**1. Introduction (30-45 sec)**

**Start Strong:**  
“Good [morning/afternoon] respected jury members. We are excited to present **OCCASIA**, an AI-powered event management platform that simplifies the complex process of planning and managing events.”

**State the Problem Clearly:**  
“Event planning is often a stressful and fragmented process. Users must search for multiple vendors—photographers, caterers, decorators—and negotiate separately with each, leading to confusion, delays, and overspending.”

**2. Problem Statement – Why This Problem? (45 sec)**

**Explain the Pain Points:**

* “Currently, there is no **single platform** that efficiently consolidates all event-related services.
* Users face challenges in:
  + Comparing vendors with transparency.
  + Checking real-time availability.
  + Managing multiple payments and confirmations.”

**Why Solve This Problem?**

* “The Indian event management industry is valued at over **₹10,000 crore** and is growing rapidly. With increasing digital adoption, there is a clear need for a **centralized, tech-driven platform** to streamline vendor management and improve customer experience.”

**3. Proposed Solution – OCCASIA (1 min)**

**Introduce the Platform:**  
“**OCCASIA** provides a unified platform where users can discover, compare, and book essential services such as photography, catering, decoration, and more, all in one place.”

**Key Features:**  
✅ AI-powered personalized vendor recommendations.  
✅ Real-time service availability with secure payment options.  
✅ 24/7 AI chatbot for event assistance and conflict resolution.  
✅ Smart filters to compare vendors by location, price, and language.  
✅ Post-event analytics for improving future events.

**4. Execution Plan – How We Will Do It (1 min)**

**Phased Execution:**

* **Phase 1:** Build a Minimum Viable Product (MVP) focusing on weddings, birthdays, and corporate events.
* **Phase 2:** Integrate AI chatbots, real-time vendor updates, and secure payments.
* **Phase 3:** Launch a full-featured platform with predictive analytics and advanced vendor management.

**Partnerships & Vendor Onboarding:**

* “We will onboard vendors by partnering with local event service providers and incentivizing early adoption through reduced commission fees and enhanced visibility.”

**5. Go-to-Market (GTM) Strategy (45 sec)**

**Target Market:**  
“Our primary focus will be:

* Tier 1 and Tier 2 cities in India where demand for organized event services is high.
* Expanding later to regional and international markets.”

**Acquisition Channels:**

* Digital marketing (SEO, social media ads).
* Collaborations with event planners and influencers.
* Referral programs and exclusive offers for early adopters.

**6. Revenue Model (1 min)**

“We have identified **6 revenue streams** to ensure sustainable growth:

1. **Commission Fees:** Charge vendors 10-15% per booking.
2. **Subscription Plans:** Premium plans for vendors to enhance visibility.
3. **Featured Listings:** Allow vendors to pay for priority listings.
4. **Service Bundles:** Offer exclusive event packages to users.
5. **Lead Generation Fee:** Charge vendors for verified leads.
6. **Advertising Revenue:** Monetize through ads and brand collaborations.

These diverse models ensure consistent revenue and platform scalability.”

**7. Market Relevance – Why Now? (45 sec)**

**Why is this Relevant?**

* “With digital penetration increasing, people prefer **convenience and transparency** when planning events.
* The shift toward **organized event management** presents an opportunity to digitize and streamline vendor coordination, making OCCASIA highly relevant to the market.”

**8. Conclusion (30 sec)**

**End with Impact:**  
“In conclusion, **OCCASIA** is poised to revolutionize event management by offering an **all-in-one digital platform** that simplifies vendor selection, enhances customer experience, and ensures seamless event execution.

We believe OCCASIA has the potential to disrupt the event management industry and create lasting value for users and service providers alike.

Thank you! We look forward to your valuable feedback.”