

INNOVATEX 4.0 – Presidency University

MakerSpace Cluster | Standard Rule Book Format

Event Overview

Field	Details
Event Name	LOVE AT FIRST BYTE
Cluster	MakerSpace
Event Type	Creative Improv Challenge
Mode	Offline
Team Size	Team of 2–3 Members
Duration	1 Hour 30 Minutes

Event Task / Objective

Love at First Byte is a fun, high-energy creative challenge where teams are given a mystery gadget and must “fall in love” with it. Participants will pitch why their assigned gadget is the greatest invention ever made, testing storytelling, humor, and marketing flair.

The event promotes:

- Creative thinking and storytelling
- Humor and audience engagement
- Spontaneous marketing ability
- Team improvisation skills

Design / GAME FORMAT

Round 1: Gadget Reveal

How it Works: Each team receives a mystery gadget (e.g., mouse, calculator, old phone, or PCB board).

Preparation Time: 10 Minutes to brainstorm the backstory and "love angle."

Round 2: The Pitch

Requirement: A 3-minute live presentation explaining why the gadget is revolutionary.

Key Elements: Unique selling points, emotional/dramatic angle, and future potential.

Optional Twist: Judges may add surprise constraints (e.g., "Sell it to aliens" or "Market it in 2050").

General Guidelines

1. Teams must stick to the assigned gadget.
2. No slides or digital presentations allowed.
3. Props are allowed if arranged during prep time.
4. No prior preparation allowed; all ideas must be developed on-site.
5. Offensive content is strictly prohibited.

Event Phase / Structure

Phase	Description	Duration
Phase 1	Registration & Allocation	15 min
Phase 2	Preparation Phase	10 min
Phase 3	Live Pitches	30 min
Phase 4	Results & Awards	05 min

Judging Criteria

Criteria	Weightage
Creativity & Originality	30%
Presentation & Confidence	25%
Humor & Engagement	20%
Marketing Skills	15%
Team Coordination	10%

Scoring Overview

Parameter	Max Points
Creative Narrative	30
Presentation Quality	30
Humor & Engagement	30
Discipline	10
Total	100

Penalties & Disqualifications

Violation	Penalty
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Exceeding Time Limit	-10 Points
Use of Pre-planned Script	-15 Points
Inappropriate Content	Immediate Disqualification
Misconduct	Removal from Event

Awards & Recognition

Category	Prize	Remarks
1st Prize	₹1,000	Winner
2nd Prize	—	Runner-up

Event Team

Role	Name	Department / Club	Contact
Faculty Coordinator	Dr. Divyarani MS	ECE	—
Event Lead	Bhaskar Das	CSE	78299 85595

General Instructions

- Follow all university rules.
 - Respect judges and volunteers.
 - Maintain discipline throughout the event.
 - Judges' decisions are final and binding.
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