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KARACHI GRAMMAR SCHOOL · DELEGATE GUIDE

# Entrepreneurship Summit

# IV

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ENDORSED BY



MINISTRY OF  
COMMERCE  
PAKISTAN



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## WELCOME

# Welcome to KGES IV

## ABOUT KGES

The Karachi Grammar Entrepreneurship Summit (KGES) is one of the largest student-led entrepreneurship competitions in Pakistan, hosted annually by Karachi Grammar School. It brings together ambitious students from schools across the country to pitch innovative business ideas, develop entrepreneurial skills and compete in a professional setting. This year marks the fourth edition of KGES, building on three previous editions that set a high standard for creativity, teamwork and corporate exposure.

## DRESS CODE

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- ◆ Business casual attire is required throughout the summit.
- ◆ Your participant ID card must be worn at all times.

## WHAT TO BRING

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- ◆ Laptop (mandatory) or tablet
- ◆ Personal internet device or mobile data connection
- ◆ Notebook and pen (optional)



## THE COMPETITION

# Modules at a Glance

| MODULE               | ROUNDS | WHAT YOU WILL DO                                                                                                                                                             |
|----------------------|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Idea Den             | 2      | Pitch an original business concept, then present a full business model, financials and strategy to the judges.                                                               |
| Marketing Madness    | 3      | Submit a brand advertisement before the summit, run a live marketing strategy on the KGES website, and defend a controversial campaign.                                      |
| Crisis at Work       | 2      | Advise a company through a business problem, then act as its senior management in a live boardroom crisis.                                                                   |
| Venture Vista        | 3      | Trade through a live market simulation, pitch a client portfolio to the judges, then trade through the live simulation again. No eliminations; winners announced at the end. |
| Negotiation Conclave | 2      | Negotiate a deal with an assigned firm before the summit and defend it to the judges, then face an unseen case live in the Round Table finale.                               |

### PRE-SUBMISSIONS

Any round that requires a submission before it takes place must be submitted on the KGES website, [kges2026.com](https://kges2026.com), by the stated deadline. Submissions sent any other way will not be accepted.



THREE DAYS

# KGES Schedule

22

THURSDAY

2:00 – 2:30 pm

**Registrations**

2:30 – 3:00 pm

**Opening Ceremony**

3:00 – 4:15 pm

**Venture Vista R1**

4:15 – 4:45 pm

*Break*

5:15 – 6:45 pm

**Idea Den R1**

6:45 – 8:30 pm

**Crisis at Work R1**

23

FRIDAY

2:00 – 2:30 pm

**Registrations**

2:30 – 4:00 pm

**Marketing Madness R2**

4:10 – 6:10 pm

**Negotiation Conclave R1**

6:10 – 6:30 pm

*Break*

6:30 – 8:00 pm

**Venture Vista R2**

24

SATURDAY

8:30 – 9:00 am

**Registrations**

9:00 – 11:00 am

**Negotiation Conclave R2**

11:00 – 11:30 am

*Break*

11:30 am – 1:15 pm

**Idea Den R2**

1:15 – 3:00 pm

**Crisis at Work R2**

3:00 – 3:30 pm

*Break*

3:30 – 5:00 pm

**Marketing Madness R3**

5:00 – 6:30 pm

**Venture Vista R3**

6:45 – 7:30 pm

**Closing Ceremony**

7:30 – 8:30 pm

**Dinner**



MODULE 01 · ROUND 1

# Idea Den

SCHEDULED Thursday 22 October · 5:15 – 6:45 pm

*Creativity, business acumen and critical thinking under scrutiny.*

## The Elevator Pitch

Deliver a concise, compelling elevator pitch that introduces your business concept. This round tests how clearly and creatively you can articulate your value proposition under a tight time limit. The judges will then cross-question you to probe the concept further.

| PITCH      | CROSS-QUESTIONING |
|------------|-------------------|
| 90 seconds | 2 min 30 sec      |

