

Google Cloud Presents

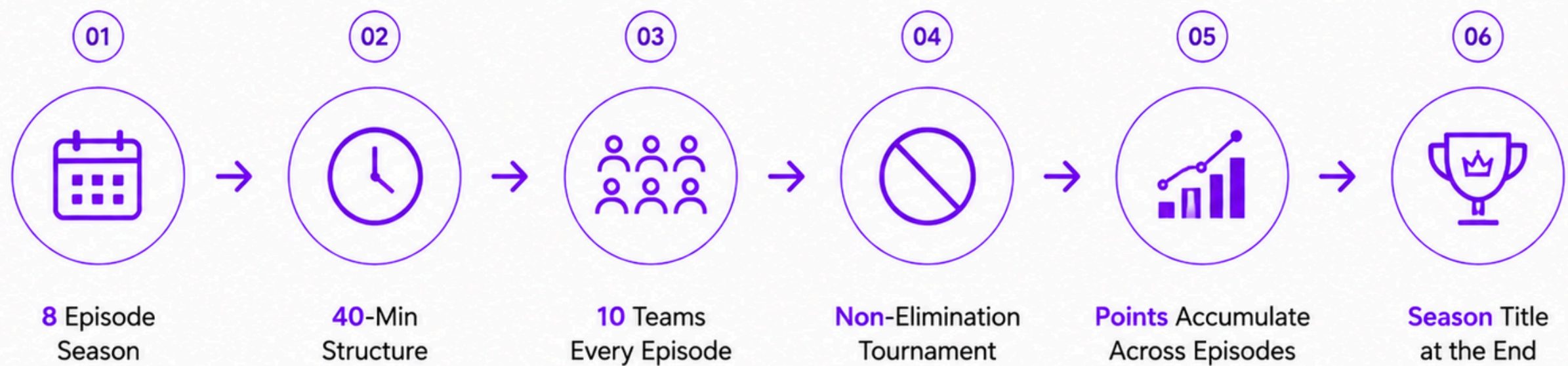
c</>de kitchen.

By **aim**

India's first **Coding** reality show

codekitchen.aim.media

STANDARD EPISODIC FORMAT



Every single episode of the 8-episode season follows a strict, high-octane 40-minute structure. Because this is a non-elimination tournament, all 10 teams go through this exact operational pipeline in every episode to accumulate points for the ultimate season title.



