



THRONE OF FOUNDERS

The Impact's Shark Tank

A Corporate and Entrepreneurship Exposure Event

Organised by	IMPACT, St. Joseph's Degree College, Kurnool
Designed by	President Khaleel Shaik and Team
Date	15 February 2025
Venue	Seminar Hall, St. Joseph's Degree College, Kurnool
Purpose	To develop practical corporate, entrepreneurial, branding and presentation skills among undergraduates

Project Report

1. Executive Summary

Throne of Founders was a first-ever non-traditional corporate and entrepreneurship exposure event organised by IMPACT at St. Joseph's Degree College, Kurnool. The programme was designed by President Khaleel Shaik and his team to help undergraduate students gain practical skills beyond theoretical classroom knowledge.

The event created a professional platform where students experienced brand recognition, innovation, advertising, business presentation and investment-style pitching. It followed the theme The Impact's Shark Tank and used a four-round structure to develop confidence, creativity, communication, teamwork and entrepreneurial thinking.

By combining business learning with competitive participation, the programme created a meaningful bridge between academic concepts and real-world corporate expectations.

2. Event Profile

Particular	Details
Event name	Throne of Founders
Theme	The Impact's Shark Tank
Nature of event	Corporate and entrepreneurship exposure event
Date	15 February 2025
Venue	Seminar Hall, St. Joseph's Degree College, Kurnool
Organised by	IMPACT, SJDC
Designed by	President Khaleel Shaik and Team
Target group	Undergraduate students

3. Background and Need

Many undergraduate students study management, commerce, marketing, finance and entrepreneurship as academic subjects, but they often receive limited practical exposure to how these concepts work in professional environments. Throne of Founders was created to address this gap.

The event was planned as a corporate simulation where students could identify brands, generate ideas, advertise products, present solutions and defend business models before evaluation panels. This approach helped students move from passive learning to active performance-based learning.

4. Vision and Objectives

The vision of the event was to create a campus platform that gives students corporate confidence, entrepreneurial exposure and practical business skills at the undergraduate level.

- To develop skills beyond theoretical knowledge.
- To introduce students to entrepreneurship, branding, advertising and finance.
- To improve communication, presentation and public speaking skills.
- To encourage innovation, teamwork and strategic thinking.
- To create a professional and non-traditional learning experience in college.
- To prepare students for internships, interviews, business roles and future leadership opportunities.

5. Event Theme and Branding

The title Throne of Founders was selected to represent leadership, ambition, ownership and entrepreneurial confidence. The term Founders reflected young innovators who can create ideas and shape opportunities, while Throne symbolised achievement earned through creativity, clarity and performance.

The theme The Impact's Shark Tank gave the event a startup-inspired identity. It encouraged students to think like founders, advertisers, brand creators and investors. The black-and-gold visual style, corporate attire and structured evaluation panels strengthened the professional atmosphere of the programme.

6. Organising Leadership

The programme was conceptualised and designed by President Khaleel Shaik and his team under IMPACT. The organising team focused on creating a distinctive event that would give students corporate exposure and entrepreneurial learning through activity-based participation.

The team managed the event concept, round planning, branding, participant coordination, panel coordination, stage flow, documentation and overall execution. Their work converted a student-led idea into a professional campus learning experience.

7. Programme Structure

Round	Title	Focus area
Round 1	Resonance Relay	Brand recognition, listening and quick response
Round 2	Innovator's Chamber	Idea generation, innovation and problem-solving
Round 3	Advertiser's Auditorium	Advertising, persuasion and brand presentation
Round 4	The Shark's Cage	Business pitching, finance and investor-style questioning

8. Round-wise Report

Round 1 - Resonance Relay: Listen and Unveil the Brand

The first round tested listening ability, brand awareness and quick thinking. Participants had to identify brands and respond with accuracy. It connected students with marketing awareness and consumer recall.

Round 2 - Innovator's Chamber: Where Ideas Come Alive

The second round encouraged participants to present creative ideas and practical solutions. It helped students think like entrepreneurs and structure their concepts clearly.

Round 3 - Advertiser's Auditorium: Your Stage and Brand

The third round focused on advertising and promotional presentation. Students used creativity, stage confidence and persuasive communication to present brands or ideas to the audience and panel.

Advertising Panel: Mr. Prasad, Lecturer; and Mr. Singh Sir.

Round 4 - The Shark's Cage: Money in the Jaws

The final round was an investment-style pitching round. Participants presented their ideas before the panel and answered questions related to feasibility, finance, market relevance and sustainability.

Round 4 Panel: K. Shantha, Principal; Dr. Narasimham, Head of Department, Commerce; Mr. Arjun, Lecturer and Finance Expert; and Dr. VHS Pallavi, Lecturer.

