



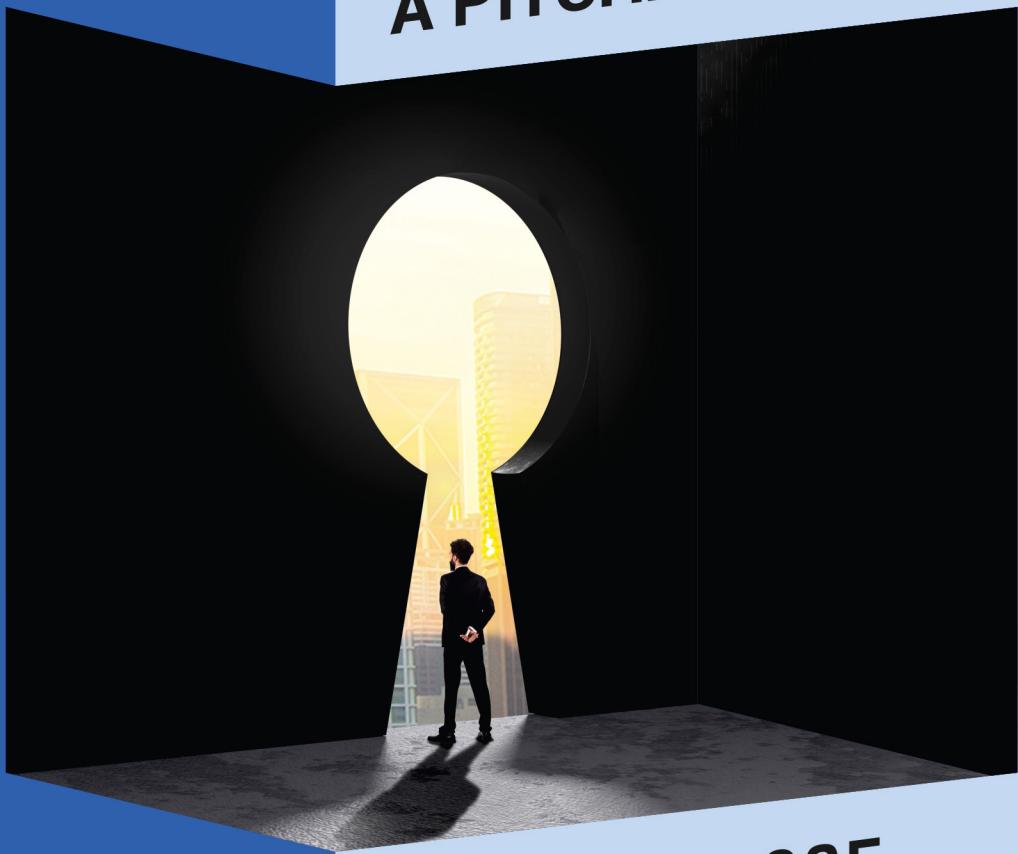
**NARAYANA**  
BUSINESS SCHOOL  
LEARN | LEAD | TRANSFORM

Narayana Centre for  
Research & Innovation

P r e s e n t s

# STEAL-A-DEAL

## A PITCHATHON BY NBS



9<sup>TH</sup> FEB'2025



Ministry of Education  
Government of India



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of HRD Initiative)

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## About the Event

### Steal-a-Deal: A Pitchathon by NBS

A national level platform for innovators, dreamers and entrepreneurs, offering a unique opportunity to pitch your groundbreaking business ideas to a distinguished panel of potential investors, industry experts, and mentors. Whether you're looking for seed funding, mentorship or a platform to showcase your creativity, this is your stage. Selected ideas will have the opportunity to secure funding, guidance and gain continuous support engagement to refine and strengthen their business strategies.

## Event Highlights

- **Funding Potential:**

Secure pre seed funding from investors.

- **Expert Panel:**

Potential investors, Industry experts, Business Influencers and Mentors.

- **Mentorship Opportunities:**

Receive one-on-one mentorship on your Business Idea.

- **Networking:**

Collaborate with industry experts, connect with your fellow entrepreneurs and engage with investors who share your passion and vision.

