



Indian Institute of
Technology, Delhi

GECon 2024
GENESIS WAVE OF INNOVATION

Entrepreneurship
Development Cell, IIT Delhi

eDC
IIT DELHI

MOONSHOT

• ASIA'S BIGGEST STUDENT-RUN
STARTUP FUNDING SHOWCASE

Delhi | Mumbai | Bangalore

3 DAYS
CITIES

100 INVESTORS

FUNDING
UPTO \$1mn

1000+ AUDIENCE

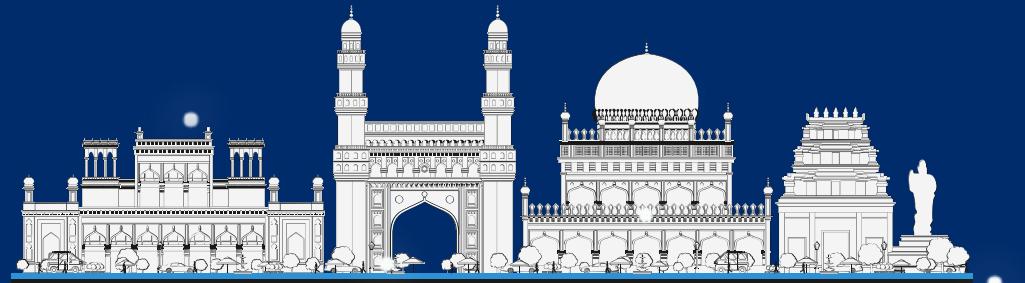
Introduction

eDC IIT Delhi's version of **Sony Shark Tank** is now called Moonshot. Moonshot, as the word suggests, is a platform for dreamers who dream nothing less than a total moonshot.

eDC IIT Delhi has created a legacy of conducting a multi phase funding showcase event for innovative start since 2021 and now we are in the 4th season of this event, **Moonshot 4.0**.

This year's season will have many new additions to its previous season. Moonshot is going multicity, now we are going to have the biggest student run funding showcase events in three cities– **Delhi, Mumbai and Bangalore**. Apart from that, we have tweaked the show's structure to make it more rewarding for all the participants.

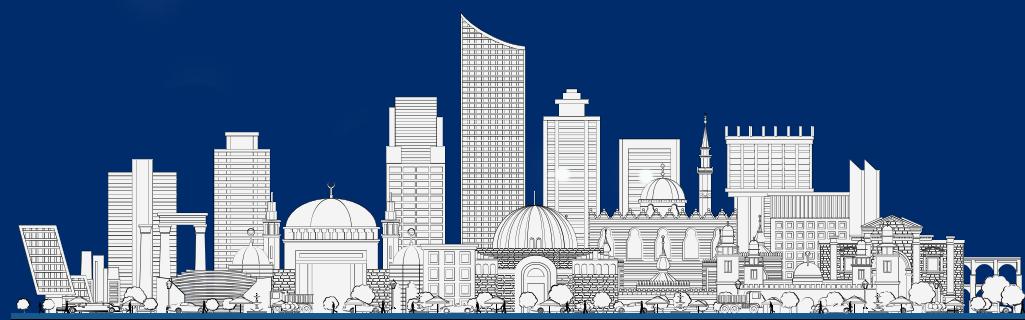
3 DAYS CITIES



Mumbai



Delhi NCR



Bangalore

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Value addition for Startups

Do you know what **Y-combinator** does on its **demo day**? It gives their portfolio startups an opportunity to pitch their startup in 90 secs in a room full of 500+ investors from all across the world.

We want to give a similar opportunity to **India's top 30 early stage startups from India's top 3 cities**. The top 10 startups from each city will get a chance to pitch in a room full of investors, incubators, mentors and audience.

There is a chance the investor put in the money right on the stage or there are 50 other investors sitting in the audience waiting to meet you right outside the room.

What about startups which couldn't make it to the finals?