### JUDGING CRITERIA

|                         |                                                                                            |
|-------------------------|--------------------------------------------------------------------------------------------|
| Pitch Delivery          | Persuasive articulation and clarity of the presentation.                                   |
| Concept Innovation      | Originality of the product, market relevance and alignment with current demand.            |
| Operational Feasibility | Practicality of execution, supply chain viability and anticipation of operational hurdles. |
| Q&A Performance         | Poise, articulation and intellectual rigour when defending the concept.                    |



MODULE 01 · ROUND 2

# Idea Den

SCHEDULED Saturday 24 October · 11:30 am – 1:15 pm

## The Full Business Case

Advancing teams present a comprehensive breakdown of their business: the business model, operations and long-term trajectory, including financial projections, production pipeline, marketing framework and competitive analysis. The judges will follow with a rigorous question-and-answer session.

|               |           |
|---------------|-----------|
| PRESENTATION  | Q & A     |
| 3 – 4 minutes | 5 minutes |

### JUDGING CRITERIA

|                            |                                                                                                                 |
|----------------------------|-----------------------------------------------------------------------------------------------------------------|
| Value Proposition & Impact | Uniqueness of the solution, competitive advantage and benefits to consumers or the environment.                 |
| Financial Viability        | Soundness of pricing models, projected margins and cost structures.                                             |
| Go-to-Market Strategy      | Precision in identifying the target audience, adaptability of promotional channels and marketing effectiveness. |
| Competitive Intelligence   | Depth of competitor benchmarking and positioning against market alternatives.                                   |
| Strategic Foresight        | Anticipation of industry trends, use of technology and long-term scalability.                                   |
| Q&A Defensibility          | Clarity, composure and analytical precision in answering the judges.                                            |



MODULE 02 · ROUND 1

# Marketing Madness

SUBMISSION DEADLINE Tuesday 20 October · 11:59 pm

*Creativity, persuasive communication and composure under pressure.*

## The Advertisement

Each team is assigned a company and must create an original advertisement for its brand. The round tests how well you understand a brand's identity, audience, products and values, and how effectively you turn them into an engaging advertisement. A brand brief will guide your concept while leaving room for creative freedom.

This round is submitted in advance; teams must upload their advertisement on the KGES website by 11:59 pm on Tuesday 20 October.

| ADVERTISEMENT | PROVIDED    | SUBMIT ON    |
|---------------|-------------|--------------|
| 45 seconds    | Brand brief | KGES website |

## JUDGING CRITERIA

|                     |                                                             |
|---------------------|-------------------------------------------------------------|
| Creativity          | Originality and effectiveness of the advertisement concept. |
| Brand Understanding | Relevance to the brand's identity, audience and values.     |
| Impact              | Engagement and effectiveness of the advertisement.          |
| Execution           | Quality and overall execution of the advertisement.         |
| Communication       | Clarity in conveying the advertisement's message.           |



MODULE 02 · ROUND 2

# Marketing Madness

SCHEDULED Friday 23 October · 2:30 – 4:00 pm

## The Live Strategy Simulation

Teams receive a marketing brief through the KGES website and must develop a strategy within set limitations, such as a fixed budget. During preparation, the website will release market updates that force you to adapt. Once finalised, you launch your strategy on the website, which simulates the outcome and generates a final net worth score based on your decisions.

| PLATFORM     | CONSTRAINT   | SCORED ON       |
|--------------|--------------|-----------------|
| KGES website | Fixed budget | Final net worth |

### JUDGING CRITERIA

|                    |                                                                 |
|--------------------|-----------------------------------------------------------------|
| Strategic Thinking | Quality and effectiveness of the overall marketing strategy.    |
| Adaptability       | Ability to respond to changing market conditions.               |
| Decision-Making    | Effectiveness of decisions made throughout the simulation.      |
| Feasibility        | Practicality of the strategy within the given limitations.      |
| Final Outcome      | Success of the strategy based on the website-generated results. |



