

Logo of your  
project (if any)



**TECHNO INDIA UNIVERSITY**  
WESTBENGAL

# Group Name

One line describing your project, or one  
slogan/motto

*Note: All these slides are just a guideline for the flow of content and inclusion of relevant information. You are invited and advised to make your presentation very interesting and attractive. Remember, this is an entrepreneurial journey, and you have to be creative enough to 'sell' your idea.*



# Team

In this slide, showcase your team with individual photographs of each team member, their stream of engineering and year of study. Also, mention an one line bio highlighting the core expertise of that member or how that person would be adding value to the project.



# Problem Statement

Mention clearly the problem you are trying to find a solution to.



# Idea/Concept

Clearly explain your idea on it is going to solve the problem (or bridge a gap).



# Solution provided using the idea (Product or Service)

In this slide, describe the solution which can be either a product or a service.



# Target Group

What is your target group of customers? (Clearly mention the demographics.)



# Market

Is there a market for your product or service? What is its size? Its growth potential? Where?



# Competition

Are there any similar ideas already existing/available? Which ones? How is your solution different and innovative?





# Feasibility

What do you think are the challenges involved to commercialise your product or service?



# Technology to be used (if any)

What is the technology that you are intending to use for your product or service?  
(Can be both software and hardware).



# Price

What is the costs involved in producing/providing the product/service? What is the price that you are intending to sell it to your consumers? In this slide, you have to provide an approximate cost analysis about your production and selling.



# Thank you!



# Appendix

# Reminder on the scoring

Parameter	Score / 100	Remarks
Value Proposition	20	<ul style="list-style-type: none"><li>• What value does the product/service add to the target group?</li><li>• Does the product/service satisfy a 'need'?</li></ul>
Team Capability	15	<ul style="list-style-type: none"><li>• What are the strengths of the team?</li><li>• How capable is the team to execute the idea?</li><li>• How does the team fare on the areas of business acumen and soft skills?</li><li>• Teamwork spirit</li></ul>
Market Opportunity	15	<ul style="list-style-type: none"><li>• What is the market size?</li><li>• What is the growth exponent of the market?</li><li>• How can 'your' product/service grow faster than others(if any)?</li><li>• What is the scalability?</li><li>• How short or long term is the business idea?</li></ul>
Viability	10	<ul style="list-style-type: none"><li>• Feasibility of the product/service.</li></ul>
Originality or Innovativeness	10	<ul style="list-style-type: none"><li>• Is the idea original?</li><li>• How is it different from an existing model?</li><li>• How innovative is the idea?</li><li>• Intellectual Property Rights? (check plagiarism)</li></ul>
Semester round effort	10	<ul style="list-style-type: none"><li>• To be monitored by the Mentor: seriousness, dedication, discipline, initiative... In brief, level of involvement of each student</li></ul>
Presentation	10	<ul style="list-style-type: none"><li>• Presentation skills: conciseness, clarity, public speaking, structure...</li></ul>
Sustainability	10	<ul style="list-style-type: none"><li>• Is the idea eco-friendly? (at least environmentally neutral)</li><li>• What is the cost-effectiveness in the long-run?</li><li>• Is the idea socially inclusive?</li></ul>