

# MAESTRO 2021

Guidelines Booklet





# WHY MAESTRO

An opportunity to gain valuable advice and insights from business professionals

A platform to identify and improve your business skills

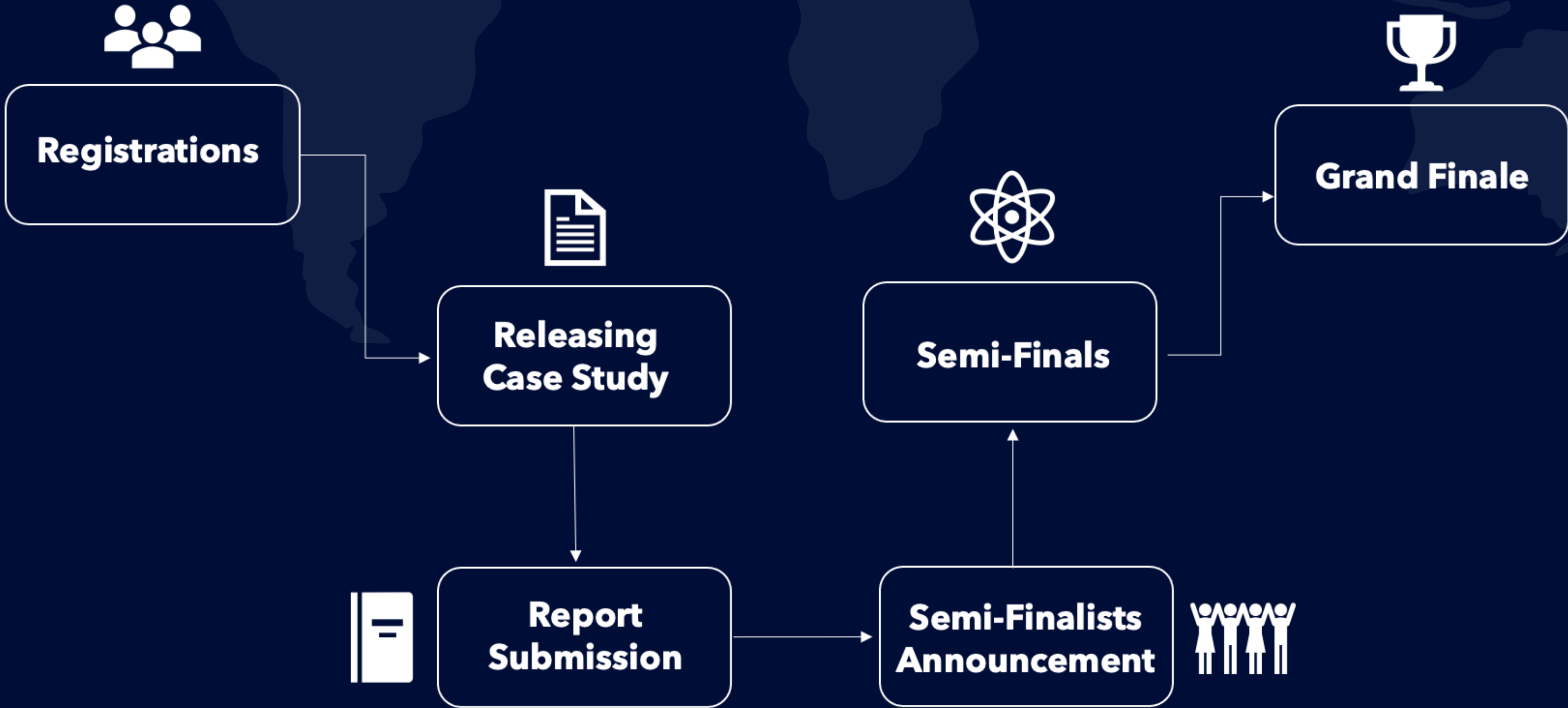
An opportunity to showcase your entrepreneurial skills

A platform to make Sri Lanka unforgettable in the business world

A unique opportunity to compete with local and global youth.

A place to showcase your full potential in handling corporate situations

# PROJECT FLOW



# GUIDELINES

Participants should be within the age limit of 18-26 years.

A team must consist of either three or four eligible members.

Late submissions are not accepted and will be disqualified.

Plagiarism is strictly prohibited.

Contestants are highly encouraged to participate in the webinars.

# REGISTERING FOR THE COMPETITION

- MAESTRO 2021 will be open for undergraduates of state and private universities, other educational institutes, and members of Rotaract Clubs within the age limit of 18-26 years.
- A team must consist of either three or four eligible members.
- Each team must have a distinctive team name.
- All applicants should register through the [MAESTRO web portal](#).
- Team registrations will be opened from the 02nd of October for all the participants. One member of the team must register through the online portal **on or before the 15th of October**.
- After registering, each team will be assigned to a Team Coordinator (TC) for further clarifications.

*Note: Entire competition will be held through a virtual platform.*

# FIRST PHASE

- The case study will be made available on the website on the **15th of October**.
- Solution for the case given must be presented in the form of a presentation (slide decks).
- Teams must submit their slides through the web portal on or **before the 25th of October**. Late submissions are not accepted and will be disqualified.
- The report should be uploaded as a **PDF file, in the format "<teamname>.pdf"**.
- Compulsory pages include:
  - Cover page with the team name (Please include "Maestro 2021" at the top right corner)
  - Team member matrix :
    - Name
    - Contact number
    - Email address
    - University/Institute/Rotaract Club
- If a team has any problem regarding the case, please send a formal inquiry through the relevant TC.
- Webinars will be held on case cracking and presentation practices in line with the first phase.

# EVALUATION

- Evaluation criteria will be described along with the case.
- All the submitted reports will be reviewed by a panel of judges, who will select the **top 15 teams** to qualify for the second phase.

# SECOND PHASE

- An improvement for the case will be released **72 hours before** the semifinals, which will be held on the **13th of November**.
- Teams must hand in their solution as a presentation (PDF) through the web portal **12 hours before** the semifinals.
- Each team will get **15 minutes** to pitch their solution to a qualified panel of judges, followed by a Q&A session.
- Final marks will be given according to the participant's performance in the Q&A session, the evaluated reports, and the pitch.
- Based on the results, the **top five teams** will be announced as the finalists.



# FINAL PHASE

- The Grand Finale will be held on the **20th of November**.
- Another improvement for the case will be released on the day of the finale.
- Teams will be given three hours to solve and prepare for the presentation.
- Teams can use visual aids in their presentation.
- Each team will get **15 minutes** to pitch their solution to a qualified panel of judges, followed by a Q&A session.
- **Based on the final pitch and Q&A, judges will choose the MAESTRO 2021 winners and the best pitcher.**
- **The most popular team will be chosen based on the votes of the virtual audience.**

# LETS CRACK THE CASE!

LOOKING FORWARD FOR SOLUTIONS WITH A TOUCH OF  
INNOVATION & A SPARK OF CREATIVITY