



## LIGHTNING PITCH Rulebook

### 1. Event Overview

Lightning Pitch is a startup idea pitching event where participants present their business idea to a panel of judges within a limited time. The event focuses on evaluating innovation, feasibility, market understanding, and execution capability.

### 2. Eligibility

- Open to all

### 3. Team Composition

- Participation can be individual or in a team
- Team size: 1 to 5 members
- If a team has more than one member, all registered members are allowed on stage
- Any team member may speak during the pitch, within the total time limit

### 4. Idea Registration Rules

- One registration is valid for one idea only
- If a team wants to pitch multiple ideas, they must register separately for each idea
- Each idea will be evaluated independently

### 5. Time Limit

- Total time: 10 minutes per team
  - o Pitch presentation
  - o (+5 min) for Judges' Question & Answer session

## **6. Pitch Deck Structure (Slide-Wise Guidelines)**

Participants are required to structure their presentation using the following slides:

### **Slide 1: Title Slide**

- Startup / Idea Name
- Team Name
- Names of Team Members

### **Slide 2: Problem Statement**

- Clearly define the problem you are solving
- Who is facing this problem?
- Why is this problem important or relevant?

### **Slide 3: Proposed Solution**

- Describe your product or service
- How does it solve the stated problem?
- Key features or approach

### **Slide 4: Target Market**

- Who are your customers?
- Market size (basic estimate is sufficient)
- Customer segments you are focusing on

### **Slide 5: Product / Service Overview**

- Working model, prototype, or concept (if available)
- How the user will use your product/service
- Current development stage (idea, prototype, MVP, etc.)

### **Slide 6: Business / Revenue Model**

- How will you generate revenue?
- Pricing strategy
- Key cost and revenue streams

### **Slide 7: Competitive Landscape**

- Existing solutions or competitors
- What makes your idea different or better?
- Your Unique Selling Proposition (USP)

### **Slide 8: Go-to-Market Strategy**

- How will you reach your customers?
- Marketing or distribution approach
- Initial traction plans

### **Slide 9: Financial Overview (Optional but Recommended)**

- Basic revenue projections
- Expected costs
- Break-even or growth outlook (high-level)

### **Slide 10: Team Introduction**

- Brief introduction of team members
- Roles and responsibilities
- Relevant skills or experience

### **Slide 11: Future Roadmap & Scalability**

- Next steps for your startup
- Growth plans
- Long-term vision

## **7. Judging Panel**

- Pitches will be evaluated by a panel of industry experts, entrepreneurs, startup mentors, and academic professionals
- Judges' decisions will be final and binding

## **8. Judging Criteria**

Participants will be judged based on:

- Innovation and originality
- Problem–solution fit
- Market feasibility
- Business model clarity
- Execution and scalability
- Team strength
- Presentation and communication skills

## **9. Rules & Conduct**

- Any form of plagiarism or misrepresentation will result in disqualification ·

Participants must follow the time limit strictly

- The organizing committee reserves the right to modify rules if necessary ·

Organizers' decision shall be final in all matters

## **10. Pro Tips for Participants**

- Keep slides simple and visually clear
- Focus on clarity, not complexity
- Practice to manage time effectively
- Be confident during Q&A
- Judges value logic, feasibility, and honesty
- Strong storytelling leaves a lasting impression