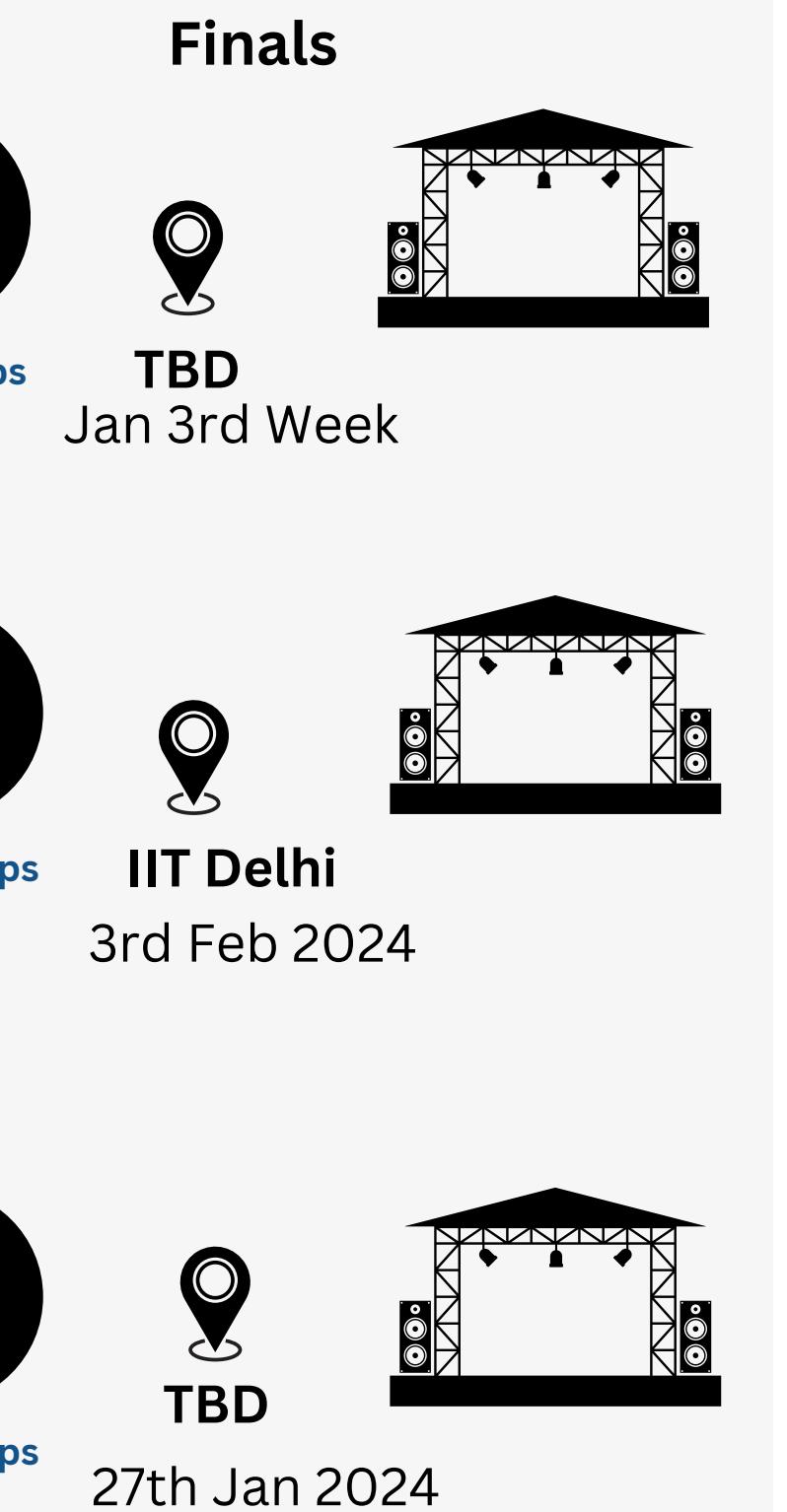
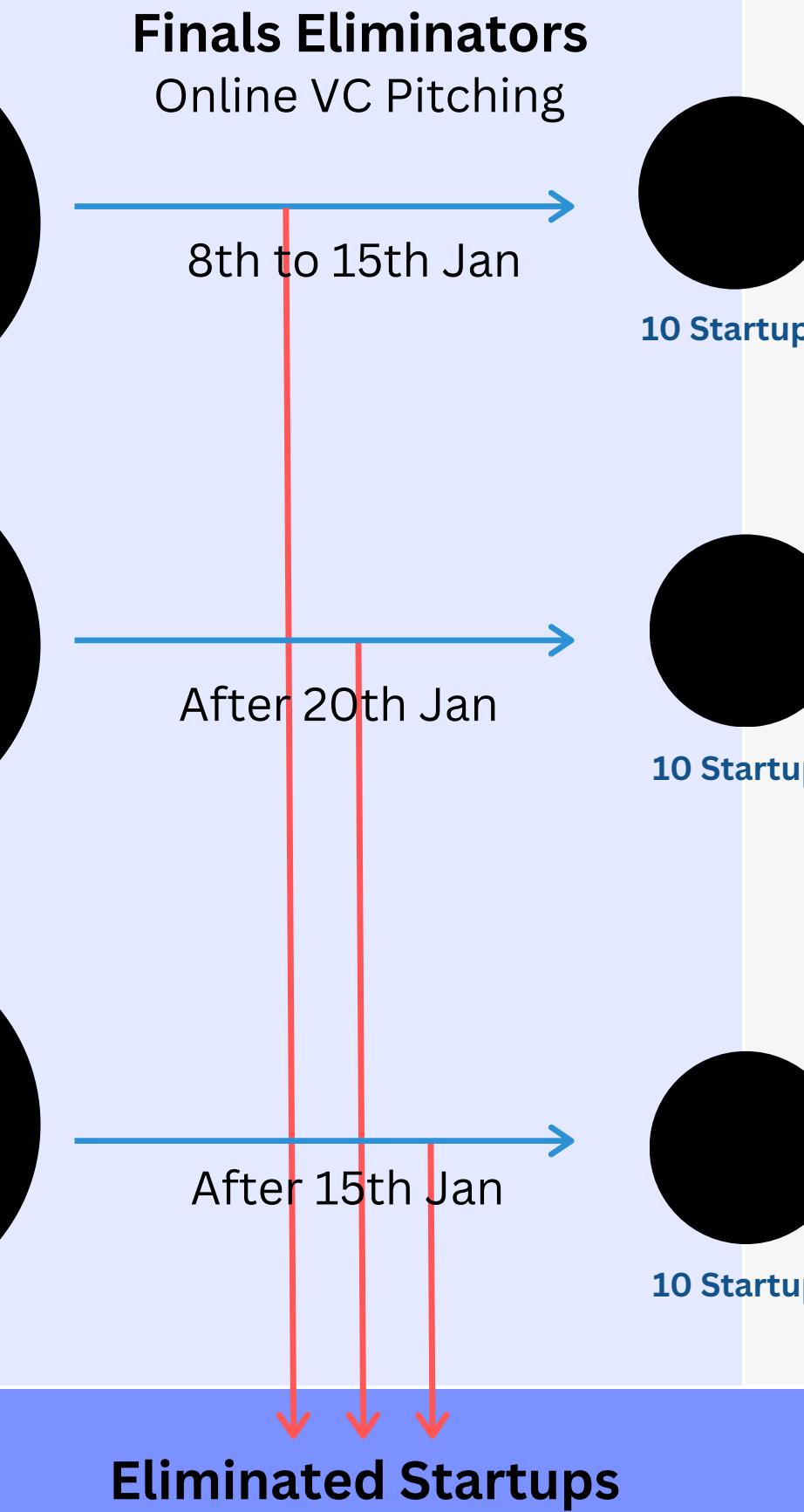
