*Startic Field*

Reverse Pitch

# Introduction

The startup boom in reality is not about ideas. It is about visionary and hardworking people who turn those ideas into sustainable businesses. Taking this cue, Startic Field is proud to present a very different kind of contest for college students. Titled as Reverse Pitch, this will be a contest to find the best team of individuals who can convert our product concepts into successful startups.

We have 3 technology based product/platform concepts which we are introducing as a part of this competition. Student teams can choose one or two of these concepts and pitch to us on how they will technologically build it and get customers. The winning teams will be helped by us to make these concepts into startups with them as co-founders and Startic Field as a minority stakeholder.

# The Format

1. This contest is only open to all students 18 and above who are in college.
2. Students can form teams of 2-4 to register for this event. Single entries are also allowed.
3. At least one member of the team should mandatorily have knowledge of technology (Android or Web development if applied in team).
4. We will be putting up 3 technology-based product/platform concepts at various stages of development. A team can choose 1 or max 2 ideas for the pitch.
5. You’ll have to prepare a pitch on the selected idea.

# the Pitch

The students will have to prepare a 10-minute pitch on how they are going to build the platform and take it to the next level. Basically, they have to answer the following 4 questions:

1. How will you build the product/platform? Please provide a rough architecture of the same.
2. What additional features do you think can be added to make the product/platform more powerful?
3. Which markets/customers will this product suit the best? Are there any unique or out of the box uses and/or customer segments you see?
4. Why are you the best person/team to make this concept a success? (You can include things like your familiarity with the market, contacts or your own achievements, qualities etc.)

# the Product Concepts

1. **Wind:** Wind is the first of its kind application which can be downloaded on your android TV. This application will use the biggest TV screen in your house to deliver disruptive experiences. Wind will enable one way video call using your TV and voice enabled remote. A one-way call means that you will be able to see someone who is located at a different location an your giant TV screen and speak to him/her using your voice enabled remote (which is a standard feature of all smart TVs today). But the person at the other end can only hear your voice and speak to you using his mobile phone. He/She will not be able to see you (as your TV does not have a camera).

This application will have the following use cases:

1. Video Travel: Similar to Amazon Explore, this application will be used by tourist guides to show a place of interest (zoo, historical monument, natural landscapes etc.) to people sitting at home via the TV
2. Big Purchases: People can see flats which they intend to purchase on TV screens (live) by brokers and agents. This is way better than seeing a flat on a mobile video call which has a small screen. The same is true for cars.
3. Education: School students can have a live-video tours of historical places, botanical gardens, zoos etc. for educational purposes.
4. **Wrangle:** Wrangle isa platform (android app and/or web application) which will be used by people to have debates on trending topics. This will be unlike the noisy debates on TV and will be disciplined and monitored by technology. Every week a topic will be published and people can register and pick opponents to debate with. Each person will have a fixed amount of time to speak and present his arguments/counter arguments post which his video feed will automatically stop. Post the debate, a panel of experts will decide on the winner strictly based on how arguments were put. They will point mark out moments where the speaker might have used logical fallacies (e.g., strawman, false dilemma, appeal to authority, slothful induction, whataboutery etc) and points where they used convincing arguments. Audience poll can also be kept. Nut this will be a very formal forum of intellectual debate rather than the fish market which we see on TV.
5. **Bubble:** Bubble is a conversational platform that will enable purpose driven conversations between individuals. This platform will enable individuals to start audio conversations with a group of people which are time bound and move towards a definite output. The key word is “output”. Unlike other platforms like clubhouse which form informal groups and ramble on for hours in meaningless and often problematic discussions, Bubble will be for people who have a specific purpose in mind like finding solutions to a problem or creating an innovative concept.

The idea is any person can register and login to this platform and start a “Bubble” which is nothing but a short-lived group of people who want to discuss on a topic and arrive at a conclusion. He has to define the number of participants who can join this bubble (minimum 3 and maximum 7). He/She also has to define the purpose of the bubble (eg, finding a creative solution to a traffic congestion in Bengaluru). He/She has to also define the times when the bubble participants will meet. This will be visible across the platform and people can join this bubble and discuss on the topic (audio conference) and generate ideas. They will be provided useful tools (eg, whiteboard, discussion transcripts etc.) for effectively discussing. Once they finalize an idea/solution (or a set of ideas/solutions), they will burst the bubble and the solution will be displayed for everyone.

This product will also have a B2B form where such ideas generated can form a part of employee driven innovation initiatives and can be logged onto the enterprise innovation platforms or tools. Nowadays, companies place a lot of emphasis on employee led innovation. There are innovation contests in almost all major companies including Amazon, Apple, Microsoft, Infosys Wipro, Accenture etc. Employees form teams and submit their ideas to such contests. However, the problem is that many employees do not have ideas and hence are not able to participate. Bubble will be first of its kind product which will help employees generate ideas and collaborate in real time with others.

# the winners

The winning teams will be chosen by our panel of judges and we will provide the necessary assistance to the teams to form their startups and build the products. Startic Field will be a stakeholder in these startups and will support them with a seed fund of 60,000 INR as well as industry contacts and strategic mentoring. In return we will be taking a minority stake in the companies so founded as per the below scheme:

1. **Wind:** We already sunk some investment into this product concept and have built an MVP ready. We just need to iron out the bugs and make it fit for release. Hence, the teams who choose this concept and win will have an obvious advantage. Therefore, we will be taking a 25% stake for this concept.
2. **Wrangle:** This product concept is only at the idea stage and needs to be built from the scratch and hence we will be taking only 15% stake in this.
3. **Bubble:** This product concept is only at the idea stage and needs to be built from the scratch and hence we will be taking only 15% stake in this.

# How to Register

<add details on the registration form>