



Maharshi Karve Stree Shikshan Samstha's

**Cummins College of Engineering for Women, Pune**  
(An Autonomous Institute affiliated to Savitribai Phule Pune University)



**E-CELL YUKTA**

"We Assist. We Innovate. We Inspire"

**THE RULEBOOK**



**IMPULSE 2026**  
**ODYSSEY OF THE UNBOUND**

**Our Vision:**

To inspire entrepreneurial thinking among students  
by encouraging  
innovation, creativity, and initiative.



**Our Mission:**

To create awareness amongst students  
about entrepreneurship.



# THE RULEBOOK



*of*  
**IMPULSE 2026**  
ODYSSEY OF THE UNBOUND

## CONTENTS

3 . BUSINESS HACKATHON

---

8 . INVESTIFY

---

13 . TABLE TALKS

---

17 . SIFT THROUGH WRECKAGE

---

22 . BOLLYWOOD PITCHING

---

27 . STARTUP SHOWCASE

---

30 . VENTURE VORTEX

---





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# BUSINESS HACKATHON

The Venture Voyage

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# BUSINESS HACKATHON

~ *From Vision to Venture*

**Date :** 18th - 19th April 2026

**Registration Fees :** Rs.250 per team

**Team Size:** 4-5 members

**Coordinators :** Shrushti Ghuge - 8766702114  
Gauri Bankar - 8149733268  
Tanushree Wakhare-  
8087333272

## Rules & Guidelines

- All teams must adhere to the specified team size
- Participants must follow the instructions provided during each round
- Any form of malpractice, plagiarism, or unfair advantage will result in disqualification
- Teams are expected to maintain professionalism and teamwork throughout the event
- Judges' decisions will be final and binding

# BUSINESS HACKATHON

*~ From Vision to Venture*

**Business Hackathon** isn't just an event- it's a high-stakes arena where ideas collide and innovation leads. Teams tackle real-world challenges, racing to turn concepts into impactful solutions. With twists, pivots, and bold decisions, the journey is as valuable as the win- uncovering the entrepreneur within.

## Eligibility

- Open to all students
- No prior entrepreneurial experience required
- Inter-college teams allowed
- Inter-specialization teams allowed

**Prize Pool : ₹12,000**

# BUSINESS HACKATHON

~ *From Vision to Venture*

## Event Flow:

**VENUE :** KB Joshi Auditorium    **TIME:** 10 AM onwards

### Round 1: Cipher of Seven Seas

- Teams will engage in a dynamic problem-solving round involving hidden clues, evolving scenarios, and business challenges
- Participants must decode information, adapt to shifting situations, and derive meaningful business insights
- This round tests analytical thinking, adaptability, and strategic decision-making

### Surprise Encounter: The Mystery Pirate

- Between rounds, teams will face an unexpected interaction
- A mystery pirate presents a choice that may offer a strategic advantage or introduce new challenges
- Teams must make quick decisions under uncertainty, balancing risk and reward

# BUSINESS HACKATHON

*~ From Vision to Venture*

## Round 2: Intermediate Challenge

- Details will be revealed during the event
- Teams should be prepared for unexpected twists requiring rapid ideation and execution

## Round 3: Clash of Titans

- Teams will bring their ideas to life through an on-ground innovation challenge
- Participants will build, test, and refine their business solutions in a competitive environment
- Strategic thinking, adaptability, and execution will be critical as teams navigate challenges and evolving scenarios

## Judging Criteria

- Clarity of problem understanding
- Innovation and originality
- Feasibility of the solution
- Business relevance
- Team coordination and approach
- Depth of interpretation



# INVESTIFY

The Ultimate Entrepreneurial Challenge



# INVESTIFY

~ "₹100 se shuru, business mindset tak!"

**Date :** 19th April 2026

**Registration Fees :** Rs.150 per team

**Team Size:** 2-3 members

**Coordinators :** Vibha Mawal - 9922241534  
Utkarsha Patil - 9082926334

## Rules & Guidelines

- All business activities must be legal and ethical
- Teams must maintain transparent and accurate financial records
- Any form of malpractice, manipulation, or unfair advantage will lead to disqualification
- Teams must operate only within the defined timeframe
- Judges' decisions will be final and binding

# INVESTIFY

~ “₹100 se shuru, business mindset tak!”