</8-Episode Tournament>



The Briefing & **PROBLEM STATEMENT**

The Reveal

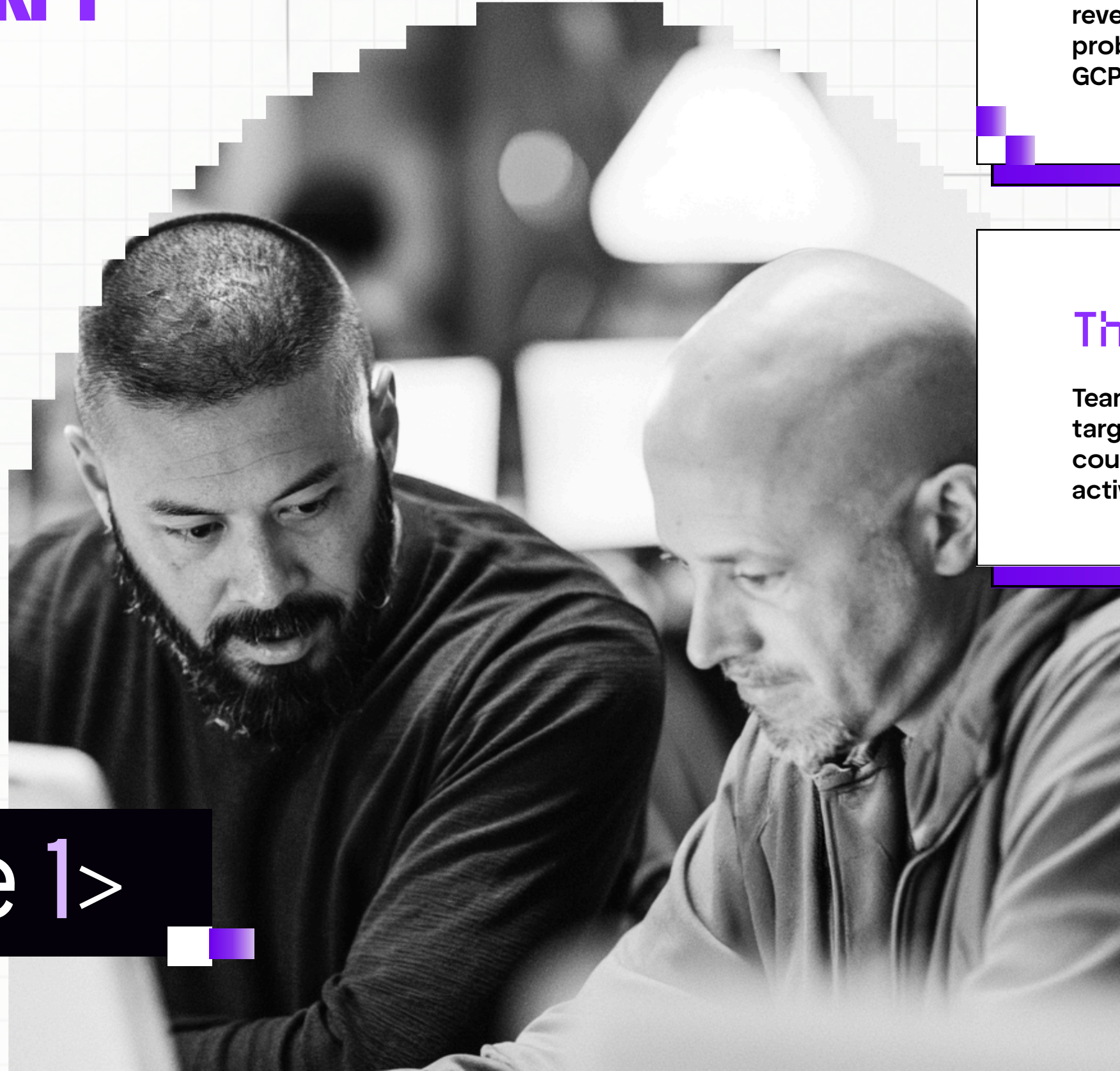
At the start of the episode, the judges reveal a unique, real-world corporate problem statement (provided by Google GCP or the respective episode sponsor).