MODULE 02 · ROUND 3

# Marketing Madness

SCHEDULED Saturday 24 October · 3:30 – 5:00 pm

## The Press Conference

Teams are given a controversial advertisement by a real or fictional company and must defend it in a press conference-style setting. This round tests how clearly and persuasively you can justify a company's position while responding to criticism under pressure.

| PREPARATION | DEFENCE  | CROSS-QUESTIONING |
|-------------|----------|-------------------|
| 15 minutes  | 1 minute | 5 minutes         |

### JUDGING CRITERIA

|                   |                                                                             |
|-------------------|-----------------------------------------------------------------------------|
| Clarity           | Clear explanation and justification of the company's position.              |
| Understanding     | Awareness of the advertisement, the controversy and the concerns it raises. |
| Handling Pressure | Composure and effectiveness under questioning.                              |
| Persuasiveness    | Ability to convincingly defend the company's position.                      |
| Team Cohesion     | Coordination and consistency throughout the defence.                        |



MODULE 03 · ROUND 1

# Crisis at Work

SCHEDULED Thursday 22 October · 6:45 – 8:30 pm

*Analytical thinking, ethical judgement and composure under pressure.*

## Corporate Crisis

Each team is assigned a niche industry and a corporate challenge in a case study. Delegates act as external corporate advisors hired to help a company overcome a specific business problem. The case study provides the company background, the central challenge and the context needed for analysis.

Examine the problem, identify its root causes and develop an innovative, realistic and commercially viable solution. On competition day, present your strategy to the judging panel, then be ready to justify your recommendations, explain your reasoning and address risks or limitations.

| PITCH     | Q&A      | SLIDES OR DOCUMENT |
|-----------|----------|--------------------|
| 2 minutes | 1 minute | Optional           |

### JUDGING CRITERIA

|                  |                                                 |
|------------------|-------------------------------------------------|
| Problem Analysis | Analysis and understanding of the problem.      |
| Innovation       | Creativity of the proposed solution.            |
| Feasibility      | Realism of the solution.                        |
| Presentation     | Presentation and communication.                 |
| Q&A              | Performance in the question-and-answer session. |



MODULE 03 · ROUND 2

# Crisis at Work

SCHEDULED Saturday 24 October · 1:15 – 3:00 pm

## Boardroom Simulation

Delegates take on the roles of senior executives in an existing company facing a significant crisis. Each team is assigned a company, a crisis and an individual departmental role for every delegate. The crisis brief sets out the circumstances and the information needed to build your response. The aim is a coordinated response that handles the immediate crisis while protecting the company's long-term interests.

### POSSIBLE ROLES

Chief Executive Officer

Head of Human Resources

Head of Marketing and Media

Head of Finance

Head of Operations

Head of IT

After a preparation period, each team holds a formal boardroom meeting. Executives present their recommendations, evaluate the crisis and work towards a unified course of action. The judges sit as the Board of Directors: they may question individual executives, challenge decisions or introduce unexpected developments.

SIMULATION  
4 minutes

JUDGES  
Board of Directors



MODULE 03 · ROUND 2 · CONTINUED

# Crisis at Work

## KNOW YOUR DEPARTMENT

Every delegate must show sound knowledge of their assigned department. The Head of Human Resources should focus on employee relations, workforce management and organisational concerns; the Head of Marketing and Media on brand reputation, public communication and stakeholder perception. You may refer to other departments to explain dependencies, but you should not take over another executive's responsibilities.

## JUDGING CRITERIA

|                 |                                                                 |
|-----------------|-----------------------------------------------------------------|
| Role Knowledge  | Knowledge of, and accountability for, your assigned department. |
| Crisis Analysis | Depth of analysis of the crisis.                                |
| Board Questions | Quality of responses to the Board of Directors.                 |
| Professionalism | Communication and professional conduct.                         |
| Decision-Making | Soundness of the decisions taken.                               |

## BOARDROOM CONDUCT

Maintain professional conduct throughout. Keep contributions relevant to the crisis and to your own responsibilities. Respond to the Board respectfully and substantively, with confidence but without disregarding other executives. Collaborate where decisions overlap, but keep clear ownership of your function and avoid unsupported claims outside your expertise.



