

The cover features a light gray background with a faint grid pattern. A solid orange horizontal bar is at the top, and another is at the bottom. A vertical black line runs down the left side, with six black circles spaced vertically along it. A similar vertical black line runs down the right side, with six black circles spaced vertically along it. The title is centered in a large, bold, black sans-serif font.

Auro Pitcher's League Brochure

Introduction

Hello all,

Join us for the "Auro Pitcher's League" from 11th to 13th April 2023 at Auro university. This event is an opportunity for participants to pitch their business ideas and receive valuable feedback from successful entrepreneurs and investors.

Everyone is welcomed to participate, regardless of their academic background. Simply register your business idea on our website by 6th April 2023.

We look forward to seeing you at the event. For any questions, please contact Mr. Rahul Soni or Ms. Rhea Vidhani at auropitchersleague@gmail.com or call +91 8850172160 and +91 9978232910.

Introduction



Aa



To: Teachers

Cc:

Subject: Auro Pitcher's League

From: auropitchersleague@gmail.com

Hello all,

Join us for the "Auro Pitcher's League" from 11th to 13th April 2023 at Auro university. This event is an opportunity for students to pitch their business ideas and receive valuable feedback from successful entrepreneurs and investors.

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Guidelines

I. Registration Fees :

- For individuals : Rs. 200/-
- For team up to 4 members : Rs. 500/- per team

II. Instructions For Participants: (ROUND 1)

- 1) Each team comprises of maximum 4 students.
- 2) Participants may present a prototype of the product/service if possible.
- 3) Presentation to the jury: 11th April, 2023.
- 4) Maximum time to pitch an idea for your start-up is 15 minutes.
- 5) PPT may include the following information: Executive Summary, Problem statement, Solution, Business Model, Secrets, Marketing and sales, Competition, Management Team, Financials, future plan.
- 6) Product/ service presented in the competition should be relatively new and should not be easily abundantly available.
- 7) There will be an elimination round on 11th April. Top 10 teams will get to pitch their idea to the investors.
- 8) Exciting cash prizes will be offered to the top 3 teams.

Innovativeness	Affordability	Sustainability	Scalability	Acceptance / Market Value	Total Marks
20 Marks	20 Marks	20 Marks	20 Marks	20 Marks	100

***All the point mentioned above, are subject to the stage of your business ideas.**

III. Guidelines for the Business Plan Presentation (ROUND 2- Investors)

<u>Topics/Heads</u>	<u>No. of slides (Recommended)</u>	<u>Time Allocated (Approximate)</u>
Introduction	1 Slide	1 min
Business Overview /Description	1 Slides	1 min
Strategy, Competitive Analysis and Advantages	2 Slides	5 min
Market Opportunity	1 slide	2 min
Description of Product(s)/Service(s)	2 slides	4 min
Market Analysis	1 slide	2 min
Organisation and Team	1 slide	1 min
Financial Analysis and Funding Request	2 slides	3 min
Exit	1 slide	1 min
	12 slides	20 minutes

IV. Guidelines for the Business Plan Report

S.No.	Heading	Contents (recommend)
1.	Cover Page	Company Name, Logo, Address, Phone Number
2.	Executive Summary	Value Proposition, Business Model, target market and need, competitive advantage, strategy, financial summary, breakeven point, revenue trend for a 3-year period, projections, funding requirements, use of funds.
3.	Business Overview	Company Description, Business Model, Value Proposition – Financial, Social and Environmental, Vision, Current Status, current or committed funding and all funding sources.
4.	Strategy, Competitive Analysis and Advantages	Core Strategy, rationale for the choice of strategy, competitive advantages, sources of competitive advantage, resources, capabilities, Critical success factors, key Success Factors, Key Performance Indicators
5.	Market Opportunity	Exact Market Opportunity, Potential for the Market Opportunity, customer pain point, Customer Value Proposition,
6.	Description of Product(s)/Service(s) and Intellectual Property Right Issues	Product/Services, Description and analysis of your product, Minimum Viable Product, trademarks, patents, copyrights, Industrial Design and Trade Secrets.
7.	Market Analysis	Market Research, Results
8.	Organisation and Team	Founders and Key Management, Industry experience, brief bio of founders, board members
9.	Financial Analysis and Funding Request	Revenues over three years, Gross margins for 3-year period, Cash Flow over three years, profit, reason for investment, utilization of funds
10.	Exit	Exit Strategy: IPO/Leveraged Buyout/ Outright Sale

***All the point mentioned above, are subject to the stage of your business ideas.**

Undertaking

I, _____ of the team participating in the event titled “Auro Pitchers League“ hereby declare the following:

- 1) The ideas (including product, logo, and other aspects) submitted in the Business Plan Presentation and Business Plan Report are my/our own original work.
- 2) All authors participated in the work in a substantive way and are prepared to take public responsibility for the work.
- 3) I/we were authorized by all authors to transfer all royalties related to the manuscript and to enter into a binding contract with the School of Business, AURO University as will be detailed in the Copyright Release Form at the time of publication.
- 4) I/we will be responsible in the event of all disputes that have occurred and that may occur.
- 5) All authors have seen and approved the Business Plan Presentation and Business Plan Report as submitted.
- 6) In case of any dispute, the final decision will be taken by the management.
- 7) I/we agree to pay the decided fee as per the team structure.

Name of the Participant

Signature of the Participant

Bank Details

Account Name

Auro University

Account Number

5013630770

IFSC Code

KKBK0000871

UPI ID

aurouniversity.60175629@hdfcbank

UPI SCANNER

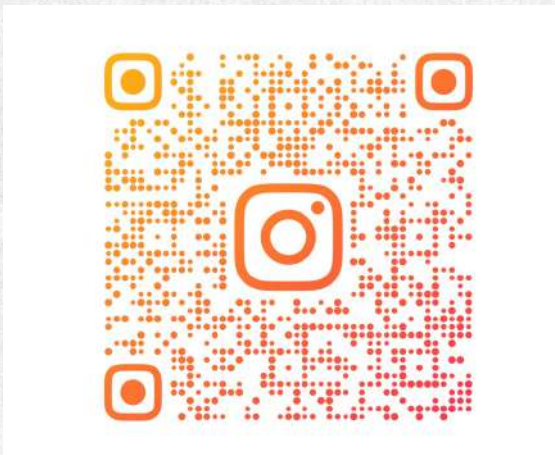


Registration Form



<https://forms.gle/nLVj6Ppvoh1zZA676>

Instagram



[@APL_AUROUNIVERSITY](https://www.instagram.com/APL_AUROUNIVERSITY)

Location

Auro University,
Earthspace, Surat