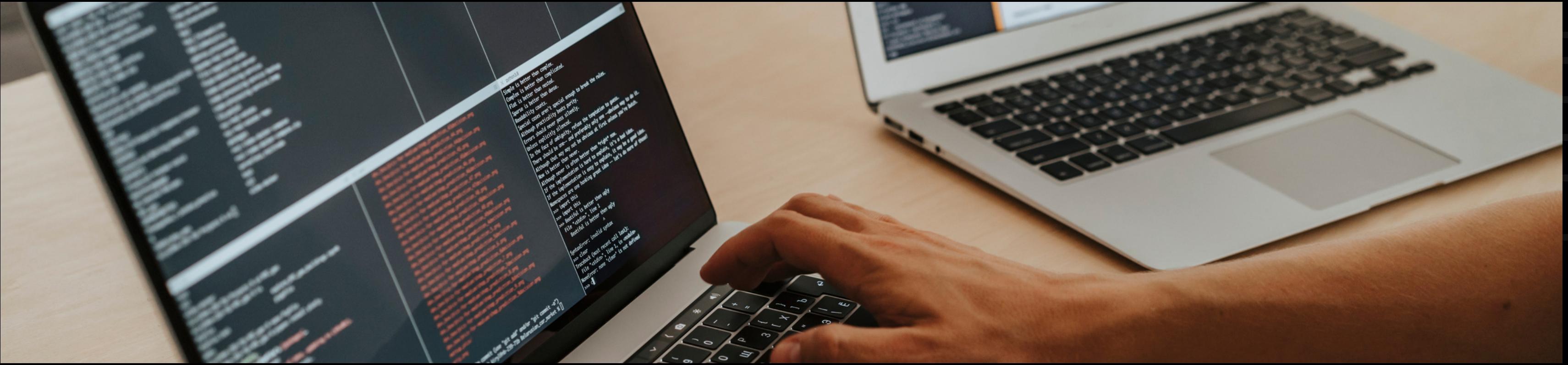


PITCHFORK

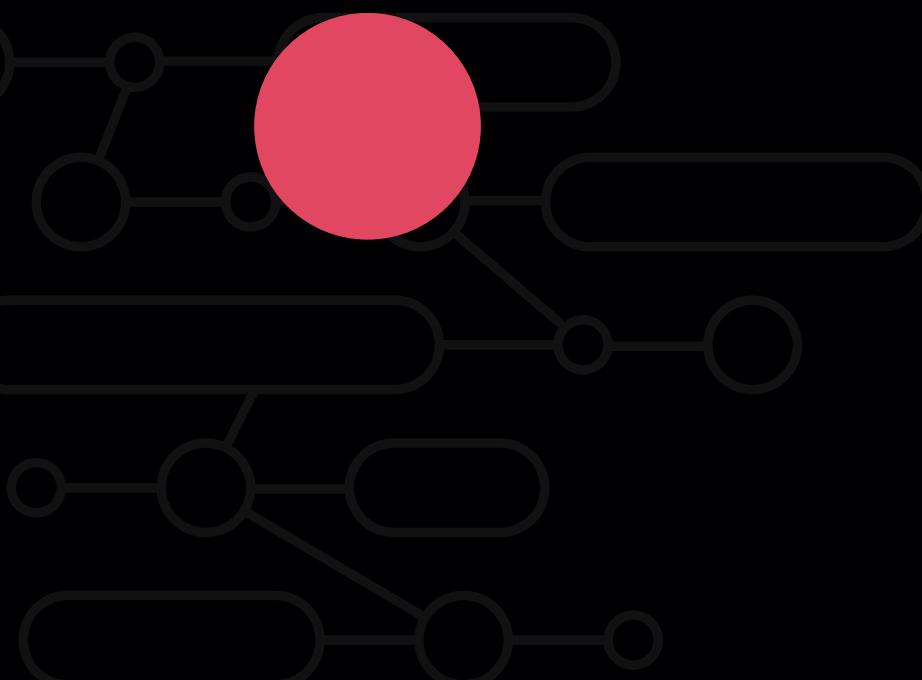
THE IDEATHON

4th APRIL, 2:00 PM ONWARDS



ABOUT EVENT

Sanketh'24 brings you the start-up incubation challenge "Pitchfork" to channel your thoughts and ideas translate to entrepreneurial ventures. Through intensive collaboration and persuasive presentations to a distinguished panel, participants will refine their critical reasoning skills and nurture their entrepreneurial zeal.



RULES

1. Eligibility:

- a) The competition is open to college students and recent graduates (within the last two years).
- b) Participants can submit ideas individually or as a team.
- c) Cross-disciplinary teams are encouraged.

2. Idea Presentation:

- a) Each participant or team must submit a detailed business idea or start-up proposal.
- b) The idea should address a real-world problem and propose an innovative solution.
- c) Submissions should include a business plan, market analysis, and financial projections.
- d) Teams will be required to give a 5-minute presentation in front of the jury.
- e) It will be followed by a 4-5 minutes Q&A session with the judges

3. Pitch Presentation:

- a) Participants will present their ideas in front of a panel of judges.
- b) Presentations should be concise, persuasive, and well-researched.
- c) Visual aids, props, and slides are allowed during the pitch.

4. Evaluation Criteria:

- a) Judges will evaluate ideas based on innovation, feasibility, market potential, and presentation skills.
- b) Clarity, creativity, and persuasiveness will be considered.

GENERAL GUIDELINES

- Team members are expected to report to the competition venue one hour in advance of the commencement of rounds.
- Team members are allowed to use their own laptops for presentations.
- Any deliberate attempts to sabotage the flow by a participating member will result in instant disqualification and/or harsher penalties for the offending party.
- Plagiarism and the use of explicit content in the abstract or presentation are not acceptable, and any such cases will result in the participants' disqualification.
 - The decision regarding disqualification is final and binding, with no further inquiries entertained on this matter.
 - The organizing team retains the prerogative to alter or amend any of the rules as deemed necessary.



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THANK YOU

