



# THE TiE-U BLU BOOK

EVERYTHING you need to know about the  
**TiE University Global Pitch Competition!**  
Well, almost!

**Disclaimer:** TiE Global reserves the right, at its sole discretion, to alter any aspect of the entrepreneurship competition guidelines in keeping with the mission to enhance learning and foster entrepreneurship.

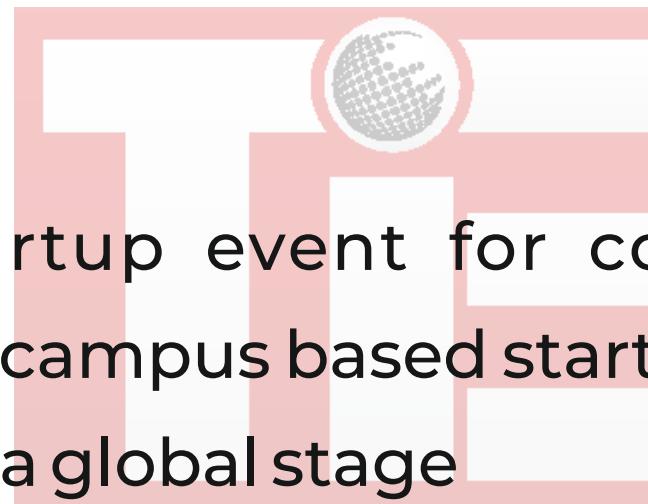
To view the latest version please visit  
**[bit.ly/tieubluebook](https://bit.ly/tieubluebook)**



# TiE UNIVERSITY Global Pitch Competition

What?

A global startup event for college/university students and campus based start-ups to showcase their ideas on a global stage



Who can participate

College students, of any discipline or year of study, currently studying or have graduated within two years from the date of the global finale

UNIVERSITY  
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College Students pursuing Undergraduate courses, Graduate, Postgraduate courses, Ph. D/Doctorate and Diploma courses irrespective of streams.

## Prizes & Awards

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**Global first prize**

**\$50,000**

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**Total prize money**

**\$150,000**

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**In-kind Awards worth**

**\$0.5 Million**

Monetary prizes for the winning teams will be awarded, as well as in-kind prizes (e.g., cloud credits, consulting services, technology and startup services, etc.) to relevant teams participating in the competition.

# Benefits to participants

## Mentoring

The founders are mentored by experienced entrepreneurs. This is probably the biggest takeaway for students as it provides them an opportunity to validate and tweak their ideas based on inputs from seasoned minds.

## Education

Workshops, seminars, bootcamps covering various topics relating to entrepreneurship are provided to teams at the chapter level, and for winners at the global level. Exclusive learning sessions are also made available by sponsors\*

## Networking

The Pitch competition participants gain the opportunity to network with entrepreneurs from the TiE Ecosystem as well as with peers in other geographies. These linkages foster potential partnerships among these budding startups.

*“TYE University competition has taught me to think critically about starting a business and the kind of resources (both monetary and human) that is needed to take it to the next level. This competition is also a great place to get mentorship and feedback (although sometimes quite honestly brutal) and really vet out your ideas about your startup or potential startup.*

*“I am grateful for the experience I received at the TiE U business plan competition. I started the business as a project at college. I didn't really expect it to become an actual business. While preparing for the business plan competition, I was able to soft launch the business and test my market. The preparation for the business plan competition helped me see what areas of my business I needed to adjust. At the competition, I received honest, real world suggestions and critiques by real entrepreneurs that assisted me with restructuring my business and to consider other ways of generating revenue. I implemented everything that was suggested. As a result, I was able to increase my annual revenues by 150%! Thanks TiE U!!”*

