

Startup Pitching Session || 27th February 2023

On 27th February 2023, a pitching session was organized as part of the GLIC Startup Challenge. The objective of this session was to provide participants with insights on how to effectively pitch their business ideas and to familiarize them with the evaluation criteria used in the competition. The session was conducted by Shane John, the founder of Truxport.

Shane John, an experienced entrepreneur and founder of Truxport, shared his expertise and knowledge with the participants. He guided them on the key elements and strategies for delivering a compelling pitch that effectively communicates their business idea. The participants had the opportunity to learn from his experiences and understand the important aspects of capturing the attention of potential investors and stakeholders.

During the session, Shane John also explained the evaluation criteria that would be used in the GLIC Startup Challenge. This provided the participants with an understanding of how their ideas would be assessed and what aspects the judges would be looking for. This knowledge allowed the participants to align their pitch and business model accordingly, increasing their chances of success in the competition.

Overall, the pitching session conducted by Shane John was a valuable learning experience for all the participants. It equipped them with the necessary skills and knowledge to deliver effective pitches and helped them gain insights into the evaluation process of the GLIC Startup Challenge. With this guidance, the participants were better prepared to refine their business ideas and present them in a compelling manner during the competition.