MODULE 04 · ROUND 1

# Venture Vista

SCHEDULED Thursday 22 October · 3:00 – 4:15 pm

*Financial acumen, strategic thinking and adaptability under pressure.*

## The Live Trading Simulation

Teams compete in a live, high-pressure trading simulation in the auditorium. Using a mini Bloomberg terminal, teams monitor constantly updating feeds, from market speculation to supply chain and shipping rumours. You must quickly separate credible intelligence from noise, adjust your holdings, and submit a short trading note explaining the logic behind every transaction before time runs out.

| VENUE      | TOOL                    | WITH EVERY TRADE |
|------------|-------------------------|------------------|
| Auditorium | Mini Bloomberg terminal | Trading note     |

### JUDGING CRITERIA

|                       |                                                                                          |
|-----------------------|------------------------------------------------------------------------------------------|
| Information Filtering | Speed and precision in separating actionable market rumours from irrelevant speculation. |
| Trade Rationale       | Conciseness, logic and strategic justification in the trading notes.                     |
| Tactical Agility      | Ability to execute decisively under tight time constraints.                              |
| Risk & Performance    | Portfolio resilience, downside protection and risk-adjusted returns as the news changes. |

#### NO ELIMINATIONS

Every team competes in all three rounds of Venture Vista. There are no eliminations between rounds, and the winners will be announced at the end.



MODULE 04 · ROUND 2

# Venture Vista

SCHEDULED Friday 23 October · 6:30 – 8:00 pm

## The Stock Pitch

Teams receive a detailed client case study and must prepare a customised Investment Policy Statement (IPS) together with a stock portfolio proposal, submitted on the KGES website the night before the round. On the day, teams pitch and defend their asset allocation strategy before a panel of judges, followed directly by questions.

| SUBMIT       | PITCH     | Q & A     | SLIDES    |
|--------------|-----------|-----------|-----------|
| Night before | 2 minutes | 2 minutes | Mandatory |

### JUDGING CRITERIA

|                                        |                                                                                                                        |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| IPS Alignment & Portfolio Construction | How accurately the portfolio matches the client's risk tolerance, liquidity needs, time horizon and return objectives. |
| Fundamental Rationale                  | Stock selection, sector diversification and clear justification.                                                       |
| Presentation & Pitch                   | Visual quality of the slides, delivery, structure and strict adherence to the 2-minute limit.                          |
| Response to Questions                  | Depth of knowledge, composure and analytical rigour in the Q&A.                                                        |



MODULE 04 · ROUND 3

# Venture Vista

SCHEDULED Saturday 24 October · 5:00 – 6:30 pm

## The Live Trading Simulation

*Round 3 follows the same format as Round 1.*

Teams compete in a live, high-pressure trading simulation in the auditorium. Using a mini Bloomberg terminal, teams monitor constantly updating feeds, from market speculation to supply chain and shipping rumours. You must quickly separate credible intelligence from noise, adjust your holdings, and submit a short trading note explaining the logic behind every transaction before time runs out.

| VENUE      | TOOL                    | WITH EVERY TRADE |
|------------|-------------------------|------------------|
| Auditorium | Mini Bloomberg terminal | Trading note     |

### JUDGING CRITERIA

|                       |                                                                                          |
|-----------------------|------------------------------------------------------------------------------------------|
| Information Filtering | Speed and precision in separating actionable market rumours from irrelevant speculation. |
| Trade Rationale       | Conciseness, logic and strategic justification in the trading notes.                     |
| Tactical Agility      | Ability to execute decisively under tight time constraints.                              |
| Risk & Performance    | Portfolio resilience, downside protection and risk-adjusted returns as the news changes. |



MODULE 05 · ROUND 1

# Negotiation Conclave

SCHEDULED Friday 23 October · 4:10 – 6:10 pm

*Diplomacy, strategic thinking and composure under pressure.*

## Direct Negotiation

Round 1 is a firm-to-firm negotiation. Each delegation is assigned a negotiating firm, which it must contact and negotiate with before the competition day.