The Clock Begins

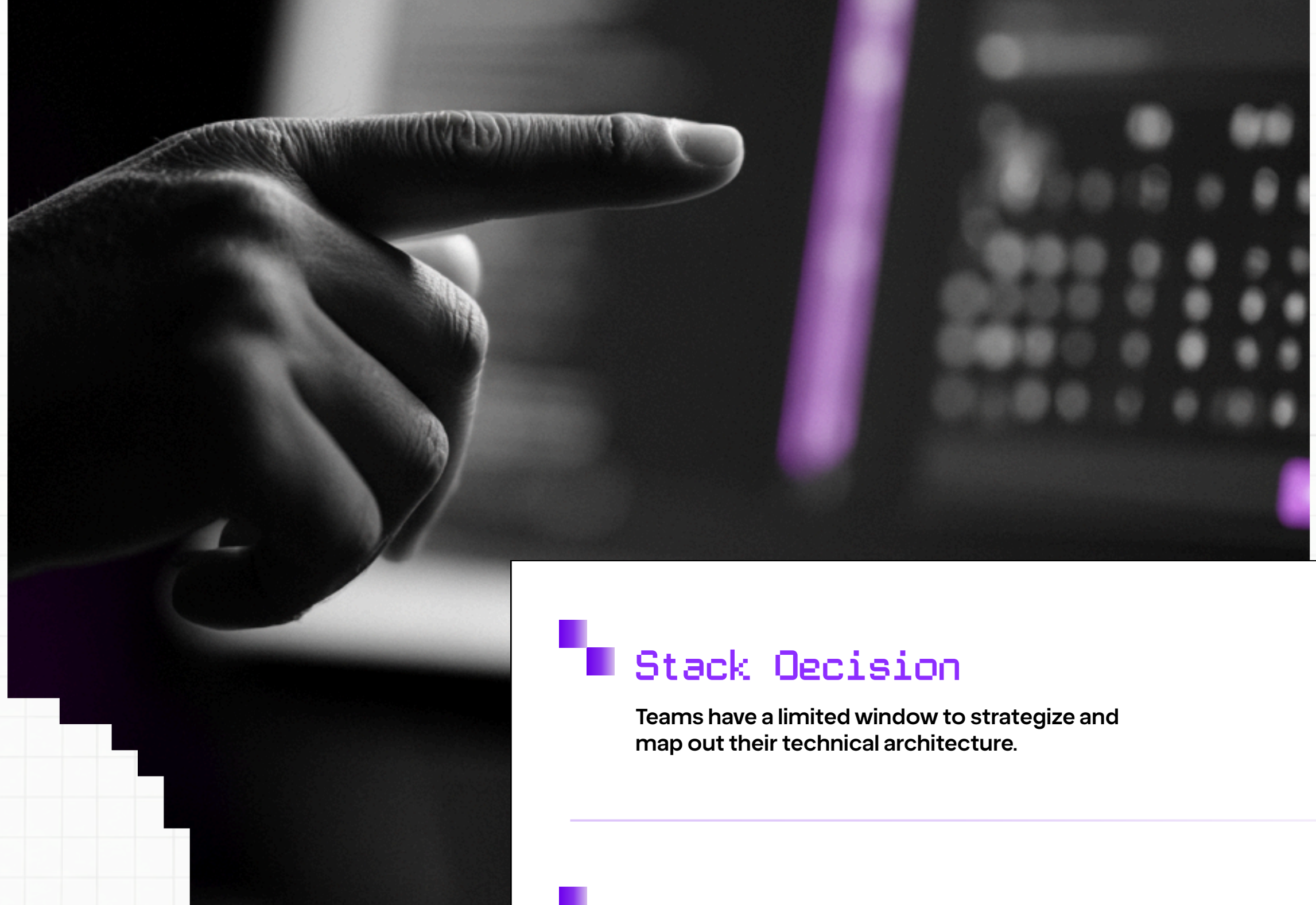
Teams are given their constraints, target user base metrics, and the countdown timer is officially activated.



</Phase 1>



Strategy & the **AI MARKET**



Stack Decision

Teams have a limited window to strategize and map out their technical architecture.

The Procurement Run

Teams physically or virtually "shop" at the AI Market. They select their required software tools, APIs, LLMs, cloud credits, and hardware components needed to build their specific solution.



</Phase 2>

The Build & TECHNICAL MILESTONES

The Countdown

The time-compressed build phase kicks off.

