

# CTS REPORT

CROSS TEAM SYMPOSIUM

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Presented To  
ARYABHATTA COLLEGE

Presented By  
THE STARTUP CLUB



# THE STARTUP CLUB ARYABHATTA COLLEGE UNIVERSITY OF DELHI

## PRESENTS

**JUDGE**

**CROSS - TEAM SYMPOSIUM**  
1st edition  
Simulate, Debate, Innovate

**JUDGE**

Mr. Sanket Shekhar  
Assistant Professor, Aryabhata College

Ms. Mehak Batra  
Financial Planning Head, Retire Wealthy

12th August 2024  
10 AM to 12:30 PM  
Seminar Room,  
Aryabhata College

Investors  
Customers  
Industry Experts  
Founders

THE STARTUP CLUB  
ARYABHATTA COLLEGE, UNIVERSITY OF DELHI

**PRINCIPAL : PROF . MANOJ SINHA**

**CONVENOR : MR. SANKET SHEKHAR**

**COORDINATORS : MS. CHERRY UPPAL, MS. MONA ADLAKHA**

**MANAGING DIRECTOR: LAKSHYA AGARWAL**

**CORE COMMITTEE: SHRESTH KHANDELWAL, CHETAN CHOUHAN, TEJASVI YADAV**

### **SOCIAL MEDIA HANDLES:**

Instagram: [https://www.instagram.com/startupclub\\_abc/](https://www.instagram.com/startupclub_abc/)

Youtube: <https://www.youtube.com/@TheStartupClubABC>

LinkedIn: [www.linkedin.com/company/the-startup-club-aryabhata-college/](http://www.linkedin.com/company/the-startup-club-aryabhata-college/)

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# CROSS-TEAM SYMPOSIUM (CTS) 1ST EDITION

On **12th August**, **StartupClub** proudly hosted the inaugural edition of the **Cross-Team Symposium (CTS)**. This exclusive event was designed to provide our members with a realistic, immersive experience, simulating the challenges and dynamics of a competitive business environment. The CTS was not just a competition, but an educational platform where students could showcase their strategic thinking, teamwork, and problem-solving skills.

## EVENT OVERVIEW

The symposium centered around a detailed case study of "Company XYZ," a startup entering the wristwatch market with both budget and luxury product lines. The participants were organized into teams, each representing key stakeholders in the business ecosystem: Startup Founders, Investors, Consumers, and Industry Experts

# EVENT STRUCTURE

The event was meticulously structured into five rounds, each designed to evaluate and enhance different aspects of business strategy and execution:

## ROUND 1: INITIAL PRESENTATION

Teams presented their roles and strategic insights, detailing their proposed business models.

## ROUND 2: 1V1 DEBATES

In this round, teams engaged in targeted debates, with matchups such as Founders vs. Investors and Consumers vs. Industry Experts, allowing for direct confrontation of ideas.

## ROUND 3: OPEN FORUM DEBATE

An all-inclusive debate where all teams participated, refining their strategies through collaborative discussions.

## ROUND 4: COLLABORATIVE STRATEGY DEVELOPMENT

Teams were tasked with developing a cohesive strategy for Company XYZ, integrating feedback and insights from previous rounds.

## ROUND 5: FINAL PRESENTATION

The final round required teams to present their refined strategies and updated business models, drawing on the lessons learned throughout the symposium.

# KEY HIGHLIGHTS

## Innovative Branding & Product Development

The Startup Founders demonstrated exceptional creativity, crafting unique branding strategies and developing innovative product names that stood out.

## Engaging Debates & Expert Feedback

The 1v1 and open forum debates were marked by insightful and thought-provoking exchanges. Team consumers, in particular, were commended for their deep insights, while the Industry Experts provided valuable critiques, enhancing the overall learning experience.

## Investor Analysis & Strategic Decision-Making

The Investors showcased their expertise in evaluating the growth potential of Company XYZ, with their analyses reflecting strong strategic thinking and financial acumen.



The convenors and coordinators were highly impressed with the professionalism, creativity, and dedication of the StartupClub members. The Cross-Team Symposium has been recognized as a model event, setting a new standard for future initiatives within the club.

