



ROBOGENESIS' 2026

THEME OF THE YEAR: SUSTAINABLE CITIES AND COMMUNITIES

CATEGORY 5: FUTURE FOUNDERS (GRADES 8 TO 12)

EVENT DATE: 29TH AUGUST 2026

The Future Founders is an exciting platform designed to inspire middle school and high schools students to think creatively, solve real-world problems, and develop innovative business solutions. This event encourages students to observe their surroundings, identify challenges, and transform their ideas into workable business models. Through guided brainstorming, structured planning, and professional pitching, students experience the complete journey of becoming a young entrepreneur.

The event aims to build confidence, creativity, financial awareness, communication skills, and leadership qualities among students. Participants will learn how companies are formed, how ideas evolve into products, how markets work, and how business decisions are made

Objective: Students must create an innovative business idea and pitch it professionally to the panel of judges. The pitch must clearly explain the problem, solution, uniqueness, customers, revenue method, and implementation plan.

General Rules:

1. Each team should consist of 3 students.
2. Participants must belong to Grades 8 to 12 only.
3. Each team must submit a 1-page business idea summary before the event begins.
4. The idea must focus on any one of the following themes:
 - a. **Smart cities and sustainability**
 - b. **Environment and Climate actions**



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- c. Agriculture and food
- d. Smart and Green Energies
- e. Business and digital innovation

5. The business idea must be original and created by the students to solve any one of the prevailing problems under the given themes
6. Teams may use slides, charts, posters, or prototypes during the pitch.
7. Time limit must be strictly followed.
8. Judges' decision will be final

Prelims:

ROUND 1 - IDEA PRESENTATION ROUND

In the prelims round, teams must present their basic idea clearly to the panel of judges.

Rules for Round 1:

- Each team gets 7 minutes to present their business idea.
- Additional 2 minutes will be given for judge questions.
- Presentation must include:
 - Problem
 - Solution
 - Target users
 - Basic plan
 - Reason why the idea is needed
- Teams may use PPT or hand-made charts.
- Top-performing teams will be shortlisted for the Finals.
- Judges will evaluate clarity, creativity, and impact towards the problem focused
- Judges decision will be the final



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Finals:

ROUND 2 — FINALS: FULL BUSINESS PITCH ROUND

Selected teams from the Round 1 will present a complete business pitch.

Rules for Round 2:

- Each team gets 12 minutes for the final pitch.
- Additional 3 minutes for Q&A.
- Final pitch must include:
 - Problem Statement
 - Innovative Solution
 - Uniqueness / What makes it special
 - Target Market & Users
 - Basic Cost & Pricing
 - Investment criteria and slabs
 - Revenue Model (ROI)
 - Prototype or visual demo is optional but encouraged
 - Future improvements for scope of the business
- Teams must answer judge questions confidently.
- Creativity and practicality will receive additional points.

SCORING CRITERIA

PRELIMS ROUND SCORING		
S.No	CRITERIA	SCORE (50)
1	Clarity of Idea	15 Points
2	Problem Understanding	10 Points
3	Creativity of Solution Presented	15 Points
4	Communication Skills	10 Points

FINAL ROUND SCORING		
S.No	CRITERIA	SCORE (100)
1	Innovation & Originality of the idea	20 Points
2	Practicality of the business plan	20 Points
3	Revenue Model & Feasibility	20 Points
4	Presentation & Confidence	15 Points



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5	Visuals or Prototype Support	15 Points
6	Question Handling	10 Points

General Info:

- *Pre registration is mandatory; On-spot registration is not allowed*
 - ***Last date for Registration: 20 August 2026***
 - *Participants must come with their school ID card*
 - *Certificate will be provided for all the participants*
- *For Registrations – www.greenfieldchennai.com*
- *For any queries or clarifications - **9499945291 / 7845140131***



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