



8TH CYCLE | 2025

DS VENTURISTS

PRODUCT REBOOT

Redefining Business Value: Profit with Purpose





CATEGORY DETAILS



Step into the shoes of product strategists, marketers, and entrepreneurs with **Product Reboot**. Teams take a failed or outdated product and create a complete business plan to relaunch it successfully. With limited resources and a live auction twist, your challenge is to turn failure into opportunity using creativity, strategic thinking, and smart planning. This is your chance to demonstrate problem-solving skills, innovative thinking, and entrepreneurial flair under pressure.

General Guidelines

- Teams must consist of 2 to 4 members
- Each team starts with a set amount of DSV credits as their budget
- Participate in a live auction to bid for failed products as they are revealed
- The team with the highest bid wins the product and creates a business plan to relaunch it
 - Teams have 2.5 hours to develop their business plan, which must include:
 - 1) A clear explanation of why the product failed originally
 - 2) A strategy for how they plan to relaunch the product successfully
 - 3) A new product name and logo
 - 4) The target audience and how the revamped product meets their needs
 - 5) A marketing and sales strategy
 - 6) Allocation of remaining credits for redesign, promotion, and production
 - Remaining credits act as startup capital, and additional surprise benefits may be offered at any time during the challenge to give teams an extra creative edge
 - Present the full business plan and strategy to the judges
 - Judges will judge the plan based on creativity, originality, clarity, business strategy, and overall presentation



PRODUCT REBOOT IS MORE THAN A COMPETITION:
IT IS A FAST-PACED, HIGH-STAKES OPPORTUNITY
TO TURN A FAILED IDEA INTO A THRIVING,
PURPOSE-DRIVEN BRAND WHILE SHOWCASING
YOUR ENTREPRENEURIAL BRILLIANCE.