

Project Team Expectations

1) 6-Slide presentation as attached (6 slides of content about startup + 1 project team slide at the end) . You can change the aesthetic template but keep the flow the same so it is easier for the jury members.

2) 3-Minute video like a Shark Tank Pitch - you must imagine it to be the time when the founders of your startup were making pitches for raising money, not today's context. All team members should be included in the video.

Guidelines:

1. You need to pre-submit the presentation (Pitch deck and video) on Moodle (Assignments will be created for submission) by 13th Nov, 11:59 pm. Only one student per team must submit.
2. All members must be present on the Dias for the video and Q&A. We are doing this in 2 cohorts, the details of location, jury members and sequence of teams will be shared with you later.
3. The TA will play your pitch video and the faculty will ask one / two questions. Any one student can answer. The faculty will also go through the slide deck uploaded before evaluating the project team's work.

4. Evaluation Criteria for the entire team (from both presentation and video):

	Topic	Max Marks
1	Introduction to Startup studied	1
2	Problem / Opportunity	3
3	Customer & Market Segments	3
4	Customer Value Proposition	3
5	Revenue & Profit Streams	2
6	Q&A (only from class)	3
	Total	15

"Great things in business are never done by one person. They're done by a team of people."
~Steve Jobs

Have fun in your group. And remember, your involvement in the project is directly proportional to your learning & personal growth - Prof Anu