**Investify** is a dynamic, hands-on entrepreneurial competition where participants build and run a micro-business using limited seed capital. Starting with just ₹100, teams must strategically invest, trade, or offer services to maximize profits within a fixed timeframe. This challenge simulates the real entrepreneurial journey, from ideation and validation to execution and final pitching, testing creativity, decision-making, and adaptability in a competitive, real-world environment.

## Eligibility

- Open to all students
- No prior entrepreneurial experience required
- Inter-college teams allowed
- Inter-specialization teams allowed

**Prize Pool** : ₹8,000 worth goodies



# INVESTIFY

~ “₹100 se shuru, business mindset tak!”

## Event Flow:

**VENUE :** Instrumentation Auditorium    **TIME:** 9 AM onwards

### Round 1: Fund Allocation & Idea Approval (Online - 16 April)

- Teams will attend an online briefing session
- Rules, guidelines, and expectations will be explained
- Each team will present their business idea and strategy
- Selected teams will receive ₹100 seed capital
- Execution phase begins immediately after fund allocation

### Round 2: Execution & Final Presentation (On-Campus - 19 April)

- Teams must report to campus at the allotted time
- Each team will deliver a 5-minute presentation covering:
  - Business idea and execution
  - Revenue generation strategy
  - Challenges faced and solutions
  - Financial summary (profit/loss)
- Teams must submit their financial records



# INVESTIFY

~ “₹100 se shuru, business mindset tak!”

## Important Rule (Mandatory Compliance)

- Every team must return the initial ₹100 seed fund
- Additionally, 30% of the total profit earned must be returned

Failure to comply with this rule will result in disqualification.

## Judging Criteria

- Net profit generated
- Creativity and innovation in business idea
- Execution and strategy
- Transparency and accuracy of records
- Problem-solving and adaptability
- Quality of final presentation



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# TABLE TALKS

Startup Edition

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# TABLE TALKS

*~ Different Tables, Different Perspectives*

**Date :** 18th April 2026

**Registration Fees :** Rs.60 per person

**Team Size:** Individual

**Coordinators :** Aabha Joshi - 7972473046  
Saloni Madhekar-8855894414  
Ovi Chandwadkar -  
9975130197

## Rules & Guidelines

- Participants must be present for the entire duration of the event
- Timely movement between sessions is mandatory
- Active participation in discussions is encouraged
- Participants must maintain decorum and professionalism during mentor interactions
- Organizers' decisions will be final and binding

# TABLE TALKS

*~ Different Tables, Different Perspectives*

**Table Talks** is a fast-paced, rotational mentorship event where participants engage in focused discussions with expert mentors across key entrepreneurial domains.

Each table is hosted by an experienced mentor, and participants rotate between tables at regular intervals, gaining diverse insights on scaling, funding, market entry, and more. This format ensures maximum exposure to multiple perspectives in a short span of time.

## **Eligibility**

- Open to all students
- No prior entrepreneurial experience required

# TABLE TALKS

*~ Different Tables, Different Perspectives*

## Event Flow:

**VENUE :** Mechanical Conference Room    **TIME:** 10 AM onwards

- The event follows a dynamic, rotational format designed to maximize interaction and learning. Participants will engage in multiple short, high-impact sessions with different mentors, each offering unique perspectives across key entrepreneurial domains.
- The structure is fast-paced and interactive, encouraging active participation, quick thinking, and adaptability. The experience concludes with an engaging activity that brings together insights from all sessions.

## Outcomes

- This is a mentorship-driven event with no formal judging
- Participants will gain insights across multiple entrepreneurial domains
- Selected participants will be recognized during the concluding activity



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# SIFT THROUGH WRECKAGE

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# SIFT THROUGH WRECKAGE

~ From Ruin to Revenue



**Date :** 18<sup>th</sup> April 2026

**Registration Fees :** Rs.200 per team

**Team Size:** 4-5 members

**Coordinators :** Arya Bafana - 8956066748  
Srushti Gunjal - 9309899941  
Ananya Shroff - 8552081477

## Rules & Guidelines


- All teams must adhere to the specified team size
- Participants must carry all required materials (laptops, power sources, stationery)
- Any form of plagiarism, malpractice, or unfair advantage will result in disqualification
- Teams must follow instructions provided during each stage of the event
- Judges' decisions will be final and binding







# SIFT THROUGH WRECKAGE

~ *From Ruin to Revenue*



"Sift Through Wreckage" is a high-stakes entrepreneurial challenge that proves one person's trash is truly another's treasure. Teams are dropped into the remains of a failed business with the mission to identify hidden gems and pivot them into a successful startup.

