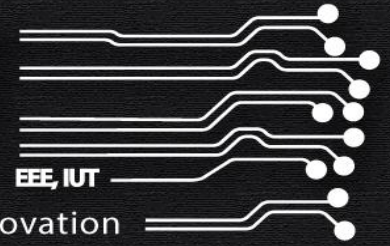


ESONANCE 2015

resonance of engineering innovation

EEE, IUT



Investor Pitch Challenge

COMPETITION GUIDELINES

Organized By:

Department of Electrical and Electronic Engineering (EEE)
Islamic University of Technology

Technical Support:

IEEE IUT Student Branch



IEEE

IUT Student Branch

PRELOGUE – “Startup Pitch”

Startup in Bangladesh has been rising on an exponential rate. Young minds now want to think different. Steve Jobs, Elon Musk, Larry Page has replaced the idols our previous generation had. Now the university students of Bangladesh dreams to make the next “Google” or “Facebook” here in Bangladesh. Globalization has opened the door. With high speed internet and technological disruption all over the industry, the time is now to pitch and secure your seed funding!

ESONANCE 2015 in partnership with SDAsia brings you the **Startup Pitch**. No boundaries, no industry specification. It just only needs to a tech startup! If you are on idea sharing stage or you are in on beta testing of your product, this is your chance to pitch in front of the real life angel investors and secure your seed fund!

RULES – “Startup Pitch”

1. Students from colleges and universities can participate in this event.
2. Multiple groups can participate from a single institution and also cross university team in allowed.
3. There is no boundary on the theme of the idea, it can be anything as long as it is technology related.
4. There will be 3 minutes allotted to each group for presentation, after that 2 minutes will be allotted for Q/A session.
5. The presentation will have to be a PowerPoint presentation and it will not contain more than 12 slides.
6. Each startup will be judged on below criteria of their pitch:
 - What is the problem that is being addressed ?
 - What is the innovation in the solution that is being pitched ?
 - How big is the market size? / Who are the target consumers ?
 - Disruption merit of the startup in the industry
 - Revenue Model & Sales Projection
 - Possibilities of Global Scaling
 - Articulation of the pitch
 - Team Performance
 - Q/A Handling