## Key Themes

- **ESG (Environmental, Social, and Governance):**

Strategies and models that promote environmental stewardship, corporate responsibility, governance practices and social impact.

- **Technology & IT:**

Cutting-edge technological advancements and IT solutions that streamline business operations, improve accessibility and solve critical business challenges.

- **Edu-Tech:**  
Innovative approaches and technologies that revolutionize learning, improve access to education, and enhance student outcomes.
- **Fin-Tech:**  
Disruptive financial models, tools, and platforms that democratize finance, enhance transactions, and promote economic inclusion.
- **Agri-Tech:**  
Modern agricultural practices and technologies designed to improve productivity, reduce waste, and support sustainable farming.

## Who can Apply

- Student startup teams from all over India (individuals or teams) can apply.
- Registration is allowed in teams of up to 5 members.
- Multiple student startup teams from the same institution or university may apply to compete.
- An individual can only be associated with one team.
- Candidates who are pursuing or have completed their Undergraduate/ Postgraduate studies in year 2023/2024 can also apply.

## What We Expect

- Original ideas solving real-world challenges within your chosen industry.
- A clear business model, with focus on scalability and market readiness.

## Timeline

**Round 1 : Complete your registration by 11<sup>th</sup> January 2025.**

**Round 2 : last date of Idea Submission (Video Pitch) is 20<sup>th</sup> January 2025.**

**Round 3 : The Pitch Battle (Final Round) 9<sup>th</sup> February 2025.**

## Registration for the event

### Round 1: Registration Process

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- Fill out the online registration form  
<https://forms.gle/YfYAJS1a9T7fuAv9A>
  - Submit the Executive Summary/Idea Proposal (up to 1000 words in PDF format).
  - Pay a non-refundable registration fee of ₹1000.
- \* Submissions will be critically reviewed, and shortlisted teams will advance to the next round.

### Round 2: Idea Submission (Video Pitch)

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Online Submission of a video pitch of business idea.

**Duration:** up to 5 min

**Components to be included:**

- **Problem Statement** - What issue does your idea solve.
- **Solution/Idea** - A detailed description of your product/service.
- **Target Market** - Who will benefit from your solution?
- **Business Model** - Revenue generation strategy.
- **Innovation Factor** - What makes your idea unique.

- \* Submissions will be judged by a distinguished panel of Potential investors, industry experts, and mentors on originality, feasibility, and market potential.
- \* Shortlisted teams will advance to the Final round.

### Round 3: The Pitch Battle (Final Round)

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- Finalists will refine their concepts and deliver polished pitches to distinguished panel of Potential investors, industry experts, and mentors.
- Ideas will be evaluated on the basis of funding potential, scalability, and impact.

## Rules and Guidelines

- All ideas must be the original work of participants. Plagiarism will result in disqualification.
- A Team can consist of students from the same or different disciplines.
- Final presentations should use a professional pitch deck interface (PowerPoint or PDF).
- Adherence to the time limit for pitching and Q&A round is mandatory.
- All participants must maintain professionalism and respect toward judges and peers.

## Benefits

- Seek funding from Narayana Centre for Research & Innovation and support from other active investors and venture capitalists. A total **Up to ₹1Cr.** in investment are anticipated to be allocated at event.
- Incubation and Infrastructure support to the selected ideas.
- Cash and In-kind prizes in form of mentorship and many more.
- Workshops/Seminars for shortlisted students.

## For more details

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### Terms and Conditions:

- All decisions regarding eligibility, authenticity, and final judgments will be made solely by the event committee and the Panel of experts. Their decisions are final and binding in all cases.
- The format and rules of the event are subject to change before the start of the event. Participants will be notified promptly of any updates.
- Details of Round3 will be disclosed after the shortlisting for Round 2 is announced.
- There is no restriction on the number of teams participating from the same institute.
- In case of any disputes or unforeseen issues, the decisions of the event coordinators will be final and binding.
- By participating in the event, all teams agree to abide by these terms and conditions. Non-compliance may result in disqualification.



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