This event pushes participants to think strategically under pressure, apply financial acumen, and uncover value where others see failure, transforming a "diamond in the rough" into a scalable venture.



## Eligibility

- Open to all students
- No prior entrepreneurial experience required
- Inter-college teams allowed
- Inter-specialization teams allowed
- Participants must bring their own laptops for research and presentation creation
- Participants must bring extension cords, power banks, and basic stationery

**Prize Pool : ₹11,000**



# SIFT THROUGH WRECKAGE

~ From Ruin to Revenue



## Event Flow:

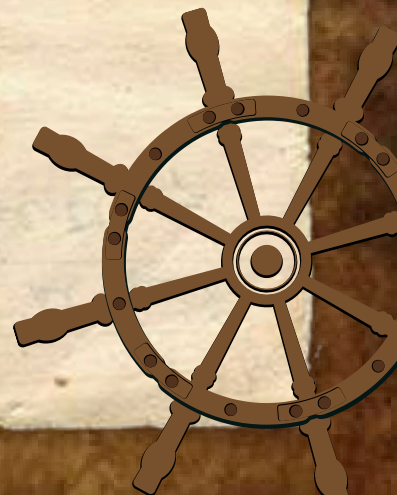
**VENUE:** Mechanical Auditorium **TIME:** 10 AM onwards

### Round 1: The Salvage Pitch

- Each team will be assigned a “Failed Company Portfolio”
- Teams must identify a valuable asset from the business
- A 2-minute pitch is required to:
  - Present the salvaged asset
  - Propose a new business idea
  - Reveal the new company name
- This is a **Pass/Fail elimination round**
- Selected teams will receive virtual seed funding to proceed

### The Boneyard Mystery


- Teams enter a trading and negotiation phase
- Participants must acquire necessary resources to strengthen their business idea
- Strategic decision-making and negotiation skills are critical in this phase






# SIFT THROUGH WRECKAGE

*~ From Ruin to Revenue*






## Round 2: The Scale-Up

- Teams will present a structured “Mini-Deck” to a panel of judges
- The presentation must include:
  - Resource utilization strategy
  - Market value and positioning
  - Revenue potential
  - A 2-year growth roadmap
- Teams must demonstrate that their idea is scalable and viable



## Judging Criteria

- **Pivot Creativity** - Innovation in transforming the failed business
  - **Market & Growth** - Realism of market value and scalability
  - **Resource Logic** - Effective use of acquired resources
  - **Financial Acumen** - Understanding of costs, capital, and revenue
  - **Pitch Quality** - Clarity, confidence, and storytelling
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# BOLLYWOOD PITCHING

*~ Pitch like a star*

**Date :** 19<sup>th</sup> April 2026

**Registration Fees :** Rs.200 per team

**Team Size:** 2-4 members

**Coordinators :** Adhira Kokad - 9423755134  
Unnati Apte - 8847758998  
Khushi Birla - 9420108021

## Rules & Guidelines

- All team members must actively participate in the presentation
- Teams must strictly adhere to the time limits specified for each round
- Use of inappropriate content, offensive language, or plagiarism will result in disqualification
- Props and costumes are allowed but must not disrupt the event flow
- Judges' decisions will be final and binding

# BOLLYWOOD PITCHING

*~ Pitch like a star*

**Bollywood Pitching** is a high-energy, performance-driven marketing event where participants step into the shoes of iconic Bollywood characters and pitch a startup or product in character.

Teams must creatively blend acting, humor, storytelling, and business strategy to deliver a pitch that is both convincing and entertaining. The challenge lies in staying true to the character's personality while presenting a practical and impactful solution.

Think Shark Tank... but with drama, dialogue, and a blockbuster twist.