# **BENEFITS OF BEING PART OF THE TIE-U ECOSYSTEM**

Scholarships for student memberships to TiE

Global Competitions

Startup Bootcamps

Workshops on Entrepreneurship

Unlimited Mentoring/ Coaching

Access to Internships

Speaker Talks, and Seminars, Locally and

Network with Top Entrepreneurs

Big prize money and In-kind Awards

# What is TiE?

ESTD: 1992

**TiE IS THE WORLD'S LARGEST  
NETWORK OF ENTREPRENEURS  
DEDICATED TO FOSTERING  
ENTREPRENEURSHIP**



**TiE achieves its  
mission through  
5 pillars of activity**

**MENTORING**

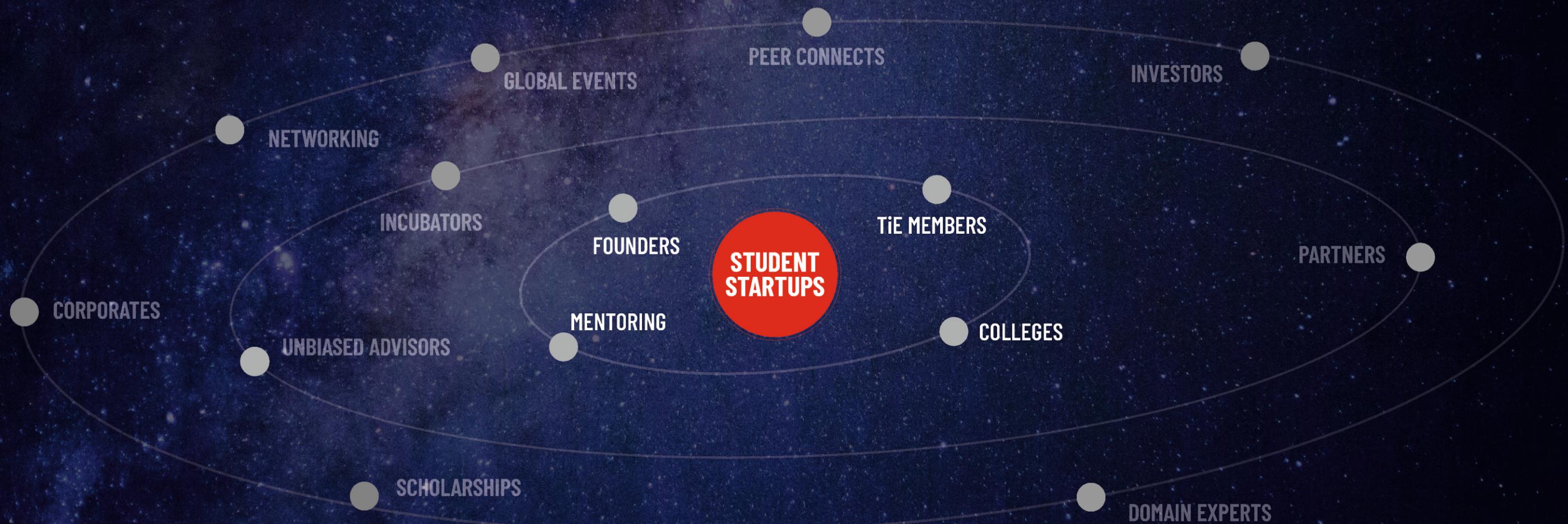
**NETWORKING**

**EDUCATION**

**INCUBATION**

**INVESTMENT**

# What is TiE University: An ecosystem that provides every thing a Student Startup needs: Mentoring to Motivation





IF NOT FOR TiE UNIVERSITY, OUR BUSINESS IDEA  
WOULD HAVE STAYED JUST THAT! AN IDEA  
TODAY, IT IS A GROWING BUSINESS

TEAM AREODYME TECHNOLOGIES, GEORGIA INSTITUTE OF TECHNOLOGY  
WINNER OF TiE UNIVERSITY GLOBAL PITCH COMPETITION 2020



# LAUNCH/SCALE/PIVOT



**Global platforms to showcase ideas  
Hackathons/Pitch competitions**

**Opportunities/Networks**

**Unlimited mentoring**

**Business & Management skills  
Workshops/Bootcamps**

**Entrepreneurial Fundamentals**



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**FOSTERING**  
ENTREPRENEURSHIP

# **TIE UNIVERSITY GLOBAL PITCH COMPETITION**

# Calendar at a glance

Dates*	Activity
Dec-Jan	Team Formation
FEB-MAR	Chapter-level mentoring
MARCH	Chapter level pitch competition to choose global representative
APRIL-MAY	Mentoring of winning team   Entrepreneurship Workshops
02nd MAY	Tours to Incubators & Accelerators at Silicon Valley
03rd MAY	Bootcamps (Virtual / On Ground)
04th - 05th MAY	Global Semi-Finals and Finals at TiECon Silicon Valley