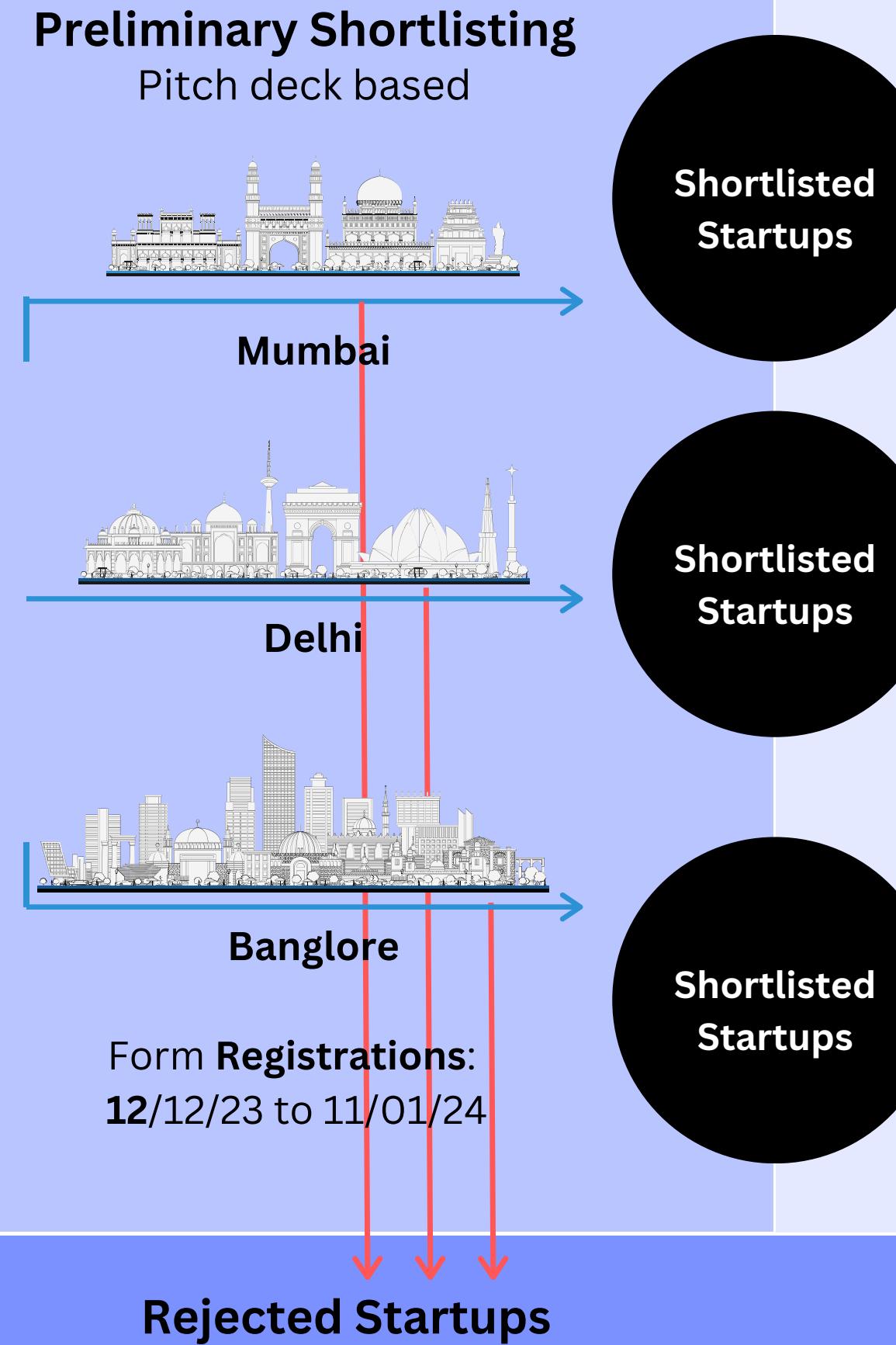
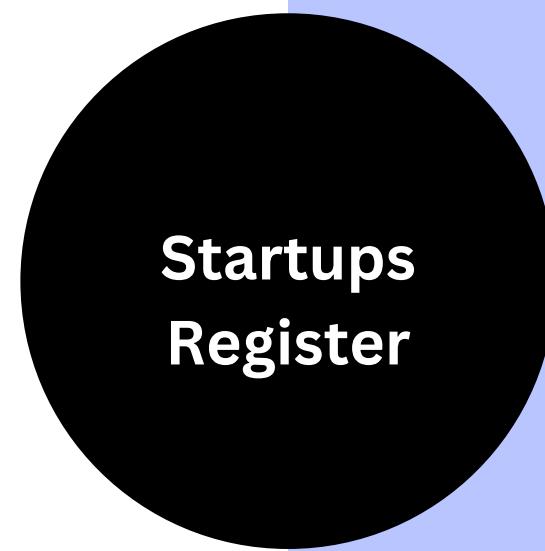
This is where things go different than a TV show

