



Teen Turks Rules, Terms and Conditions

Overview

Teen Turks is India's first entrepreneurial competition for High School Students, organised by Spark Career Mentors. Participation in Teen Turks involves learning from the pursuit of new ideas. It also involves creating, submitting and presenting original content in the form of business or social venture concepts. All submissions and presentations are granted consideration by the Teen Turks leadership team under the basic understanding that:

- Each submission and presentation represent an original work that has been created by an individual or a team of 2-4 high school students.
- Team members have the authority to submit/present their original work by virtue of their ownership of the content (or the expressed permission of any non-participating content owners).
- The submission/presentation does not disclose any third-party intellectual property or violate any existing copyright protections.
- The Teen Turks team maintains sole discretion to interpret, modify or eliminate any of the competition's rules, terms and conditions at any time and without notice.
- That said, the primary purpose of the Teen Turks rules, terms, and conditions is to provide equality of opportunity while promoting a positive and impactful learning experience for all participants.

Participation Requirements

1. Participating members must be high school students, typically between 14-19 years of age, at the submission deadline. They must be enrolled in an official high school/secondary education institution or equivalent program for the duration of the competition.
2. Any given student may participate on just one team (and therefore submit just one concept) per competition cycle/year.
3. Teams may be comprised of students from more than one school.
4. Only concepts the members have conceived of the team may be submitted to Teen Turks. If a submission has also been developed by members not participating, their full legal names must be disclosed during submission to avoid potential conflicts of interest and/or potential legal challenges at later stages of the competition.

Submission Rules and Requirements

1. All submission information **must be submitted in English**.
2. Each team member's email address and Phone Number submitted **must be different and be real**. The submission will not render correctly unless all individuals have a unique email address; moreover, important competition correspondence may be delayed or lost if individual email addresses are not provided.
3. Entry Submission form will need to be submitted with brief details about the team and the venture. **This will only serve as a requirement solely during the first round of the competition.**
4. An optional introductory video is strictly limited to **1-2 minutes**. This video serves as an introduction to the team. State the names of the team members, the name of the concept being submitted, and a brief



explanation of why the concept is of importance. All video files are accepted for this requirement.

Introductory videos serve as an optional requirement solely during the first round of the competition.

5. Pitch decks are required for the teams which have been **selected for the final round**. Pitch decks must be no more than 15 slides in length, with a recommendation of 10 slides. All pitch decks must be formatted as a pdf for each competition round. Participants can update their pitch decks prior to the pitching round.
6. To eliminate the potential for judging bias, teams will be assigned a submission number (also known as the Registration ID), which should be listed on the first page of the written concept narrative and the first slide of the pitch deck presentation. Participants must avoid listing or disclosing the names of the schools they represent in their written concept narrative, pitch deck, and during their presentations unless the school constitutes a critical element of their concept.
7. It is understood that incomplete submissions and/or submissions that do not adhere to all Teen Turks rules, terms, conditions and judging criteria may be penalized and excluded from judging.

Round - 1: Submission Rules

1. Select the right Track for Your Venture. You can Select from the following types.
 - a. **Business Venture** (Select if your primary purpose is to solve a customer problem that by doing so will generate revenue and profit.)
 - b. **Social Venture** (Select if your primary purpose is to solve a social problem and make a positive impact on people or the environment.)
2. Finalize the type and Name for your Venture.
3. You will have to provide the following details about your Venture.
 - a. Elevator Pitch (Provide a brief one- or two-sentence description of your venture)
 - b. Detailed Idea Description (Comprehensive explanation of the venture concept, including its products/services, target market, and unique value proposition.)
 - c. Problem Statement, **if any** (What problem or challenge does your venture idea aim to solve or address?)
 - d. Innovation and Differentiator (Does anything make your idea innovative or unique compared to existing solutions or competitors?)
 - e. Challenges and Obstacles (What challenges or obstacles do you anticipate facing in the execution of your venture idea, and how do you plan to overcome them?)
4. You may also submit an optional introductory video is strictly limited to **1-2 minutes**. State the names of the team members, the name of the concept being submitted, and a brief explanation of why the concept is of importance.

Round - 2: Interview Rules

1. Based on the submission of your entry and optional video, teams would be selected to compete in the second round of the competition which is the Interview Round.
2. Interview round will be through an online video call format through Google Meet.
3. Each interview is expected to last a maximum of 10 minutes.
4. A Q&A session will be conducted between the jury and team members.