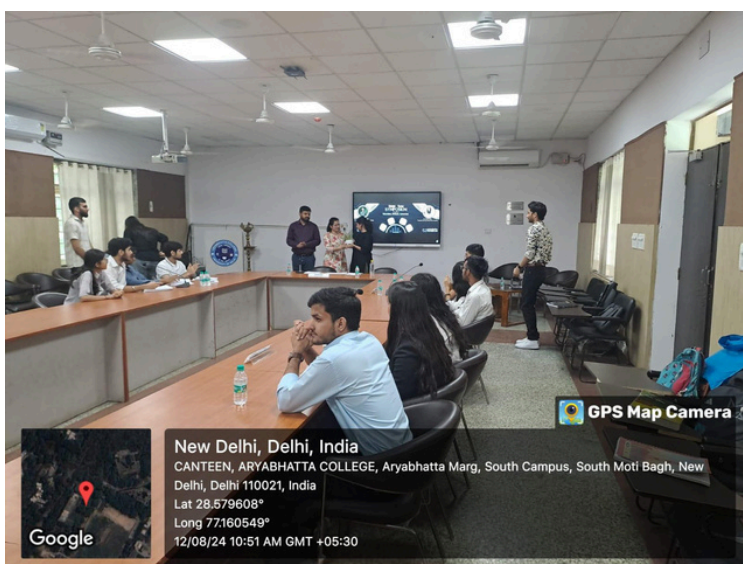
## WINNERS:

**Team Consumers** emerged victorious in this first edition, their well-rounded approach and effective collaboration earning them the top spot in this historic event.



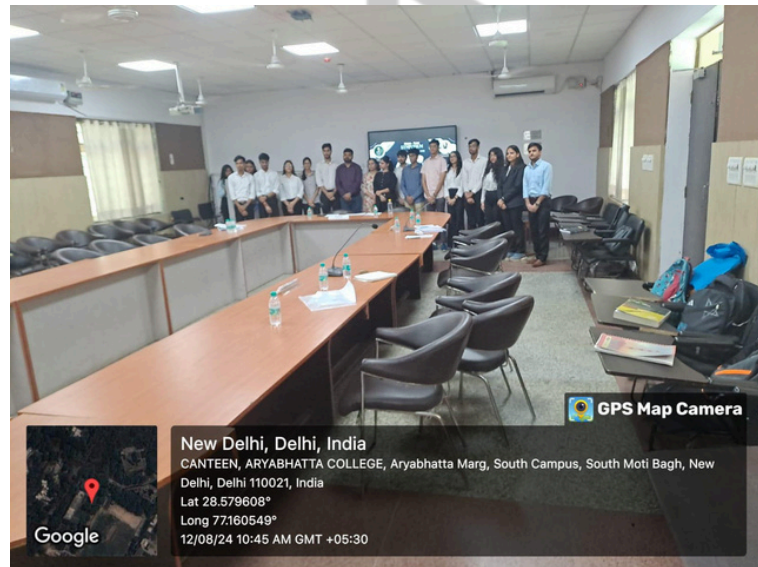
## SPECIAL NOTE BY JUDGE'S

We were honored to have **Ms. Mehak Batra** and **Mr. Sanket Shekar** as the esteemed judges for the event. Their insightful speeches provided invaluable guidance and inspiration to all participants. Ms. Batra's emphasis on the importance of innovation and strategic thinking in today's dynamic business environment resonated deeply with everyone present. Mr. Shekar's focus on the significance of ethical decision-making and long-term vision in entrepreneurship was equally enlightening. Their contributions were crucial in elevating the overall standard of the symposium.



# CONCLUSION

The first edition of the Cross-Team Symposium was a resounding success, demonstrating the potential and caliber of StartupClub's members. This event has laid a strong foundation for future CTS editions, and we look forward to building on this success in our ongoing efforts to foster innovation and leadership among our students.



## LIST OF ATTENDEES

Lakshya Agarwal  
Shresth Khandelwal  
Kanishka nemesh  
Tejasvi yadav  
Chetan Chauhan Daksh Dewan  
Vanshika Gahlot  
Suvendu  
Uday  
Prerak Gambhir  
Srishti  
Mamta  
Shikhar Maurya  
Sakshi Sachdeva  
Aman Verma

Shlok  
Ravjot  
Piyush Goyal  
Pragya  
Sneha Chawla



THANKYOU

