



OUTWIT. OUTPLAY. OUTLAST



BUYDOWN'21

Buydown 2021, held on 31st July and 1st August, 2021 was Modern High School's first ever inter-school business fest. With 12 participating schools from across the nation and 5 unique events, this fest brought with it a unique experience that kept the participants engaged in different tasks and challenges throughout the two days. The events ranged from re-branding failed companies to marketing, and aimed to test skills of participants in various spheres including critical thinking, analytical knowledge, and presence of mind.

FLIPOVER: COMPANY REVIVAL

The event com with an auction which allocated case studies to the teams. They were required to prepare solutions to pull their sinking companies out of the deep waters and set it afloat once again so that the graphs could rise and profits could see the light of day.



PRUDENTIAL: MARKETING

A quiz set the tone for this event, the scores of which enabled the participants to choose a social taboo from a list. They proceeded to choose an advertisement that showcased the social taboo openly and also re-marketed the product or service and redesigned the advertisement ethically.

TRAILBLAZER: STARTUP

This event began with a quiz after which the teams chose a rural area according to the leaderboard. Participants were required to analyze the problems prevalent in the chosen rural area. They were then required to use the resources of the same area to come up with a product that solved the issues.

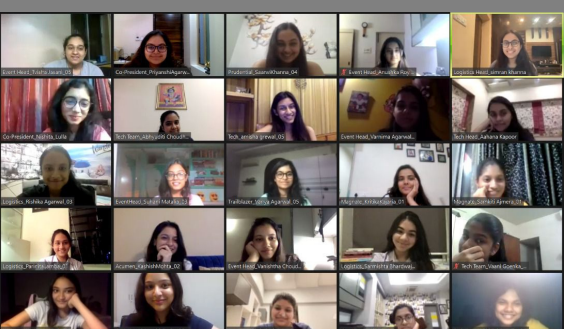


ACUMEN: CRISIS MANAGEMENT

The teams assumed the role of either the public relation officer of the company affected or the public representative. They were expected to either save the company that was hit with lawsuits or make sure the public isn't wronged. Either way, their debates were to ensure who would make it to the top.

MAGNATE: FLAGSHIP

This event was the most ingenious and complex one. Having four rounds, while two being surprises, it aimed to give participants a platform to prove their business acumen. With the collective scores of the group discussion, quizzes and joint venture, only the best wese to emerge victorious.



This business conclave highlighted the plethora of corporate difficulties faced in the real world - myriad problems, obstacles and various crises - allowing the students to tackle them using their own creativity.