9. Evaluation Panels

Panel	Members	Evaluation focus
Advertising Panel	Mr. Prasad, Lecturer; Mr. Singh Sir	Creativity, clarity, brand communication, stage confidence and audience connection
Final Round Panel	K. Shantha, Principal; Dr. Narasimham, Head of Department, Commerce; Mr. Arjun, Lecturer and Finance Expert; Dr. VHS Pallavi, Lecturer	Innovation, practicality, finance, feasibility, communication and investment potential

10. Learning Outcomes

Skill area	Learning outcome
Entrepreneurship	Students learned to develop, present and defend business ideas.
Communication	Participants improved public speaking, professional expression and confidence.
Branding	Students understood brand recall, promotion and market communication.
Advertising	Participants practised persuasion, creativity and audience engagement.
Finance	The final round introduced feasibility, costing, profitability and investor thinking.
Teamwork	Students learned coordination, role division and collective decision-making.
Leadership	The event encouraged responsibility, initiative and ownership.

11. Significance of the Event

Throne of Founders was significant because it introduced a fresh model of campus learning. It was not a routine academic or cultural activity; it was a corporate-style event designed to give students practical exposure to business and entrepreneurship.

- It created early exposure to startup and corporate thinking.
- It converted classroom concepts into practical challenges.
- It improved confidence, creativity and decision-making among students.
- It strengthened the identity of IMPACT as a student-led platform for innovative learning.
- It set a benchmark for future skill-oriented events at the college level.

12. Impact of the Programme

Educational Impact

Students applied concepts related to marketing, finance, entrepreneurship and communication in a live event environment.

Corporate Impact

The event introduced students to professional presentation, formal evaluation, business communication and corporate-style participation.

Entrepreneurial Impact

Participants were encouraged to think like founders by creating ideas, presenting them and defending their practicality.

Personality Development

The event improved confidence, stage presence, teamwork, quick thinking and leadership qualities.

Institutional Impact

The programme added a modern, practical and skill-based event culture to the college environment.

13. Challenges Faced

- Designing a first-of-its-kind non-traditional event for undergraduates.
- Maintaining a professional corporate atmosphere in a college setting.
- Coordinating multiple rounds and evaluation panels.
- Managing time during presentations and panel questioning.
- Balancing creativity, competition, learning and discipline throughout the event.

14. Outcomes

- Students gained practical corporate and entrepreneurship exposure.
- Participants improved their confidence in speaking, presenting and pitching ideas.
- The event introduced branding, advertising and finance concepts in an engaging format.
- IMPACT strengthened its reputation for conducting meaningful and innovative student activities.
- The event motivated students to explore business thinking, startup culture and professional communication.

15. Recommendations for Future Editions

- Conduct a short orientation session on startup pitching before the event.
- Invite entrepreneurs, startup founders or industry professionals as external guests.
- Allow participants to use pitch decks in the final round.
- Provide mentoring support for the best business ideas after the event.
- Document selected ideas as student innovation case studies.
- Create separate awards for best idea, best advertisement, best pitch and best team performance.

16. Conclusion

Throne of Founders was a successful student-led initiative that brought corporate and entrepreneurial exposure to undergraduate students. Designed by President Khaleel Shaik and his team, the event created a professional platform where students could experience business thinking beyond theoretical learning.

Through its four well-planned rounds, the programme developed brand awareness, innovation, advertising ability, financial understanding, communication skills and confidence. It proved that a college event can become a meaningful skill-development platform when it is planned with vision, structure and purpose.

Overall, Throne of Founders became a strong milestone for IMPACT and St. Joseph's Degree College, Kurnool. It established a modern model of learning that connects academics, entrepreneurship and real-world corporate readiness.

17. Event Gallery

The event gallery presents selected photographs from Throne of Founders, covering the organising team, faculty presence, jury interaction, award arrangements, campus branding and event proceedings.



18. Annexure: Official Brochure

The official brochure presented Throne of Founders as a corporate event under the theme The Impact's Shark Tank. It listed the four rounds: Resonance Relay, Innovator's Chamber, Advertiser's Auditorium and The Shark's Cage, along with the event date and venue.

THRONE OF FOUNDERS
-The Impact's shark tank

A Corporate event

ROUND 1 - Resonance Relay ; Listen & unveil the brand
ROUND 2- Innovator's chamber ; where ideas come alive
ROUND 3- Advertiser's Auditorium ; Your stage & brand
ROUND 4- The shark's cage ; Money in the jaws

Contact Us

Impact.sjdc

15th February, 2025
Seminar Hall
St. Joseph's Degree College
Kurnool

IMPACT SJDC

Official brochure of Throne of Founders.

Prepared for documentation and institutional record purposes.