\* Subject to change

# How it works? Registration process

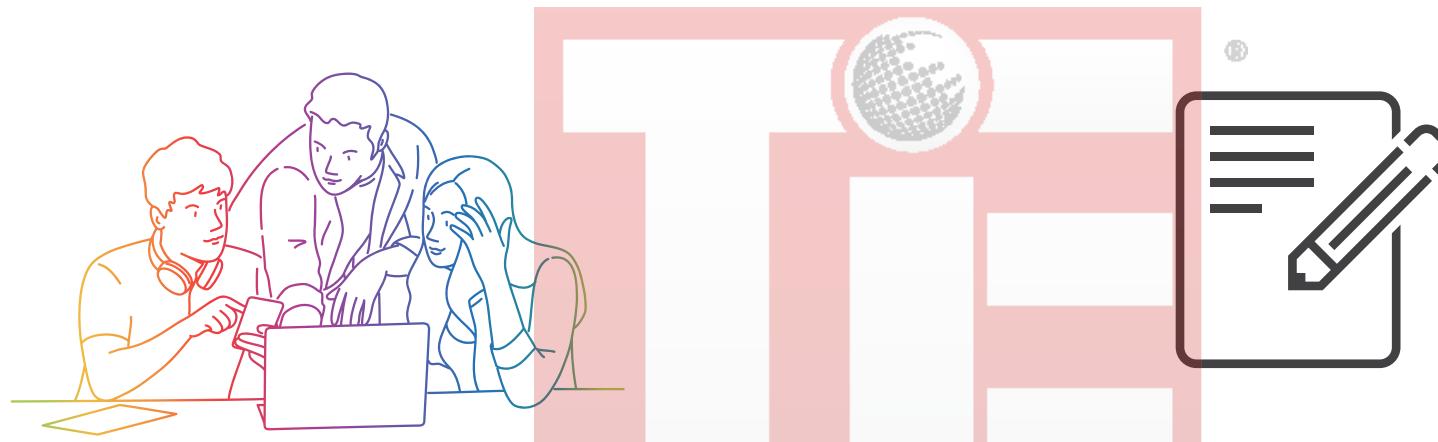


## STEP 1: TEAM FORMATION

Students with existing startups, or with ideas get together and create a team.

### Team size: 1-5

Team can be a combination of students, and co-founders who have graduated earlier. One team member should currently be in college.

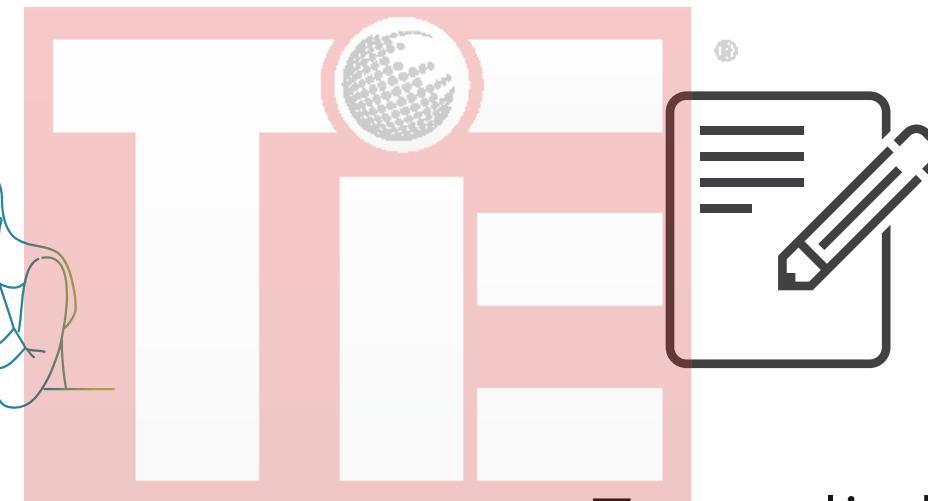


## STEP 2: APPLY ONLINE

Fill the online application form at [www.tieuniversity.org](http://www.tieuniversity.org).

Things to keep handy:

1. Contact details of all team members. Please fill unique email and phone numbers of all team members.
2. Basic Pitch Deck
3. A 1 minute video about business/idea



Form link

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“ -----  
Check next page  
for a sample  
application form  
----- ”

# Sample Registration form

## Part 1: Team details

Email  
Team Full Name  
College/University Name  
Contact Number  
WhatsApp Number, if any  
Website Name  
Nearest TiE Chapter (Mentoring Chapter)\*\*  
City of Company Incorporation  
Country

## Part 2: Startup Structure

Type of Start-Up  
Current Stage of Product/Service?

How did you learn about TiE U Pitch Competition?

## Part 3: Team members' details

Name of Team Leader  
Designation/Title  
Personal Email  
Year of most recent (or planned)  
Graduation from University/College



## Part 4: Proposition®

What's your USP (Unique Selling Proposition) for your product/service?

Has the product/service raised any funding in the past? If yes, when, where, and how much?



## Part 5: Uploads

Upload your Presentation Deck, if any



Upload a one minute video about your company/idea



**Click here to go to online registration form**

# How it works? Orientation and basic workshops



## STEP 3: ORIENTATION

A TiE chapter representative connects with the team(s) to give a briefing on the program structure and tentative timelines.