Our goal is never a big flashy event, instead we are giving almost every startup after a preliminary shortlisting an opportunity to pitch their idea to a reputed VC/Mentor online. The judge will not only give you comprehensive scores but also the feedback on what to do right.

We want you to come next year next season, stronger and funding ready. We also invite them to the pitching round in their chapter through exclusive passes.

Moonshot4.0

Flow



Rejected Startups

Basic two-liner **feedback** mail

Eliminated Startups

VCs **Scorecard** + Expert **Feedback** shared on Mail
Exclusive Passes to Moonshot Chapters Finals

FAQs: Startup

Who should register for this event?

Early-stage tech startups who are looking to raise their first or second round of investments are welcome to apply for this event. The startup must be a tech-based startup building something innovative and solving problems at scale.

I am an ideation stage startup, should I apply?

Though we encourage all kinds of startups ideation-stage startups are generally very early to determine if they are **funding-ready or not**. There could be startups which just have an idea but are led by a highly experienced team with patents or years of experience. So, there is no rule of thumb but we recommend you to judge your startup thoroughly before applying. If you find yourself early, you can apply for **eDC's B-Plan Competition** too to validate.

FAQs: Funding

Am I guaranteed to be funded?

No. Fundraising is not a one-day event. Even premier shows like Sony Shark Tank go through multiple rounds of talks before finally committing to a startup. But fundraising is a marathon where you need to meet more and more people who can share your vision and invest in your startup. We provide that **platform for you to pitch in front of India's top investors at once** if you think you're one of India's top 30 early-stage startups.

If not funding, then what other benefit would I have from pitching in Moonshot?

As we wrote above, we provide a platform for showcase. In addition to that, we ask the panel investors to present you a **Letter of Intent of Investment** which can further help you in your fundraising journey. Apart from that, we do a **post-event outreach** for you by sending your deck to our network investors and incubators, if you allow. Apart from that, all LOI startups get featured in media like **inc42, ABP Live, Amar Ujala** etc. You also become part of a **lifetime community** of quality startup founders.

FAQs: Event

Where this event will happen?

This event will happen in prime city locations in Delhi, Mumbai and Bangalore. You can apply to your nearest chapter. This will be an **open-door event** with a 1000+ crowd.

Are travel and accommodation provided by eDC?

