

RULE BOOK

11.Pitchathon

TASK:

The Pitchathon aims to provide a platform for aspiring entrepreneurs to present their innovative business ideas. Participants will pitch their concepts to a panel of judges, with a focus on creativity, feasibility, market impact, and alignment with sustainable development and business goals.

GENERAL GUIDELINES:

1. Eligibility:

- Open to individuals or teams (maximum 4 members per team).
- Participants can be students, professionals, or startup founders.
- Each participant/team can submit only one idea.

2. Event Format:

The event consists of **two rounds**:

- ✦ **Preliminary Round:** Submission of a pitch deck.
- ✦ **Final Round:** Live pitching session in front of judges.

3. Submission Guidelines:

- Participants must submit a **pitch deck (PDF)** in the preliminary round.
- The deck should include:
 - ✦ Problem statement.
 - ✦ Solution and value proposition.
 - ✦ Market analysis and target audience.
 - ✦ Business model and revenue strategy.
 - ✦ Competitive landscape.
 - ✦ Team and execution plan.
 - ✦ Financial projections (if applicable).
 - ✦ Alignment with Sustainable Development Goals (SDGs).
- Word or page limits will be specified by organizers (e.g., 10–12 slides, concise content).

4. Pitching Rules:

- Each team will get **5-7 minutes** to pitch their idea, followed by a **3-minute Q&A session** with the judges.
- Teams may use slides, prototypes, or demos to enhance their presentation.
- Participants must ensure their tech setup is functional (e.g., laptop, clicker, internet).
- Pitches promoting unethical, illegal, or discriminatory activities will result in immediate disqualification.
- Ideas must be original and owned by the presenting team. Plagiarism or copying will result in disqualification.
- Teams should answer judges' questions concisely and respectfully.
- Teams are encouraged to present prototypes or Minimum Viable Products (MVPs), but this is not mandatory.

- Ensure technical readiness (e.g., preloading files, testing equipment).

❖ **Judging Criteria:**

1. Is the idea unique and original? [5 marks]
2. Does the proposed solution effectively address the problem? [10 marks]
3. How well has the team analysed the market and challenges? (Knowledge) [5 marks]
4. Execution Plan (implementation strategy) [5 marks]
5. Is the pitch clear, engaging, and well-structured? [5 marks]
6. Business Model & Revenue Strategy [5 marks]
7. How is the business reaching the target audience? [5 marks]
8. How is the business able to compete with their competitors? [5 marks]
9. Is the Q&A handled confidently and convincingly? [5 marks]

Total Marks: 50 marks

- Judges will score each category based on these criteria, and the team with the highest overall score will be declared the winner.