



INSTITUTE INNOVATION COUNCIL

ECELL IIITD

Capitalist Date

What we did ?

Date: 15th and 16th March 2024

Time: 12:00 PM - 4:00 PM

The Capitalist Date event was conducted as a high-energy, competitive challenge that tested participants' business acumen, salesmanship, and strategic thinking. Teams of two competed to bid on items and then sold these items to the general public. The objective was to maximize profits within a set time frame. The event also featured networking opportunities for participants to connect with other entrepreneurs.

Objective of the Event

- Primary Objective: To provide participants with a platform to showcase their business skills, strategic thinking, and salesmanship in a competitive environment.
- Secondary Objective: To foster networking among like-minded entrepreneurs and to encourage collaboration and idea-sharing.



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Shaping Ideas to Reality

@IIIT.DELHI | @ECELL_IIITD | ECELL@IIITD.AC.IN

Additional Details

- Venue: IIT Delhi campus
- Duration: Approximately 4 hours
- Mode of Conduct: Offline
- Additional Information: The event was designed to simulate real-world business scenarios where participants had to make quick decisions and adapt their strategies on the fly. The bidding process was dynamic, and participants had to balance risk with reward in order to come out on top.

Speaker and Participant Details

- Participants: 40 teams, each consisting of two participants.
- Registrations: 120 teams
- Speaker Details: The event included an opening speech which highlighted the importance of strategic thinking in business and the value of competition in honing one's skills.

Key Outcomes of the Event

- **Enhanced Strategic Thinking:** Participants demonstrated improved strategic planning and decision-making abilities as they navigated the bidding and sales processes.
- **Salesmanship Development:** The event provided a practical platform for participants to enhance their sales skills, including negotiation, persuasion, and closing deals.
- **Networking Opportunities:** The event facilitated meaningful connections among participants, many of whom exchanged contact information and discussed potential collaborations post-event.
- **Real-World Experience:** The event successfully simulated a real-world business environment, giving participants hands-on experience in managing resources, assessing market conditions, and executing sales strategies.
- **Increased Confidence:** Many participants reported an increase in their confidence levels, particularly in their ability to think on their feet and handle business challenges effectively.
- **Prize Distribution:** The winning team received a cash prize and other goodies, which served as a tangible reward for their efforts and reinforced the competitive spirit of the event.

