

I. **Instructions For Participants: (ROUND 1)**

- 1) Each team comprises a maximum of 4 students.
- 2) Participants may present a prototype of the product/service if possible.
- 3) Presentation to the jury: [30-9-2023](#).
- 4) Maximum time to pitch an idea for your start-up is 15 minutes.
- 5) PPT template is provided by the organisers
- 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 [30-9-2023](#). Top 10 teams will get to pitch their idea to the investors.
- 8) Funding support of upto 2.5 lakhs will be given to selected ideas in round 2

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

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

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

<b><u>Topics/Heads</u></b>	<b><u>No. of slides (Recommended)</u></b>	<b><u>Time Allocated (Approximate)</u></b>
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

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