



IIT Kanpur

RV

Pitch  **Battle**

The logo for Pitch Battle is a shield with a diagonal line across it, surrounded by small decorative dots.

Introduction

What is RV Pitch Battle



An online competition exclusively for the students of IIT Kanpur to invite ideas, help them shape their ideas into a prototype and get them ready with their pitch deck and knowledge about various aspects startup ecosystem.

WF RV Pitch Battle aims to provide students with an understanding of starting and launching a Real Venture.



3 battle rounds – selection, series of interventions along with mentoring sessions and final pitch to a global jury.



Battle Round 1

Rookie's Selection



Application – Student Teams are invited to apply, as a team with an Idea worth pursuing.

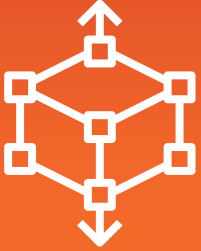
Shortlisting – Applications will be shortlisted based on WF NEN Rubrics



Check-in Interventions – shortlisted teams go through a series of interventions along with diagnostic clinics to get ready for next Battle round



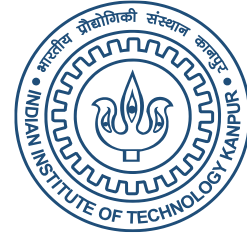
**Identifying a Problem
Worth solving**



**Building a
Business Model**



**Financial
Modelling**



RV Pitch Battle

INTERVENTIONS



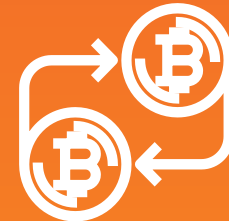
Funding



**Sales &
Revenue**



**Product/Service
Development**



**Understanding
Customer**



Final Battle

Pitch Arena



Pitch Arena – All the shortlisted Ideas will give their Final Pitch to the Jury

Criteria - Will be judged WF NEN RV Rubrics

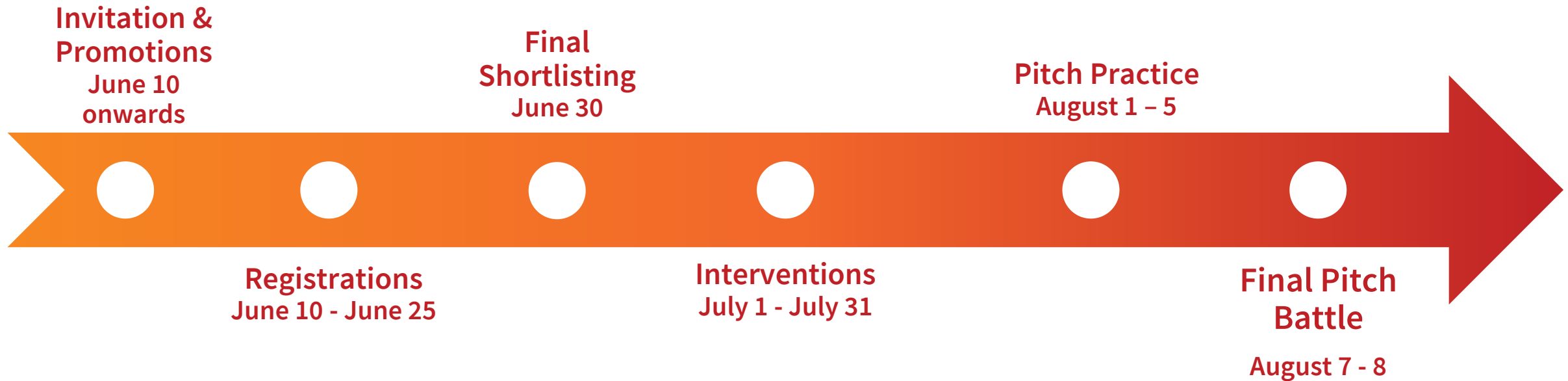


Jury – Angel Investors, Incubators, Mentors & Entrepreneurs

Winners – Top 5 Ideas
Gift Vouchers, Funding opportunities,
incubation support, AWS Credits