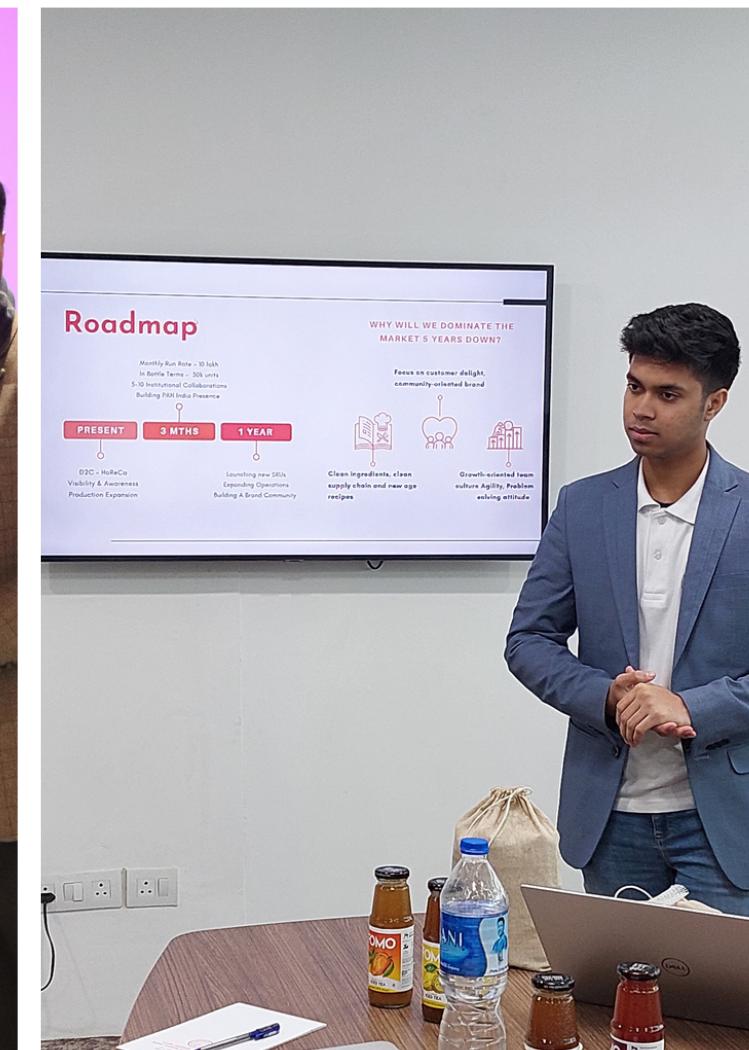
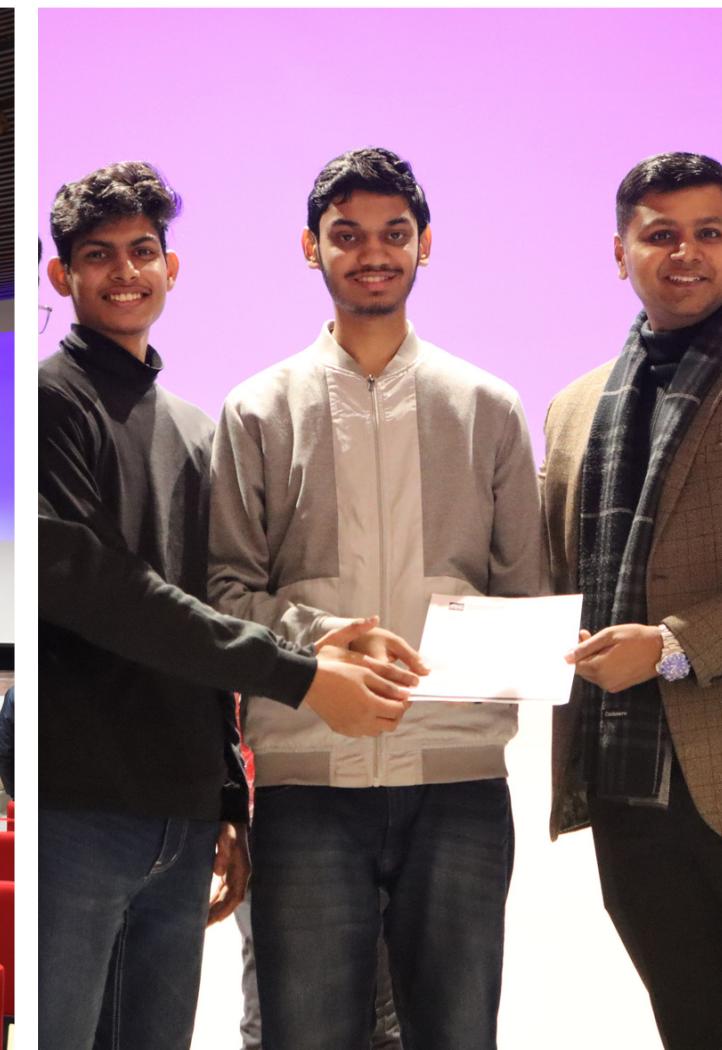
No. We have converted our one-city model into a multi-city model so that startups from all parts of India can come to their nearest location. This event will be a 4-hour long event which will be finished in the evening, so you would not need to stay overnight.

What will be the Pitching conditions?