Milestone Tracking

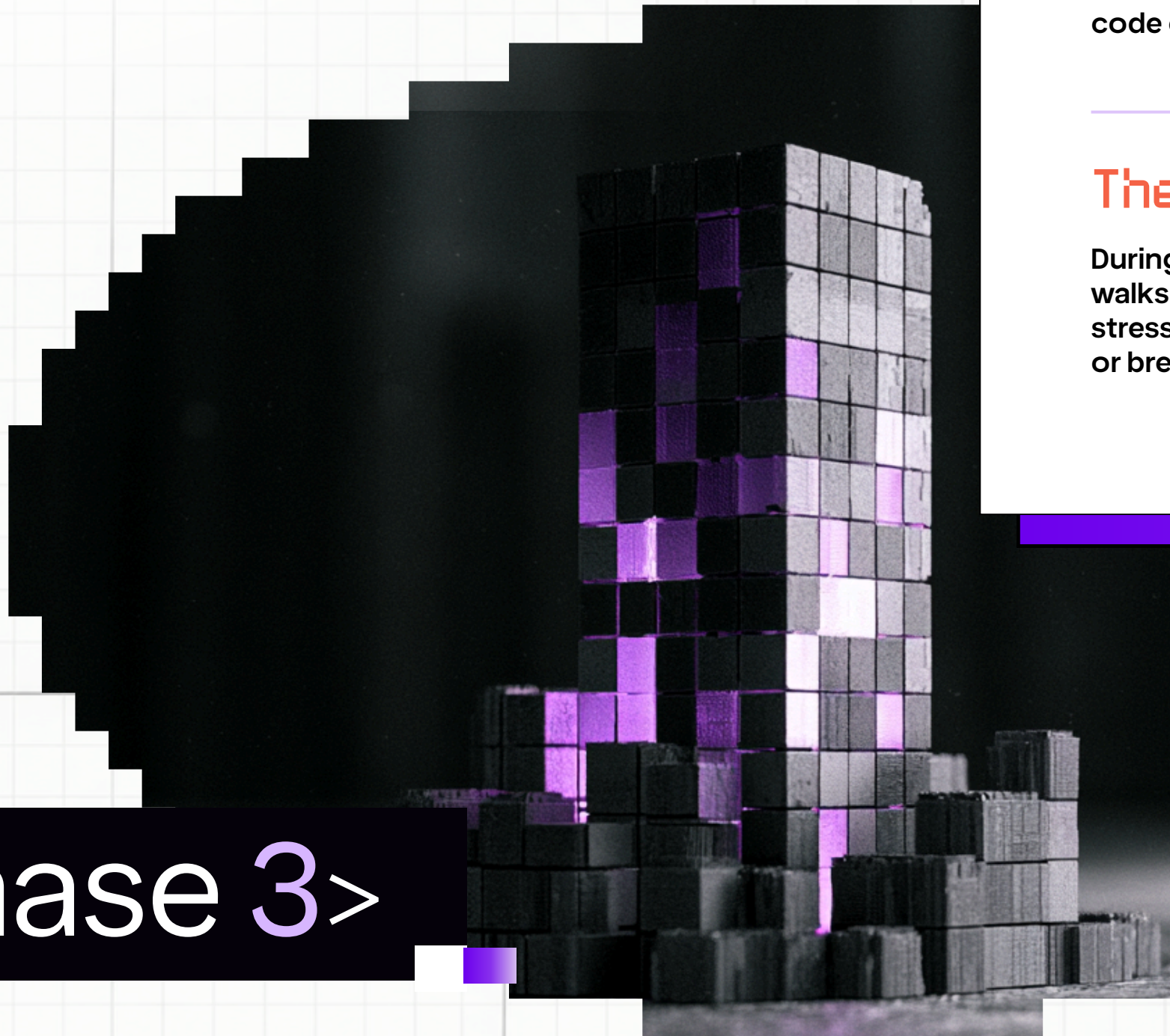
The build is divided into multiple technical milestones (e.g., UI/UX wireframe completion, backend database integration, first successful code compilation).

The "In-the-Trenches" Mentor

During a critical juncture of the build, an expert judge or thought leader walks the floor as a mentor. They review the architectures mid-build, stress-test the teams' logic, and guide them through crashing systems or breaking bugs.



</Phase 3>



The Technical Audit

ROI CHECK

The "Mileage Kitna Oeti He" Evaluation

Once the build clock hits zero, judges run rigorous backend testing on all 10 builds.

The Metrics

Apps are audited live on data efficiency, cost per ping, cloud optimization, and scalability.

The Filter

The technical metrics determine the tournament standings for the day, filtering out the lower half of the grid.



</Phase 4>

The Shark Tank STYLE PITCH

The Top 5 Cut

Only the Top 5 submissions and builds based on the technical audit earn the right to step onto the main stage.

The Jury Presentation

These Top 5 teams pitch their fully functioning apps Shark Tank style to the celebrity anchor and jury panel, defending their business viability and product features.



</Phase 5>



Episode Verdict & CUMULATIVE LEADERBOARD



The Episode Winner

The jury crowns one winning team for the episode based on a combined score of their technical ROI and pitch performance.

Rankings Allocation

All 10 teams are assigned precise rankings and corresponding points for their performance in that episode.

The Season Leaderboard

These points are instantly fed into the master season leaderboard. This cumulative leaderboard builds week-over-week drama, carrying all 10 teams through to Episode 8 where the final highest-scoring team is crowned the Season Winner.