Round – 3 Pitch Rules

1. **Pitches are strictly limited to 10 minutes per team.** Teams are free to use their creativity as they see fit to best portray their concept, which includes presentation (PPT), as well as display boards, prototypes, images, sounds, motion graphics, etc.
2. Extra time will be provided for judges questions and team members responses.
3. Winners will be announced on the same day.

Judging Criteria: Business Venture

All written concept narratives, pitch decks, and presentations (including responses to question(s)) will be judged based on an equal weighting of perceived feasibility and growth potential as well as taking “wow factor” into consideration.

Feasibility

Feasibility refers to “the degree to which the concept can actually work as well as the team’s ability to execute the concept and establish a defensible position in the targeted market(s).”

Growth potential

Growth potential refers to “the likely ease with which the business can be scaled and the ultimate size (in terms of revenue and profitability) that the business may attain.”

Wow Factor

Awarded for creativity, ingenuity, persistence, passion, storytelling and any other intangibles that are deemed likely to influence the feasibility and growth potential of the business.

Several issues can be expected to influence feasibility, growth potential and wow factor ratings, including:

- To what extent does the team’s product/service offer compelling and unique value in solving a real problem experienced by a specific customer segment?
- To what extent does the team appear to possess or have the potential to attain the experiences, skillsets, connections and other resources needed to put their concept into action?
- How much growth potential does this business venture exhibit?
- To what extent does the team demonstrate creativity, ingenuity, persistence, passion, storytelling and other intangibles that are deemed likely to influence the feasibility and growth potential of the business?



Judging Criteria: Social Venture

All written concept narratives, pitch decks, and presentations (including responses to question(s)) will be judged based on an equal weighting of perceived feasibility, sustainability, social impact and taking “wow factor” into consideration.

Feasibility & Sustainability

Feasibility refers to “the degree to which the concept can actually work as well as the team’s ability to execute the concept and establish a defensible position in the targeted market(s).” Sustainability refers to “the extent to which the concept’s revenues can be expected to be sufficient to maintain or expand operations and continue to deliver positive social impact for the foreseeable future.”

Social Impact

Social impact refers to “the extent to which an organisation’s actions have a positive effect on beneficiaries and the surrounding community or environment.”

Wow Factor

Awarded for creativity, ingenuity, persistence, passion, storytelling and any other intangibles that are deemed likely to influence the feasibility, sustainability, social impact and potential of the social venture.

Several issues can be expected to influence feasibility, sustainability, social impact and wow factor ratings, including:

- To what extent does the team’s product/service/program offer compelling and unique value in solving a real societal/environmental problem?
- To what extent does the team appear to possess or have the potential to attain the experiences, skillsets, connections and other resources needed to put their concept into action?
- How much social impact potential does this social venture exhibit (i.e., how many people and communities can be helped and how much can their lives/communities benefit?)
- To what extent does the team demonstrate creativity, ingenuity, persistence, passion, storytelling and other intangibles that are deemed likely to influence the sustainability and social impact of the social venture?

Important Disclaimers

1. By participating in Teen Turks, you are granting the Spark Career Mentors, and its partners the right to utilise references to your concept as well as any images, videos and presentations of you that may be taken in association with your submission and presentation(s) for promotional and other purposes.
2. Teen Turks includes open session presentations and external review of business and social venture concept submissions. Participation is voluntary, and as such, participants are responsible for determining whether to disclose proprietary or sensitive information in their submissions and presentations. Spark Career Mentors, and all other partnering organisations assume no liability for accidental or voluntary disclosures of proprietary information or intellectual property.



3. Submissions that are considered off-topic for high school students (typically those between 14-19 years of age) may be disqualified at the sole discretion of the Teen Turks leadership team at any point during the competition timeline. Such topics may include but are not limited to nudity or sexual content, harmful or dangerous content, illicit/illegal content, violent or graphic content.
4. No obligation rule. We maintain the right to publish your content for promotional and other purposes; however, we do not have the obligation to do so. We may, at our sole discretion and for any reason, refuse the content or remove it from this or any related media without notice.
5. Teen Turks leadership team shall be the arbiter of all rules and rule clarifications. The team reserves the right to disqualify any participants who violate these rules or the spirit of the competition. Rule questions and inquiries should be submitted to info@teenturks.com