You will have access to **a projector, clicker, hands-free mic** and a timer guy. You will be given adequate **time for Pitching and Q&A**. You are advised to keep your pitches crisp and precise. Exceeding the time limit generally turns off the panel and audience.

MOONSHOT 3.0

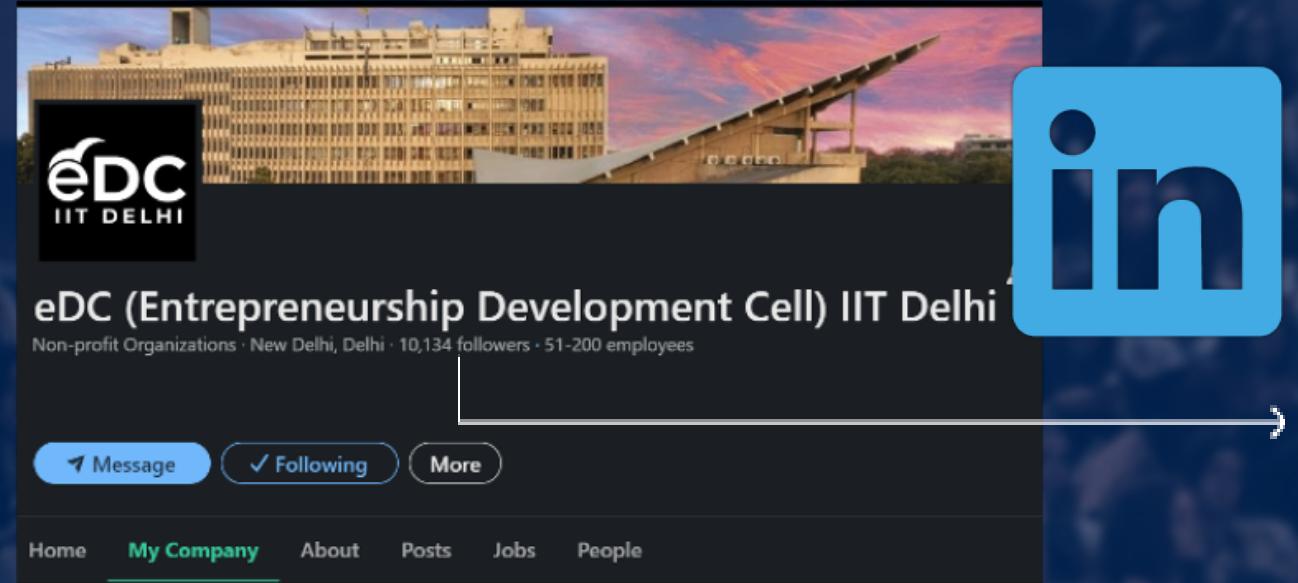
3-day event with 10+ Funding offers





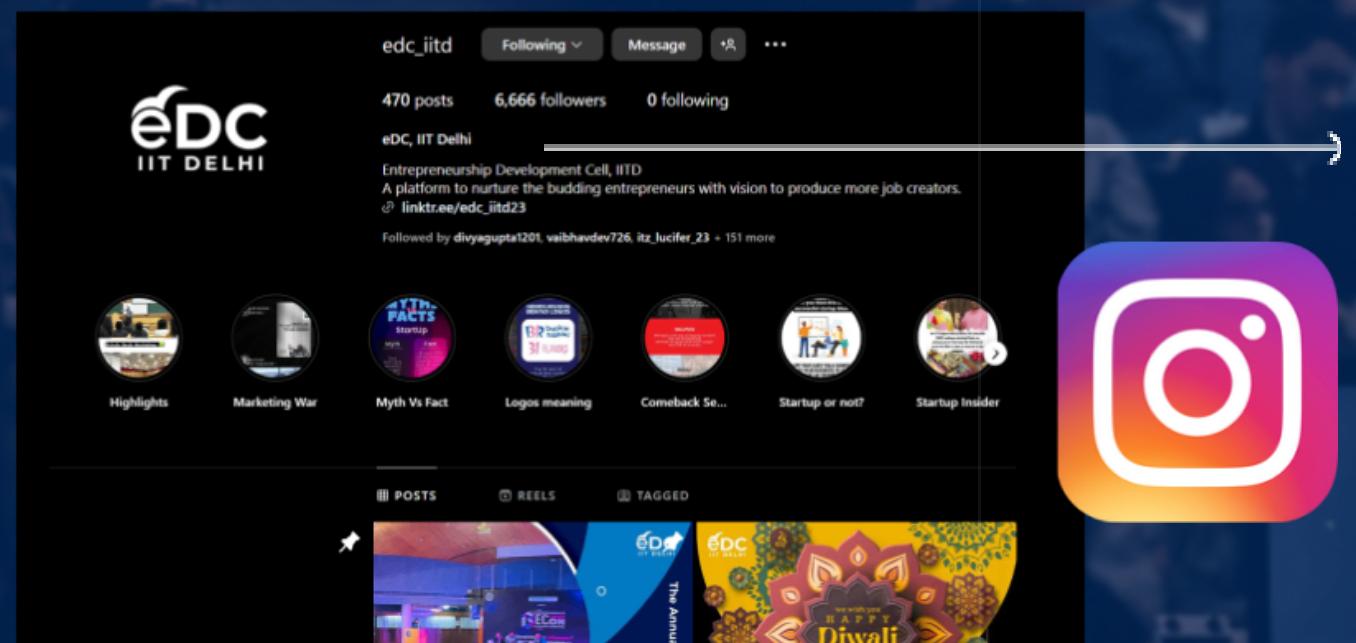
MOONSHOT3.0

- Over **1000 registrations** highlight broad interest in the startup pitching platform.
- **100 startups** presented, showcasing a varied array of innovative ideas.
- Startups **raised 50L+**, emphasizing the platform's effectiveness in securing funding.
- With **5000+ attendees**, the platform offered extensive networking and exposure opportunities.
