



SCHOOL OF  
TECHNOLOGY MANAGEMENT &  
ENGINEERING

**10:30AM-12:30PM**

# PITCH & PLAY:

## WHERE IDEAS TAKE CENTER STAGE

UNLEASH YOUR CREATIVITY - LAUGH OUT LOUD - CONNECT WITH OTHERS



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**13.07.2025**

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# EVENT DETAILS

In this two-stage competition, teams will first pitch an innovative idea through a presentation and then bring it to life with a creative performance.

**Eligibility:** Open to all college students

**Mode of Conduct:** The event is offline.

**Team Size (Min–Max):** Teams can have 2 to 4 members, and there's a limit of 20 teams.

**Registration Fees: ₹100 per team**

## Event Schedule

**Date:** 13/09/2025

**Timing:** 10:30 AM – 12:30 PM

**Venue:** D-Block 101, NMIMS Chandigarh

## Rounds

**Round 1:** Ideate & Pitch Teams will receive a random social or non-technical theme. They must create a 3-5 slide PowerPoint presentation detailing a problem statement, a creative solution, an execution plan, and a tagline.

**Round 2:** Perform the Pitch Teams will bring their idea to life with a 3–5-minute creative performance, such as a skit, advertisement, or jingle. Props are allowed.



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## Rules & Regulations

1. Time Limits: Strict limit of 5 minutes for Round 1 and 5 minutes for Round 2.
2. Originality: All ideas and content must be original; plagiarism is not allowed.
3. Slide Creation: All presentation slides must be created during the event.
4. Content: No offensive or sensitive content permitted.
5. Props: Participants may use their own props for Round 2.

## Judging Criteria

1. Originality of Idea (5 marks): Uniqueness and innovation of the concept.
2. Clarity of Communication (5 marks): How well the problem, solution, and plan are presented.
3. Creativity in Presentation (5 marks): Imagination and flair in the performance (skit/ad/jingle).
4. Audience Engagement (5 marks): Ability to captivate and involve the audience.



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## Prizes:

**Top 3 teams: Trophy + Certificates**

## Event Head (Contact)

### Name:

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