

**IIC's Business Monopoly – A Boardroom Battle**  
**(Intra Institutional Business Plan Competition)**

**Name and Designation of the Judge:**

Dr. Rohan Pai, Assistant Professor at SPPSPTM, SVKM's NMIMS

**Venue:** Classroom 817, Mithibai Building, SPPSPTM, SVKM's, NMIMS.

**Start Date:** 27<sup>th</sup> March, 2025

**End Date:** 26<sup>th</sup> April, 2025

**Time:** 1:30 p.m. onwards

**Duration of the activity (in Hrs):** more than 18 hours for 2 rounds and 1 final event

**Link of social media post of e-pamphlet:**

[https://www.instagram.com/reel/DHjKlZlPX5A/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DHjKlZlPX5A/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**Link for social media post of 2 min video:**

[https://www.instagram.com/reel/DJHUMEXMRgq/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJHUMEXMRgq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**Program Type:** Level 4 - Competition

**Program Theme:** Entrepreneurship and Startup

**Mode of Event:** Offline

**Objective of the Activity:**

To encourage innovation & creativity by challenging teams to present proposals for their startups.

**Benefits obtained through the Activity:**

Participants built critical entrepreneurial skills like innovation, strategy, market analysis, and communication while boosting their business acumen.

**SVKM's NMIMS SPPSPTM Coordinators**

1. Dr. Rohan Pai, Convenor of the IIC at SPPSPTM, SVKM's NMIMS

**SVKM's NMIMS SPPSPTM Student Coordinators**

1. Kamna Talreja, Student President
2. Aditi Thakkar, Student President
3. Dhanvi Sheth, Student Vice-President
4. Yana Desai, Student Vice-President

**Number of Student Participants:** 54

**Number of Faculty Participants:** 2

**Background of the Judge:**

Dr. Rohan Pai's extensive background in pharmaceuticals and scientific innovation makes him a highly qualified and insightful judge for the competition. With a Ph.D. in Pharmaceuticals from the Institute of Chemical Technology, Mumbai, and his specialization in novel, computer-aided drug delivery systems, Dr. Pai brings a wealth of knowledge in both research and practical application of pharmaceutical sciences. His professional experience at Rubicon Research Pvt. Ltd., where he worked on formulation development and cutting-edge scientific innovation, provides him with a deep understanding of industry challenges and opportunities. This experience positions him as an expert who can critically evaluate the viability and market-readiness of innovative ideas.

**Report on the session with the key outcomes:**

The Institution's Innovation Council (IIC) conducted Business Monopoly to foster entrepreneurial thinking, strategic decision-making, and financial acumen among students. Designed as a two-round competition, the event aimed to provide hands-on experience in business operations and market strategy.

**Round 1 – Boardroom Battle:** The first round of Business Monopoly tested teams on strategic decision-making, financial management, and entrepreneurial foresight. Twenty teams, consisting of 2-3 members, started with two lakhs and moved across the board by spinning the wheel. The objective was to acquire a combination of products and resources that would define their business model while ensuring financial stability.

A crucial aspect of the game was product acquisition. When landing on a Product Tile, teams had the option to purchase the product, with a minimum of three products required to establish their brand.

Available products included healthcare and wellness items such as Omega-3 capsules, probiotic tablets, pain relievers, and mood stabilizers, as well as skincare and technology-based products like sunscreen, face serum, and smart pill dispensers. Since purchases operated on a first-come, first-served basis, teams had to act quickly and strategically to secure complementary products. These choices played a critical role in shaping their flagship offerings for the next round.

Beyond products, resource management was essential for strengthening each team's business. Every team had to collect at least two resources, with the option to acquire a third by paying an additional 10% of a product's price. Resources such as digital marketing team, business growth and financial department, and sales and distribution network provided vital support for branding, expansion, and market penetration. These assets became instrumental in developing each team's business pitch for the next phase.

To succeed, teams needed a solid financial strategy, balancing their spending between product purchases, resource investments, and unexpected expenses. Landing on a Tax Tile required them to pay 15% of their remaining balance, while some teams incurred an additional Super Tax, further impacting their financial position. Additionally, when teams landed on a Product Tile already owned by another team, they had to pay a 5% trespassing fee to the team that had purchased the product first. These financial challenges added complexity, requiring teams to make calculated decisions to sustain their businesses.

The round concluded once all products had been purchased, marking the transition to the next stage—business pitching.

**Round 2 – Pitch Perfect:** Showcased six shortlisted teams as they presented their innovative ideas and strategies. In this round, the teams were tasked with showcasing how their selected products and resources worked together to create a competitive, market-ready brand.

A significant advantage was held by the team that had managed to retain a portion of their initial funding from the first round, giving them additional resources to invest in strategic marketing and product positioning.

One team presented an innovative smart dispenser that combined personalized health monitoring with a home assistant system. This technology integrates real-time health data to suggest behavior changes and improve wellness. Their ability to use the remaining funds effectively allowed them to emphasize their use of healthcare grants and a legal compliance framework, highlighting how their product was not just innovative but also backed by strong regulatory support.

Another team addressed the challenge of rural healthcare access. They introduced a data-driven platform designed to make essential wellness products more accessible to underserved populations. By focusing on localizing solutions to meet the specific needs of rural families, the

team crafted a unique proposition that was both innovative and impactful, positioning their brand as a cost-effective solution for critical health needs.

Innovation in sustainable nutrition was showcased through a product that combined bamboo rice with the principles of Ayurvedic nutrition. Their pitch highlighted how bamboo rice could serve as a health-conscious, eco-friendly alternative to traditional rice, tapping into growing consumer demand for sustainable food sources. This combination of traditional wisdom and modern dietary needs stood out as a truly innovative offering in the food industry.

Another team introduced a range of products designed specifically to support women's hormonal health. Their seasonally adaptable wellness solutions, which included SPF products and personalized health dispensers, addressed specific health concerns like PCOS. Their marketing approach emphasized personalization and seasonal adaptability, ensuring a strong fit for a niche but growing market.

A team focused on science-backed self-care presented a customizable line of products such as sunscreens, face serums, and melatonin gummies. What set their brand apart was the use of data-driven personalization, allowing customers to tailor their self-care routines. The team's marketing strategy effectively leveraged digital influencers, social media campaigns, and free mini-samples to engage potential customers and build strong brand awareness.

The final team introduced a platform for efficient health product distribution, focusing on regulatory compliance and logistical efficiency. By using their remaining resources to enhance supply chain operations and ensure smooth product delivery, they demonstrated how innovation in distribution channels could make health products more accessible and reliable for consumers.

Throughout the event, the Q&A session followed each presentation, where Dr. Pai asked individual teams to further elaborate on the feasibility, scalability, and potential challenges of their innovations. These one-on-one sessions allowed the teams to refine their ideas and showcase their deep understanding of both the product and market dynamics, strengthening the credibility of their pitches.

This round showcased how each team used innovation and strategic resources to bring fresh ideas to the market. From personalized health solutions to sustainable food innovations, the teams

demonstrated their ability to think creatively and position their brands for success in competitive industries.

Business Monopoly provided students with an excellent opportunity to develop and refine their entrepreneurial skills. Through strategic decision-making in the first round and innovative pitching in the second, students showcased their creativity, market insight, and ability to adapt to real-world challenges. This dynamic event not only fostered a competitive spirit but also encouraged students to think critically, push the boundaries of innovation, and effectively present their ideas. Both rounds served as a comprehensive platform for students to apply their theoretical knowledge in a practical, high-stakes environment, preparing them for future business ventures.

**Glimpses of the event:**

**Round I:**





**Round II:**