Teams receive a shared business case and their respective mandates. They must then communicate with the opposing firm and work towards a commercially realistic agreement before the summit. On the day of the round, delegations present the outcome of their negotiation through a presentation, opening statements and a Q&A session with the judges.

### NEGOTIATION

Before the summit

### ON THE DAY

Presentation, opening, Q&A

### HOW THE ROUND RUNS

|                       |                                                                    |
|-----------------------|--------------------------------------------------------------------|
| Pre-Round Negotiation | Contact your assigned firm beforehand and conduct the negotiation. |
|-----------------------|--------------------------------------------------------------------|

|              |                                                |
|--------------|------------------------------------------------|
| Presentation | Present your negotiated outcome and agreement. |
|--------------|------------------------------------------------|

|                    |                                                           |
|--------------------|-----------------------------------------------------------|
| Opening Statements | Each firm presents its final position and key priorities. |
|--------------------|-----------------------------------------------------------|

|     |                                                                                             |
|-----|---------------------------------------------------------------------------------------------|
| Q&A | Judges question delegates on their decisions, strategy, concessions and negotiated outcome. |
|-----|---------------------------------------------------------------------------------------------|

|              |                                              |
|--------------|----------------------------------------------|
| Deliberation | Judges assess each delegation's performance. |
|--------------|----------------------------------------------|



MODULE 05 · ROUND 1 · CONTINUED

# Negotiation Conclave

## SKILLS NEEDED

|                           |                            |                             |
|---------------------------|----------------------------|-----------------------------|
| Strategic Negotiation     | Persuasion & Communication | Information Gathering       |
| Strategic Decision-Making | Creative Problem-Solving   | Conditional Concessions     |
| Team Coordination         | Presentation Skills        | Composure & Professionalism |

## JUDGING CRITERIA

|                                |                        |     |
|--------------------------------|------------------------|-----|
| Command of Objectives          | <div><div></div></div> | 20% |
| Strategic Thinking             | <div><div></div></div> | 20% |
| Persuasiveness                 | <div><div></div></div> | 15% |
| Information Gathering          | <div><div></div></div> | 15% |
| Creativity & Problem-Solving   | <div><div></div></div> | 10% |
| Quality of Negotiated Outcome  | <div><div></div></div> | 10% |
| Presentation & Professionalism | <div><div></div></div> | 10% |

### IMPORTANT

Delegations should be prepared to negotiate with their assigned firm before the competition day. The round on the day focuses on presenting the outcome, delivering opening statements and defending your decisions during Q&A.



MODULE 05 · ROUND 2 · FINAL

# Negotiation Conclave

SCHEDULED Saturday 24 October · 9:00 – 11:00 am

## The Round Table Conference

Round 2 is the final round of the Negotiation Conclave. Shortlisted teams will be invited to send a delegation of two delegates.

No case study, briefing, topic, company information or negotiation material will be provided in advance. Delegates receive an unseen business case at the start of the round and must analyse it, develop a strategy and prepare their opening statement within the preparation time.

The round then moves into a continuous negotiation. Judges may introduce new developments, changing circumstances and increased pressure, requiring delegates to reassess their strategy and adapt while holding on to their core objectives.

| DELEGATION  | PREPARATION | CASE                 |
|-------------|-------------|----------------------|
| 2 delegates | 5 minutes   | Revealed on the spot |

### JUDGING CRITERIA

|                            |                        |     |
|----------------------------|------------------------|-----|
| Command of Objectives      | <div><div></div></div> | 25% |
| Adaptability               | <div><div></div></div> | 20% |
| Team Contribution          | <div><div></div></div> | 20% |
| Persuasiveness & Composure | <div><div></div></div> | 20% |
| Opening Statement          | <div><div></div></div> | 15% |

#### IMPORTANT

Prepare for negotiation skills and strategy, not a specific case. The case, roles, information and circumstances only become available when the round begins.



