OFFICIAL RULEBOOK

The Capital Challenge

TCC 2026

"Not a simulation. Not a case study."

ENTREPRENEURSHIP · LEADERSHIP · INNOVATION

EDITION I · RULES OF THE GAME

For Participating Teams & Institutions

EST. MMXXVI

Rules of the Game

Build boldly. Sell honestly. Report accurately.

TCC is a real-money entrepreneurship challenge. The rules below are the non-negotiables that every participating team must understand before entering the market.

01 TEAM

TEAM

4–8 members per team. Up to 2 additional personnel may be hired, subject to Event requirements.

02 CAPITAL

CAPITAL

₹10,000 seed capital per team. Treat it as **real business capital** -not virtual money - and use it only for legitimate business purposes.

03 BUSINESS

BUSINESS

Operate a genuine business model: product/service, pricing, customers, market execution and financial results.

04 FAIR PLAY

FAIR PLAY

No fraud, deception, misleading claims, IP misuse, unauthorized financial activity or prohibited business activity.

05 RECORDS

RECORDS

Maintain traceable records of capital, purchases, revenue, expenses, cash/bank, assets and liabilities.

06 CASH CAP

CASH CAP

Cash transactions must not exceed **40% of total revenue**.

THE GOLDEN RULE

"An idea is only an idea until someone puts capital behind it."

— TCC · 2026

Integrity Is Not ~~Optional~~

The non-negotiable principles that govern how every team plays.

07 DISCLOSE

DISCLOSE

All sponsorships must be disclosed. No family or relative sponsorships are permitted.

08 COMPLY

COMPLY

Respect applicable law, college approvals, permissions, IP, data protection and venue rules.

09 PRESENT

PRESENT

Final reporting must include P&L, Balance Sheet, Cash Flow, costing/pricing, ratios and net worth.

10 OWN IT

OWN IT

Your team is accountable for your people, transactions, claims, records and conduct.

ZERO TOLERANCE

Misrepresentation will not be overlooked.

Financial misrepresentation — including **fabricated sales**, **false expenses**, **fictitious customers**, **falsified records** or **concealed liabilities** — may result in disqualification and may include seizure of proceeds, subject to applicable documentation and law.

How to Play

CAPITAL → EXECUTION → EVIDENCE → EVALUATION

The competition moves from idea to execution to evidence. Teams should treat every decision as a business decision and every figure as something they may need to explain.

1	**IDEA** Solve a real problem for a defined customer.

2	**EXECUTE** Take the business into the market and operate responsibly.

3	**MEASURE** Track sales, costs, cash, assets and liabilities.

4	**PRESENT** Tell the story through business logic and financial evidence.

THINK LIKE AN OWNER

"You are not being tested only on what you built. You are being tested on how well you understood the economics of what you built."

Run It. Record It. Prove It.

Keep reasonable supporting evidence: purchase invoices, sales invoices, bills, receipts, bank statements, digital payment records, payment records, inventory records, asset records and sponsorship confirmations.

I. P&L	*II.* BALANCE SHEET	*III.* CASH FLOW	*IV.* ANALYSIS
· Revenue	· Assets	· Inflows	· Costing
· COGS / Cost	· Liabilities	· Outflows	· Pricing
· Opex	· Equity / Capital	· Closing Liquidity	· Unit Economics
· Profit / Loss			· Margins
			· Ratios
			· Net Worth

Every rupee tells a story.

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Compliance **Gate**

Complete the documentation before applicable execution activity begins. Missing or incomplete documentation may affect eligibility to proceed.

● LIABILITY WAIVER & RELEASE Executed before applicable execution activities.	**● COLLEGE APPROVAL LETTER** Institutional consent to participate.	**● PARTICIPATION AGREEMENT** Acceptance of Event terms.
● KYC DOCUMENTS PAN, Aadhaar and Bank Account.	**● SUPPORTING PERMISSIONS** NOCs, permits or other documents were required.	**● REMEMBER** *The Organizing Committee may request additional supporting evidence where necessary.*

ALSO FOLLOW

– IP Protection – Data Protection – Venue Rules – Tax / Labor / Environmental

The clock is part of the Competition.

SCHEDULE · 8 EVENTS · SEP – OCT

28 SEP 2026 **28**	**Final Registration & Submission**	**By 6:00 PM**
29 SEP 2026 **29**	**Idea Presentation Day**	**2:00 PM – 6:00 PM**
05 OCT 2026 **05**	**Student Selection Announcement**	**By 2:00 PM**
06–12 OCT 2026 **06–12**	**Document Submission**	**11:00 AM – 6:00 PM**
12 OCT 2026 **12**	**Final Document Deadline**	**By 6:00 PM**
25 OCT 2026 **25**	**On-Ground Execution**	**9:00 AM – 8:00 PM**
31 OCT 2026 **31**	**Final Presentation**	**9:00 AM – 5:00 PM**
31 OCT 2026 **31**	**Prize Distribution**	**8:00 PM – 10:30 PM**

The Final Pitch

Your final presentation should show both the quality of the idea and the quality of the execution.

I. BUSINESS MODEL

A. Business Model

i. Concept
ii. Problem / Solution
iii. TAM
iv. Competition

C. Financials

i. P&L
ii. Balance Sheet
iii. Cash Flow
iv. Ratios
v. Net Worth

II. EXECUTION

B. Costing & Pricing

i. Cost Structure
ii. *Pricing* Rationale
iii. Unit Economics

D. Growth

i. Prospects
ii. *Scalability*
iii. Future Opportunity

Play Hard. Play Fair.

Standards of conduct & conduct of standards.

IN THE ROOM

Professional conduct is required throughout the Event. Do not **harass**, **threaten**, **abuse**, **discriminate**, disrupt the Event, damage property, manipulate evaluation or use unethical methods to generate revenue.

AROUND THE EVENT

The Event may be ***photographed, recorded and documented*** for event archives, corporate communication, social media, marketing, media coverage, case studies and future Event promotion, **subject to applicable permissions and documentation**.

THE RED CARD

Material breach has consequences.

Material breaches including **financial fraud**, **falsification**, **prohibited activity**, **unauthorized sponsorship**, **serious misconduct** or **material non-compliance** — may result in disqualification.