

# PitchCafe - Inter/Intra Institutional Business Plan Competition/Challenge/Hackathon

## 1. What we did ?

**Date and Time:** The "PitchCafe" event was organized over two days, 15th and 16th March 2024, from 9:00 AM to 5:00 PM each day.

**Event Overview:** PitchCafe was an inter-institutional business plan competition designed to foster innovation and entrepreneurship among students and faculty members. Participants were invited to pitch their business ideas, which were evaluated by a panel of experts. The event also included mentoring sessions where participants received guidance on refining their business plans.

## 2. Objective of the Event

The primary objective of PitchCafe was to promote entrepreneurial thinking and reward innovative business ideas among students and faculty. The event aimed to:

- Encourage participants to develop and present business plans that showcase innovative solutions to real-world problems.
- Provide a platform for early-stage entrepreneurs to gain feedback from industry experts and mentors, helping them refine their ideas.
- Recognize and reward the best business plans, motivating participants to pursue their entrepreneurial ventures.
- Increase awareness about entrepreneurship within the institution and promote a culture of innovation.



### 3. Additional Details

**Venue and Duration:** The competition was held at the Innovation Hub within the campus, a space dedicated to fostering creativity and collaboration. The event spanned two days, totaling 16 hours of presentations, evaluations, and mentoring.

**Mode of Conduct:** PitchCafe was conducted offline, allowing participants to engage directly with evaluators and mentors. The offline format also enabled real-time feedback and interaction, which was crucial for the participants to refine their business ideas.

#### Additional Details:

- The event was promoted extensively through brochures, posters, and social media, with all communication materials prominently featuring the IIC logo.
- Participants were required to submit their business plans through the YUKTI-NIR platform, ensuring a standardized and organized process for evaluation.
- The entire competition, including the award ceremony, was recorded and uploaded to YouTube for documentation and broader dissemination.
- Local media outlets covered the event, highlighting the institution's commitment to fostering entrepreneurship.

### 4. Speaker and Participant Details

**Speaker and Evaluator Details:** The event featured a panel of three expert evaluators:

1. A seasoned entrepreneur with extensive experience in launching successful startups, who provided insights into market viability and business scalability.
2. A venture capitalist, specializing in early-stage investments, who focused on the financial aspects of the business plans.
3. A professor of entrepreneurship, who offered academic perspectives on business model development and innovation.

#### Participant Details:

- Number of Participants: The event saw active participation from 65 students and 10 faculty members, totaling 75 participants.
- Number of Registrations: A total of 90 registrations were received, indicating strong interest from the campus community.

## 5. Key Outcomes of the Event

The PitchCafe competition resulted in several impactful outcomes:

- **Development of Innovative Business Plans:** Participants submitted a diverse range of business plans, showcasing innovative solutions across various industries, including technology, healthcare, and sustainability. The event successfully motivated participants to think creatively and develop viable business models.
- **Enhanced Entrepreneurial Skills:** Through the mentoring sessions and direct feedback from the evaluators, participants gained valuable insights into refining their business plans. The guidance provided helped them improve key aspects such as market research, financial planning, and operational strategies.
- **Recognition and Reward:** The best business plans were recognized during the award ceremony, with three top teams receiving awards and certificates. This recognition not only rewarded their efforts but also encouraged other participants to continue pursuing their entrepreneurial ideas.
- **Increased Engagement in Entrepreneurship:** The event significantly boosted interest in entrepreneurship within the institution. Many participants expressed a desire to continue working on their business ideas and seek further mentoring and support.
- **Documentation and Outreach:** The event was thoroughly documented, with a video recording available on YouTube for future reference. The results were also published online, and a detailed report was submitted through the YUKTI-NIR platform, ensuring that the outcomes were widely disseminated.
- **Media Coverage and Publicity:** The media coverage of PitchCafe helped raise awareness about the institution's efforts in promoting entrepreneurship, attracting attention from the broader community and potential investors.

Feedback:

Participants provided positive feedback, particularly appreciating the opportunity to present their ideas to a panel of experts and receive constructive feedback. The mentoring sessions were highlighted as a valuable component of the competition, offering practical advice that participants could apply to their future endeavors.

