

THE WOLF OF CHALKSTREET - THE STARTUP CMO HUNT

ChalkStreet.com, an online marketplace for learning, is organizing a National Level Marketing Contest 'The Wolf of ChalkStreet - The Startup CMO Hunt' to unearth the best marketing minds from across campuses in India. The contest is a platform for students from all backgrounds and colleges which include Engineering, MBA and other disciplines to showcase their skills by working on solutions to real world business problems. We firmly believe that if given the opportunity, revolutionary ideas can be obtained from Young India's student community.

How does the Wolf of ChalkStreet - The Startup CMO Hunt work?

The Contest consists of 3 rounds, each designed to bring out the best in every participant. In the first round, participants will have to come up with an innovative marketing strategy to market a mobile app for learning among a large audience and submit a detailed document outlining the strategies. In the second round, participants will get their hands dirty and implement the strategy that they proposed in a real-world scenario. In the third round, finalists will be grilled in a day long 'Marketing Marathon' with different marketing challenges posed in quick succession which will help identify the winner of the Grand Prizes.










How does the Wolf of ChalkStreet - The Startup CMO Hunt benefit students?

1. Pre-Placement Interviews for Full Time Employment (average CTC 5-11 LPA) and Internship offers from our recruiting partners for the top 10 teams.
2. Prizes worth INR 3 lakhs, including a Grand Cash Prize of INR 1 lakh for the winning team.
3. An opportunity to be mentored by IIM Graduates, Founders and Co-Founders of fast growing startups.
4. Daily Prizes during the course of the contest.
5. Attractive discounts on paid courses on ChalkStreet.
6. Certificates and exclusive goodies for teams qualifying to Round 3.
7. e-Citations of participation for all participating teams.

Pre-Placement Interviews and Paid Internships:

The top 25 teams of The Wolf of ChalkStreet - The Startup CMO Hunt will be offered Pre Placement Interview opportunities at top notch startups from across the country with salary packages ranging from INR 5 to 11 LPA.

		
		
		
		and more to come!

REGISTRATION PROCESS

Team Formation Requisites

1. Participants have to form teams to compete in the contest.
2. A team can consist of a minimum of 2 members and a maximum of 3 members only. No participant is allowed to be part of more than 1 team.
3. A team should provide a unique team name at the time of registration.
4. A team should have 1 team leader who will serve as the single point of contact throughout the duration of the contest.

Participation Eligibility

1. Participating members can be from any academic background including students, graduates, professionals, businessmen, etc.
2. A team should mandatorily consist of one student from an Engineering/Management/Other Discipline currently enrolled in an Institution approved by the Government of India.
3. The team leader should be a student only.

How to register for 'The Wolf of ChalkStreet - The Startup CMO Hunt'?

To register, visit www.ChalkStreet.com/wolf and fill the team details in the online registration form provided. The last date to register is **4th September, 2015**.

For more information related to the different rounds in the contest and other relevant information, please visit www.ChalkStreet.com/wolf