaters '11
 18 - 20 Nov
Powering Our Future

Battle for IT

FIRST PRIZE RS 25000
 SECOND PRIZE RS 15000

SUBMISSION DEADLINE
 22 OCT 2011

CONTACT DETAILS

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EVENT INTRODUCTION



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A tablet which is cheaper than the cost of repairing any computer- now a reality with **Aakash!!** The Indian information technology (IT) industry has played a key role in putting India on the global map. It has an ecosystem based on innovation and is encouraging sustainability. However it is also leading to faster obsolescence and cut-throat competition. As a famous analyst said- *“The tablet is going to replace at-least the home computer.”*

Will **tablets bring** the much needed **PC revolution** in India? Or is there a **‘tablet-bubble’** in the making? The stakes are high-with the battle between the conservative tech customers trying to resist the new unsettled frontier and opting for PCs compared to the adventurous consumers who need a device to fill the void in existing products and opt for tablets.

But are we ready for the end of that era?



People



Planet



Profit

EVENT FORMAT

Huge potential of non-PC market has attracted several firms to enter this space. To establish themselves, these firms are now working towards gaining competitive advantage through product differentiation, cost reduction, a different business model or focusing on some niche market.

In face of the cut-throat competition in this market, formulate a **product and/or marketing strategy** for a **non-PC player** to gain **sustainable competitive advantage**. You may formulate the strategy for a real firm (specify the firm's name in your submission) or for a fictitious firm and assume it to be in tablet PC and/or smart phone market (*state your assumptions in the submission*).

Round 1: An executive summary in not more than **1000 words** covering broad aspects of the competitive strategy.

Judging parameters:

- Understanding of the challenge
- Clarity & innovativeness in approach
- Feasibility & scalability of proposed strategy

Round 2: Top **6 teams** will be invited on campus for final presentation of the **Detailed plan** before a jury of eminent members

Final Presentation: Power-point (max 20 slides, excluding cover slide)

- **Presentation Time – 10mins**
- **Q&A – 15mins**



SUBMISSION GUIDELINES

Mail us your entries at battleforit@iimklive.com with **subject line** as **<TeamName>_<UserName>_Round<No.>** in the below mentioned format;

Round 1:

1. **PDF:** <TeamName>_<UserName>_Round1 (User Name* of any one user)
2. **Cover Page:** Team name, member details (name, institute, phone number, registration-id & email id)

Round 2:

1. **PowerPoint:** <TeamName>_<UserName>_Round2 (User Name* of any one user)
2. **Cover Slide:** Team name, member details (name, institute, phone number, registration-id & email id)

*User Name to be input by the user while registering for IIMK Backwaters'11 at www.iimkbackwaters.com

IMPORTANT DATES

ROUND NO.	SUBMISSION DEADLINE	RESULT DATE (TENTATIVE)
Round 1	23:59 hrs (IST); 22-Oct-11	31-Oct-11
Round 2	23:59 hrs (IST); 17-Nov-11	Campus round



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RULES & REGULATIONS



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1. Event is open to students from all B-Schools
2. Team size should be a **maximum of 3** members
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. Each team can submit **only one entry** for the competition
6. After registering for Backwaters'11 at www.iimkbackwaters.com; the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59 hrs IST, 14th Oct'11**
7. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
8. The selected participants would be reimbursed the 3rd AC fare up to a maximum of **Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
9. The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
10. Decisions of the organizers and the panel of judges will be final & binding on all participants



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