Online Round Submission

In the Online Round, teams across all campuses are expected to submit an executive pitch video along with a supporting 2-pager concept note document. Teams shall upload the executive pitch video link and the 2-pager concept note PDF through the link provided on the event website i.e. www.sdi2025.in. The below mentioned elements should be covered in the executive pitch video and supporting concept note.

Guidelines for the executive pitch video

For the video, please follow the below format for the submission:

1. **Format requirements:** The maximum time limit for the executive pitch video is 3 minutes. Teams are requested to ensure that the video is recorded in the landscape format with one or more team members speaking in the video.

2. **Content requirements:** The executive pitch video should:

   a. **Highlight the selected Theme for the competition**, including the rationale behind your choice;

   b. Summarize your understanding of technology including AI utilization as well as existing policies within the Theme;

   c. Present one or more Tech and innovation driven ideas or use cases, and;

   d. Conclude with a synthesis of the targeted outcomes.

   The suggested time split across these four areas is 30 seconds : 20 seconds : 100 seconds : 30 seconds.

3. Submission requirements: The executive pitch video is to be uploaded on the link provided at www.sdi2025.in as a YouTube link. The video must be uploaded on YouTube with privacy settings changed to "unlisted". Refer to the link here to change the video privacy settings on YouTube.

Guidelines for the concept note

The executive pitch video and concept note should be in consonance with each other. The concept note is to be a maximum length of 2 pages. Within the concept note, teams are requested to use **'Arial'** font at **size 10**. Set the margins to not less than 0.25 inches across all dimensions and use a line spacing of **1.5**.

The concept note should include, but not be limited to, the below points:

1. **Choice of Theme:** Mention the Theme chosen explicitly and the rationale for the choice.
2. **Current state of affairs in National Capital Territory Region of Delhi (NCT of Delhi):** Capture your insights on the utilization of technology including AI as well as other policy interventions in the chosen Theme within the context of **NCT of Delhi**.
3. **Solution/s:** Furnish one or more tailored use-cases/interventions leveraging technology including AI and/ or scalable and pragmatic policy intervention on the chosen Theme. Also mention the interventions that exist currently which your solutions build upon.
4. **Feasibility:** Mention why you think the proposed use-case(s)/solution(s) are practical and can be implemented to create a large scale impact.
5. **Risks:** Identify up to 5 specific key risks that you will have to mitigate for the successful implementation of your use-case(s)/solution(s).

Submission Deadline: 18 January 2025, 11:59 PM

Solution Feasibility Matrix (Evaluation Criteria)

The quality of your solution will depend on how well it fares in a stress-test against the six criteria listed below:

1. **Game-Changing Innovation**: The proposed solution should either introduce a novel idea, adapt a successful concept from another country or state to Delhi's unique context, or significantly transform the operations of an existing initiative to enhance its impact.
2. **Socio-Political Desirability**: The solution must align with the needs and sentiments of Delhi's citizens. It should be culturally sensitive, contextually

relevant, and designed to gain public acceptance without offending community values.

3. **Scalability**: The solution should go beyond being a localized pilot. It must be designed to cater to a broader geographical area or a diverse beneficiary group, ensuring its impact is widespread and far-reaching.

4. **Stakeholder Alignment**: A clear value proposition must be articulated for all stakeholders involved, incentivizing their active participation and fostering collaboration for successful implementation.

5. **Financial Viability**: The solution should be cost-effective, financially sustainable, and supported by a robust justification that highlights its socio-economic benefits and return on investment.

6. **National Replicability**: While rooted in Delhi's specific challenges, the solution should be adaptable and replicable across other States and Union Territories with appropriate contextual modifications.