The Competition

AT A GLANCE

10

TEAMS

(2 digital architects
in each team)

08

EPISODES

Exciting episodes
across the season

05

ROUNDS

5 rounds in each
episode

03
+
01

THE PANEL

3 Judges and
1 Celebrity
Show Anchor

10

MN+

VIEWS

Across each
season



Master Sponsorship & Integration Matrix

Branding Opportunity	Visual / Cultural Reference	Integration Strategy	Brand ROI & Value Proposition
The AI Market Partner (Hardware)	MasterChef Pantry Run	Contestants physically run to a branded "hardware/tools market" to grab secondary devices (e.g., Dell laptops, specialized GPUs, IoT sensors) since GCP owns the cloud layer.	Product as the Hero Real-time, organic product usage on screen under extreme pressure.
"Mileage Kitna Deti He" Presenting Sponsor	F1 AWS Telemetry / Statcast	A dedicated segment where judges evaluate apps on cost per ping and ROI. Sponsored by FinOps or synthetic data companies.	Authority & Standardization The brand becomes synonymous with efficiency and the ultimate benchmark for tech optimization.
Agentic AI Co-Anchor / Robot Sponsor	KBC "Phone a Friend" / Sophia the Robot	An enterprise AI agent (potentially housed in a physical robot on set) acts as a co-anchor and a lifeline. When developers are stuck, they speak to it live to troubleshoot bugs.	Live Capability Demo Showcases the AI's actual problem-solving capabilities and personality in front of millions of developers.
Mobile Phone Sponsor	Ellen's Oscar Selfie / Bigg Boss Tasks	A premium smartphone brand (e.g., Samsung, OnePlus) is the official device for contestants. Used to scan QR codes for tasks, view the leaderboard, and capture in-studio "selfie moments" after a successful code compile.	High-Visibility Placements: Constant close-ups of the device UI, camera quality, and organic lifestyle usage by tech-savvy contestants.
Late-Night Food Delivery Partner	MasterChef Pantry Run Zomato / Swiggy Midnight Cravings	Coding takes hours. At the 2 AM mark of the "4 hours later" time jump, contestants use the sponsor's app on their official mobile device to order late-night snacks right to their AI stations.	Relatable Use Case Taps directly into developer culture (coding and ordering food). Huge organic brand recall for high-stress, late-night scenarios.
Guest Judge / Thought Leader	Shark Tank Investors	A brand's CXO, VP, or Founder sits on the panel during the final pitch round. They grill the contestants on the viability of their app.	B2B Trust & Prestige Elevates the company's profile by showing their leadership sets the standard for tech innovation.

Master Sponsorship & Integration Matrix

Branding Opportunity	Visual / Cultural Reference	Integration Strategy	Brand ROI & Value Proposition
The "In-the-Trenches" Mentor	Tim Gunn on Project Runway	An expert is introduced at a critical juncture to walk the floor, guide the teams, and review their architecture mid-build.	Supportive Brand Association The brand's value proposition is baked into the mentorship, making them look like the ultimate developer advocate.
Episode Problem Statement (Co-Sponsor)	The Apprentice Corporate Tasks	A specific episode's real-world problem belongs to a non-competing corporate brand. All 10 teams build solutions for their challenge.	Televised Hackathon They get crowdsourced solutions to their actual corporate challenges while reaching an audience of 10M+
Workspace & Ergonomics Partner	Premium Tech YouTuber Setups	The AI stations feature premium ergonomic chairs, standing desks, and monitor arms from a B2B/D2C furniture brand.	Aspirational Workspaces: Developers care deeply about their setups. Seeing contestants survive 8 episodes in these chairs drives direct B2B and D2C sales
Energy & Hydration Partner	Red Bull in Esports	Branded mini-fridges at the AI stations and branded organic hydration breaks during intense coding moments.	Cultural Cachet Subtle but constant association with extreme focus, late-night grinds, and high-performance energy.
Apparel & "Geek Chic" Sponsor	MasterChef Aprons / Esports Jerseys	A streetwear or premium apparel brand designs the official "Code Kitchen" hoodies or jackets that contestants wear throughout the season.	Merchandising & Identity Turns the show's uniform into a desirable piece of tech culture fashion, similar to an esports team jersey.

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