



**BAIUST Computer Club**  
**Bangladesh Army International University**  
**of Science and Technology**

Bir Shreshtha Mohammad Mostafa Gate, Cumilla Cantonment, Cumilla, Bangladesh



**Empowering Technology for Digital Evolution**



## **ICT Entrepreneurs Pitch Giving Competition**

### **Official Rule Book**

BAIUST Computer Club is welcoming students to participate in ICT Entrepreneurs Pitch Giving Competition.

#### **Announcements:**

- Students from different school, colleges & universities are allowed to participate in the same team.
- Participants must bring their respective Student IDs for verification purposes.
- Each team must have two (2) person and may have maximum three (3) members.

**Registration Link for ICT EPG Competition:** <http://bit.ly/regbcc-computenigma2020>

**Deadline of Registration, and Payment:** December 25, 2019

#### **Conditions:**

- Only the students of School, College, and Universities is allowed to participant in their projects without limiting scope. Security clearance is necessary for every participant.
- Each team needs minimum of two (2) participants, and maximum three (3) participants.

**Registration Fees for ICT EPG Competition:** 1200 BDT (2 Persons) & 1500 BDT (3 Persons)

#### **Payment Submission:**

Interested participants will have to directly pay in advance for their participation fee by using Mobile Banking Payment Method "bKash".

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### Payment Procedure for paying through bKash for ICT EPG Competition:

1. Go to bKash Menu by dialing \*247#
2. Choose 'Send Money' option by pressing '1'
3. Enter our billfold number: 01521216116.
4. Enter BDT. 1200/1500 BDT
5. Enter a reference against your payment: ICTEPG.
6. Now enter your PIN to confirm: XXXX.
7. Please wait for confirmation text from bKash.
8. Please save the confirmation text after receiving it.
9. Write down the payment code to the registration form.
10. Done!

### Presentation Rules and Guidelines:

- Only University Students can participate.
- Registered Participants will compete in the Pitch Competition on Thursday, January 11, 2020 at 11:00 AM. Participants must arrive by 10:00 AM. Each team will be given a maximum of five minutes to present its elevator pitch to the panel of judges, as well as to the general audience.
- Technology may NOT be used.
- Exhibits, prototypes, and product samples are permitted.
- Presentations will be followed by a five-minute question and answer period. Questions may only be asked by the judges.
- Presentations and participation in the Q&A are limited to one or two or three team members.
- The five-minute pitch will be uninterrupted. If you speak longer than five minutes, you will be stopped.

### Judges' Evaluation Criteria:

Judges will evaluate each team based on how convincingly they present their business concept, such that the judge would want to learn more about the company. There will be 100 marks in judge hand.

### General Evaluation Criteria:

The competition is intended to simulate the real-world process of entrepreneurs soliciting start-up funds from early stage investors and venture capital firms. The judges serve as early stage venture capital investors deciding on which business, they would most likely fund. The quality of the idea, the size of the market, the competitive differentiation, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation all influence the judges' decisions. Based on the final mark sheet 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position will be decided.

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### Business Pitch Competition Evaluation:


The judges will review the online submission, scoring each element with a total of 100 points possible. The following outlines how the points are distributed:

1	Business idea appears to be feasible and appropriate concept testing conducted.	1 – 10
2	Value proposition is clear and convincing.	1 – 10
3	Competitive analysis is complete and competitive advantage is evident.	1 – 10
4	Business model and plans for generating income/profit are clearly articulated.	1 – 10
5	Marketing plan is complete, and the target market is clearly defined.	1 – 10
6	Marketing and sales approaches are appropriate for acquiring and retaining customers.	1 – 10
7	Start-up costs are detailed; they are based on credible sources, and assumptions appear to be realistic.	1 – 10
8	Résumés are well written and provide evidence that team members have the necessary skills & experience to implement this plan.	1 – 10
9	Company has a reasonable financial plan.	1 – 10
10	Business plan was well written and compelling.	1 – 10

*For more information, please feel free to contact to: **+8801533619472***

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