Timeline – Summer Pitch Battle



Check-in Sessions Plan

| Sr. No. | Topics | Date | Timings |
|---------|--|---------------|----------|
| 1 | Orientation and Introduction | July 1, 2020 | 4 – 6 PM |
| 2 | Problem-Solution-Market Fit - Customer Validation | July 3, 2020 | 4 – 6 PM |
| 3 | Building Business Model | July 10, 2020 | 4 – 6 PM |
| 5 | Prototype and MVP | July 17, 2020 | 4 – 6 PM |
| 6 | Sales and Revenue | July 24, 2020 | 4 – 6 PM |
| 7 | Funding and Final Pitch | July 31, 2020 | 4 – 6 PM |

Understand Selection Criteria - Rubrics

| Criteria | Qualifiers + Scores | | | | |
|----------------------|--|---|---|---|---|
| | Potential Real Ventures | | Requires Partial Pivoting | Requires Pivoting | |
| | 5 | 4 | 3 | 2 | 1 |
| Problem | Interviewed 10 or more potential customers who have confirmed that the identified problem is an acute one. | Interviewed 7 to 10 potential customers who have confirmed that the identified problem is an acute one. | Interviewed less than 5 to 7 customers who feel that the problem and solution is "nice-to-have" and not a "must have". | Interviewed 3 to 5 customers who indicate that they don't think that the problem is an acute one or are satisfied with the existing solutions. | Not enough evidence of customer interviews or less than 3 customer interviews that indicate that this is not a problem worth solving. |
| Customer | The Value Proposition Canvas is well made with the customer pains and gains matched with corresponding pain relievers and gain creators. | The Value Proposition canvas needs some improvement but has good ideas for pain relievers and gain creators. | The Value Proposition Canvas has some gain creators and pain relievers but it does not focus on the most important jobs, extreme pains, and essential jobs. | The Value Proposition Canvas has some gain creators and pain relievers but it does not match the responses from the Problem Interviews. | The Value Proposition Canvas is vague and does not have compelling pain relievers and gain creators. |
| Business Model | A strong business model with two or more customer segments, early adopters, more than two revenue streams, channels, and unique value proposition. | A good business model with one customer segment, early adopters, two revenue streams, channels, and unique value proposition. | The business model needs improvement - no early adopters identified, only one revenue stream, one channel, and no compelling unique value proposition. | The business model is weak - the target customer segment is not a significant one, the revenue streams, channels, and unique value proposition are not compelling or convincing. | The business model is weak without a well defined customer segment, revenue stream, and no unique value proposition. |
| Competition Analysis | The PV has done a robust competition analysis and has come up with more than two product benefits that can compel customers to switch from the existing solutions. | The PV has done a good competition analysis and has come up with one or two product benefits that can create a compelling case for customers to switch from the existing solutions. | The team has identified its potential competitors and the benefits they offer. However, they are yet to come up with any compelling benefits for customers to make a switch. | The competition analysis is weak and does not show sufficient research and analysis of the benefits offered by competitors. | The team has not been able to analyse the competitors and the benefits offered by their products. |
| Product | There is a prototype and MVP that has been validated by 10 or more potential customers. The PV has modified the MVP based on customer feedback. | There is a prototype and MVP that has been validated by 5 to 9 potential customers. The PV is planning to modify the MVP based on customer feedback. | There is no MVP only a prototype that has been validated by 5 to 7 customers. The prototype however is showcases the unique value proposition of the product/service. | There is only a prototype that is weak and does not showcase the unique value proposition of the product/service. The prototype has been validated by less than 3 customers. | There is no prototype or MVP. There are only blue prints or a product plan that does not map to customer pain points. |
| Sales | The PV has been able to sell more than 10 units of their product/service. | The has been able to sell 5 to 9 units of their product/service. | The PV has been able to sell less than 5 units of their product/service. | The PV has been able to sell 3 or less units of their products/service. The customers don't find the product/service very compelling. | The PV has not been able to sell their product or service. Potential customers are not convinced that the product/service meets their needs. |
| Team Commitment | The founding team has complementary skill sets and are already executing their skills to scale the venture. Three or more of the Founding members have the intention of taking the venture forward. | The founding team has complementary skill sets but needs a few additional team members. At least two of the Founding members have the intention of taking the venture forward. | The founding team needs a considerable number of team members to balance their skill sets. Only one of the founding team members want to take the venture forward. | The founding team can work together but completely rely on external help to build their venture. None of them are convinced about taking the venture forward. | The founding team does not have complementary skill sets and have difficulty in working together. None of them are convinced about taking the venture forward. |