## Eligibility

- Open to all students
- No prior entrepreneurial experience required
- Inter-college teams allowed
- Inter-specialization teams allowed

**Prize Pool : ₹8,000**

# BOLLYWOOD PITCHING

~ Pitch like a star

## Event Flow:

**VENUE:** Main Quadrangle **TIME:** 10 AM onwards

### Round 1: Startup Ki Kahaani – Teaser Round (Online)

- Teams must create a Bollywood-style teaser presentation (maximum 90 seconds)
- The teaser should introduce the startup idea while staying in character
- Focus areas include storytelling, originality, creativity, and character portrayal
- This round will be conducted 2 days prior to the final round
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### Round 2: “Picture Abhi Baaki Hai” – The Main Pitch (On-Stage)

- Teams will be given a real-world problem to which they must develop and present a startup solution.
- The pitch must include:
  - Problem understanding
  - Proposed solution
  - Unique Selling Proposition (USP)
  - Target audience
  - Scalability and impact
- Teams must remain in character throughout the entire presentation



# BOLLYWOOD PITCHING

~ Pitch like a star

## Judging Criteria

- Pivot Creativity - Innovation in transforming the failed business
- Market & Growth - Realism of market value and scalability
- Resource Logic - Effective use of acquired resources
- Financial Acumen - Understanding of costs, capital, and revenue
- Pitch Quality - Clarity, confidence, and storytelling



# STARTUP SHOWCASE



# STARTUP SHOWCASE

*~ Where Innovation Comes Alive*

**Date :** 18th and 19th April, 2026

**Venue :** MKSSS Cummins College of Engineering for Women, Pune

**Coordinators :** Maitreyi Pawar - 8669929798 -  
Shruti Mote - 7620410645

Step into the heart of Empulse'26 and experience innovation up close at the **Startup Showcase**, a vibrant space where ideas turn into reality. From cutting-edge tech ventures to creative brands and impactful solutions, the showcase brings together some of the most exciting startups under one roof. It's not just an exhibition, it's an opportunity to explore, interact, and get inspired by real entrepreneurs building real businesses.

# STARTUP SHOWCASE

*~ Where Innovation Comes Alive*

## What You'll Experience

- Discover innovative startups across diverse industries
- Interact directly with founders and understand their journey
- Experience live product demos and business ideas in action
- Gain insights into how ideas scale into successful ventures

## Why You Should Attend

- Inspiration: Witness how simple ideas evolve into impactful businesses
- Learning: Understand real-world execution beyond textbooks
- Networking: Connect with founders, innovators, and like-minded individuals
- Exposure: Be part of one of Pune's most dynamic entrepreneurial ecosystems

You won't just see startups, you'll experience their stories, their hustle, and their journey from concept to creation.

## Who Should Attend

- Students curious about startups and innovation
  - Aspiring entrepreneurs looking for ideas and inspiration
  - Anyone interested in business, creativity, and real-world impact
- Walk through ideas, interact with innovation, and witness the future of entrepreneurship—live.

Walk through ideas, interact with innovation, and witness the future of entrepreneurship live.



# VENTURE VORTEX

E-Cell Meetup



# VENTURE VORTEX

~ the E-cell meetup

**Date :** 19th April, 2026

**Venue :** MKSSS Cummins College of Engineering for Women, Pune

**Team Size:** 5 members

**Coordinators:** Bhargavi Kesarkar - 9175262658  
Khushi Rao - 7588420732  
Rutuja Zavar - 7972949980

## Rules & Guidelines

- All team members must actively participate in the presentation
- Teams must strictly adhere to the time limits specified for each round
- Use of inappropriate content, offensive language, or plagiarism will result in disqualification
- Props and costumes are allowed but must not disrupt the event flow
- Judges' decisions will be final and binding

# VENTURE VORTEX

~ the E-cell meetup

**VENUE :** Mechanical Auditorium      **TIME:** 10 AM - 4 PM

A curated entrepreneurial experience designed to connect, challenge, and collaborate.

**Venture Vortex** is an inter-collegiate business strategy and networking event designed to bring together entrepreneurial minds in a dynamic and engaging environment. Organized by E-Cell Yukta, the event focuses on fostering collaboration, strategic thinking, and real-world problem-solving.

Participants will engage in a series of structured and competitive interactions that simulate real business scenarios, encouraging them to think critically, communicate effectively, and build meaningful connections.

## Eligibility

- Open to E-Cell members and associated clubs

## Outcomes

- Participants will gain exposure to real-world business thinking and collaborative problem-solving
- Opportunities to network and interact with like-minded individuals across institutions
- Recognition for active participation and impactful contributions