- Beyond pitches, startups **secured substantial funding**, enhancing their growth trajectory.



10k+ LinkedIn Connections!

eDC prizes a vast network of IITD Entrepreneurs and Unicorn Founders



6k+ Followers on Instagram!

Liking, Saving & Sharing posts & stories to best utilise Instagram Algorithm

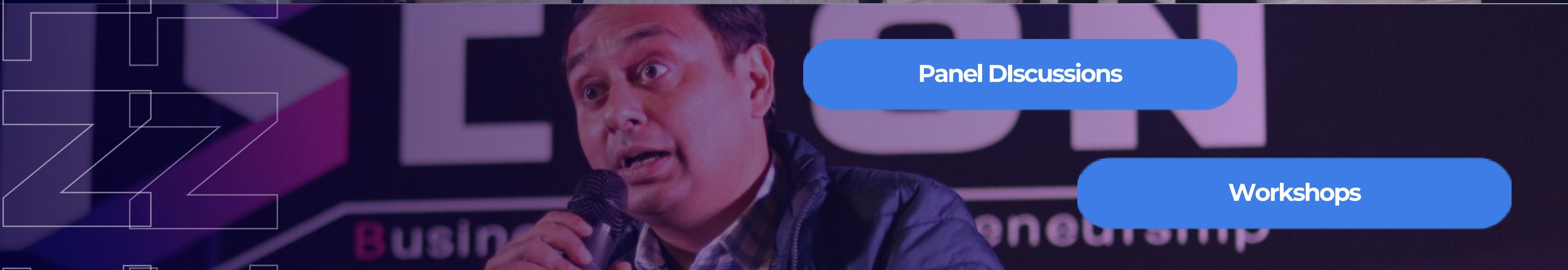
Media Coverage

IIT Delhi Annual Business and Entrepreneurship Conclave will be held from January 6 to 8. Avinash Pandey, CEO, ABP Network, is to be the opening guest for the Business & Entrepreneurship Conclave Pre-Event at IIT Delhi.

NEWS

Meet The Five Startups That Aced IIT Delhi's Demo Day 'Pitch Perfect'

OTHER EVENTS





Note: All right and discretion related to the event is reserved to team eDC IIT Delhi.

**Thank you for
your time.**

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