MODULE 05 · ROUND 2 · CONTINUED

# Negotiation Conclave

## HOW THE ROUND RUNS

|                    |                                                                                                                      |
|--------------------|----------------------------------------------------------------------------------------------------------------------|
| Case & Preparation | 5 minutes. Analyse the case, identify objectives, assess leverage and BATNA, divide roles and prepare your strategy. |
| Opening Statements | 2 speakers per delegation set out their understanding of the situation, objectives and priorities.                   |
| Direct Negotiation | Continuous. Delegations negotiate directly, responding to the information and circumstances provided.                |
| Developments       | Escalations are introduced by the judges at their discretion.                                                        |
| Eliminations       | Individual delegates may be eliminated at the judges' discretion.                                                    |
| Final Four         | The remaining delegates continue under increased individual pressure until the overall champion is determined.       |

## SKILLS NEEDED

|                          |                                                                                       |
|--------------------------|---------------------------------------------------------------------------------------|
| Rapid Case Analysis      | Understand an entirely new case and identify what matters within minutes.             |
| Strategic Negotiation    | Build and execute a negotiation strategy from scratch.                                |
| Information Gathering    | Ask effective questions to uncover interests, priorities and leverage.                |
| Adaptability             | Adjust your strategy when new information or circumstances arise.                     |
| Persuasion & Composure   | Remain convincing, calm and professional under pressure.                              |
| Creative Problem-Solving | Find alternative structures and solutions when the original approach no longer works. |
| Team Contribution        | Share information, coordinate roles and support your fellow delegate.                 |
| Time Management          | Make effective decisions under strict time constraints.                               |



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BEFORE YOU ARRIVE

# Requirements

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- ◆ All head delegates must join the Head Delegate WhatsApp group.
- ◆ Delegates are responsible for carrying their own stationery.
- ◆ Delegates must have their own Wi-Fi device or data connection to access WhatsApp group messages.
- ◆ Delegates may carry cash to buy food and drinks from the vendors present on all three days, and from the stalls set up for buying and selling products.
- ◆ All transport must be promptly arranged at the end of each day.
- ◆ Any round with a pre-submission must be submitted on the KGES website, [kges2026.com](https://kges2026.com), by its deadline.
- ◆ Karachi Grammar School and KGES will not be responsible for any activities or incidents that delegates choose to engage in outside the parameters of KGES, during or after event timings.
- ◆ KGES reserves the right to remove any delegate who violates the guidelines or code of conduct, without a refund. Any delegate found doing so will be disqualified along with their delegation.



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ON CAMPUS

# Code of Conduct

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- 01 Contraband items and unauthorized materials (e.g., electronic cigarettes, vapes, drugs, or any other illegal substances) brought onto school premises will be confiscated, and the teams involved will be disqualified.
- 02 Vandalism or damage to school property will result in the disqualification of any implicated delegations.
- 03 Karachi Grammar School will not be held responsible for any lost, damaged, or misplaced belongings.
- 04 Delegates are required to attend all three days of the event and remain on the premises for the entire scheduled duration each day.
- 05 Participants must be punctual and attend all modules or events in which they are involved.
- 06 Participants are not permitted to wander around the school campus and must remain in their allocated rooms.
- 07 Delegates must always be respectful towards everyone they interact with; rudeness will not be tolerated.
- 08 Delegates must strictly adhere to the time limits provided by their module heads for presentations or submissions. Extensions will not be granted.
- 09 In case of any incident or conflict with another delegate, participants must immediately contact a module head or member of the organizing committee.
- 10 Please note that the school campus is under constant CCTV surveillance. Any misconduct will be recorded and dealt with strictly, ensuring a safe and secure environment for all participants.



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GET IN TOUCH

# Contact Information

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