UNITED WORLD ACADEMY
An Innovative K-12 School

NOVEMBER 20, 2026

BUSINESS FEST ✦ 2026–27

MATRIX

MIND YOUR BUSINESS

EST. MTX — 26/27

IDEAS ✦ STRATEGY ✦ IMPACT

BUSINESS FEST 2026–27

AN INTER-SCHOOL BUSINESS & MARKETING CHALLENGE

Hosted by United World Academy | Grades 9–12

CASH PRIZES IN BOTH EVENTS

1st ₹7,500 ✦ 2nd ₹5,000

CERTIFICATES FOR ALL PARTICIPANTS

EVENT 1

PITCH PLEASE!

Got a million-dollar idea? Pitch, please.

EVENT 2

AD-RENALINE RUSH

Make every second sell.

Free registration · Closes November 8, 2026

IDEAS ✦ STRATEGY ✦ IMPACT

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MATRIX – MIND YOUR BUSINESS – BUSINESS FEST 2026-27 – IDEAS • STRATEGY • IMPACT

EVENT DATE	REGISTRATION CLOSES	ENTRIES DUE	GRADES
November 20, 2026	November 8, 2026	November 13, 2026	9 – 12

ABOUT MATRIX

MATRIX – Business Fest 2026–27, hosted by United World Academy, is an inter-school business and marketing challenge that gives students the opportunity to apply classroom learning to real-world business situations. The event features two competitions: **Pitch Please!** (Young Entrepreneurs Business Plan Challenge) and **Ad-renaline Rush** (Marketing Challenge).

ELIGIBILITY & TEAM COMPOSITION

- **Participants:** Students in Grades 9–12 (including AS Level, A Level, IBDP, CBSE and ICSE).
- **Pitch Please!:** 4 students per team.
- **Ad-renaline Rush:** 4 students per team.
- Each participating school must ensure that teams are accompanied by **one teacher mentor**.
- A student may participate only in **either one** of the events.

REWARDS & RECOGNITIONS

- All registered students will receive a **certificate of participation**.
- Shortlisted students for either of the events will receive a **certificate of recognition**.
- Students securing first and second positions in each category will receive cash prizes: **1st place ₹7,500; 2nd place ₹5,000**.
- Lunch and tea will be provided to participants and accompanying teachers.
- Accompanying teachers will receive a **letter of appreciation**.

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EVENT 01

PITCH PLEASE!

YOUNG ENTREPRENEURS BUSINESS PLAN CHALLENGE 2026

Got a million-dollar idea? Pitch, please.

01

ROUND 1

THE FIRST SPARK

Business Idea Submission. Submit a two-page concept note covering:

- Business idea
- Problem identified
- Target market
- Unique Value Proposition (UVP)
- Revenue model

To be submitted by **November 13, 2026**. No fee is payable at this stage.

02

ROUND 2

BUILD THE VISION

Final Pitch. Teams are shortlisted based on their concept notes. Shortlisted teams are informed directly by the organisers and confirm their place in the final by paying the registration fee.

Shortlisted teams develop a business plan covering:

- Market analysis
- Marketing strategy
- Operations
- Financial projections
- Sustainability
- Risk assessment

FINAL PITCH
15 minutes per team

JUDGES
Two renowned corporate personalities

MATRIX MENTORING PROGRAM

Teams shortlisted in Pitch Please! (Business Plan) will be assigned a mentor who will guide, support and advise them. The details will be shared separately with the shortlisted teams.

IDEAS ✦ STRATEGY ✦ IMPACT

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EVENT 02

AD-RENALINE RUSH

MAKE EVERY SECOND SELL.

Ideas. Words. Action. Turn a blank canvas into a message, and a message into a movement.

01

ROUND 1

THE AWARENESS SPARK

Social Issue Digital Advertisement. Submit one original digital advertising poster based on the assigned social issue/theme (assigned on registration), designed to raise awareness and encourage positive action. No fee is payable at this stage.

Submissions are assessed on:

- Creativity & originality
- Target-audience understanding
- Message clarity
- Persuasive communication
- Visual appeal

02

ROUND 2

THE LIVE CANVAS

Teams are shortlisted based on their posters. Shortlisted teams are informed directly by the organisers and confirm their place in the final by paying the registration fee of **₹1,200 per team**.

Shortlisted teams receive an **unseen product, service or advertising challenge** on event day and have **30 minutes** to prepare.

Teams may use formats such as:

- Skits / role play
- Storytelling
- Jingles / slogans
- Dialogue
- Product demonstrations
- Humour

LIVE ADVERTISEMENT
10 minutes per team

JUDGES
A university professor specialising in marketing and branding, and a corporate marketing professional

CASH PRIZES · BOTH EVENTS

1st ₹7,500 ✦ 2nd ₹5,000

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REGISTRATIONS

- Registrations for the students is **free**. All registered students will receive a **certificate of participation**.
- Last date for registrations is **November 8, 2026**.
- Shortlisted students in each category will be required to pay **₹1,200 per team**. Shortlisted students will receive a **certificate of recognition**.

01	02	03	04
REGISTER	**SUBMIT ENTRY**	**SHORTLISTED**	**NOVEMBER 20**
Fill out the form by November 8, 2026. Free.	Concept note or digital poster by November 13, 2026.	Pay ₹1,200 per team to join the final.	Compete at United World Academy.

SCHEDULE · NOVEMBER 20, 2026

8:00 am	Registration @ UWA
8:30 am	Inauguration
9:15 am	Events commence
11:00 am	High Tea
1:30 pm	Lunch
3:00 pm	Closing Ceremony



GUEST OF HONOUR

Ms. Shanu Koul

Biz Ops Planning and Strategy Lead, Hewlett Packard Enterprise

IDEAS ✦ STRATEGY ✦ IMPACT

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GENERAL RULES & PARTICIPATION CONDITIONS

- All submissions must be original and reflect the participating students' own work. Academic integrity is essential; plagiarism or misrepresentation of work is not acceptable. **Use of AI during the event is prohibited.**
- Shortlisted teams will be informed directly by the organisers.
- **Dress code:** formals / semi-formals.
- No fee is payable at the registration stage. A registration fee of **₹1,200 per team** applies only to shortlisted teams; payment confirms participation in the final round.

CONTACT & REGISTRATION

FACULTY COORDINATORS
+91 74182 43545
+91 98373 00826

REGISTRATION / SUBMISSION
+91 98373 00826
+91 72042 84008

REGISTRATION LINK

MATRIX UWA 2026 — Business Fest · Fill out form
https://forms.cloud.microsoft/r/TK3ShytjtV

Scan the QR code to register

Scan me!

CONTACT EMAIL
matrix@uwa.edu.in

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Every great venture begins as a spark.
Turn yours into a business built to matter.

**The organizers reserve the right to improvise or alter the procedure of the event.*