This can be virtually or in-person.



## STEP 4: BASIC WORKSHOPS

Students are trained on some of the fundamental requirements of the pitch competition. These can be either workshops conducted by local chapter, or global workshops.

Main topics

1. Pitch Deck preparation
2. Business Model Canvas (BMC)



STUDENTS REFERENCE FOLDER

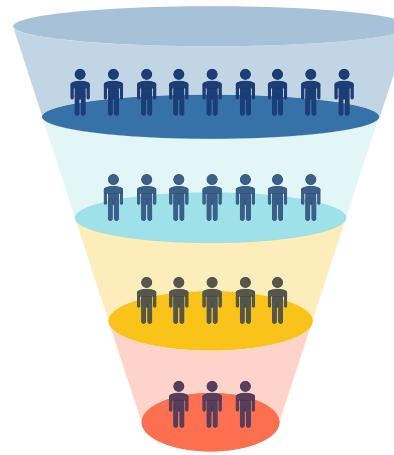
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**bit.ly/tieupitchfest**

“

Check page number  
22 onwards for learning  
material relating to  
PitchDecks and BMC

”

# How it works? Filtering process



## STEP 5: FILTERING

For a large cohort, the chapters may decide to filter the teams using pre-defined criteria.

This is primarily done using the submitted pitch deck and videos. Additionally, chapters may ask students to submit a Business Model Canvas (BMC) and Business Plan Summary (BPS).



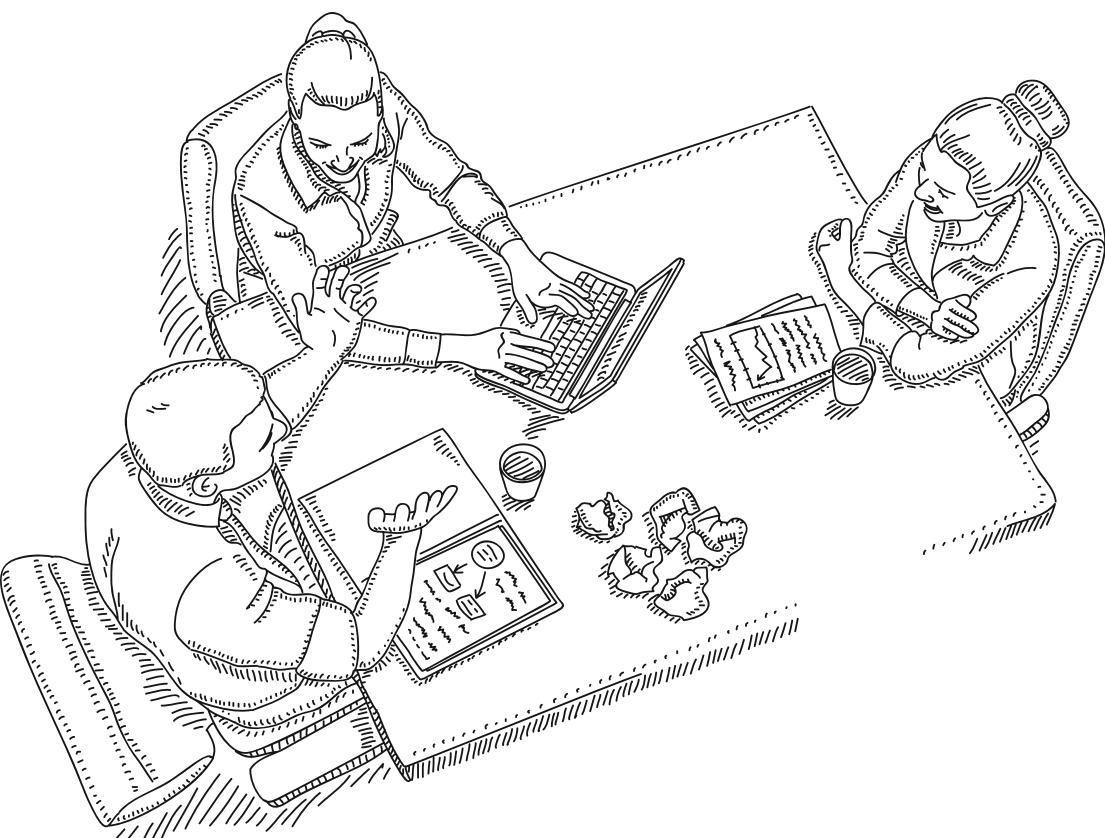
## STEP 6: FINAL COHORT

The filtered teams are approved to be part of the cohort that will undergo additional coaching and mentoring.

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Please note: the filtering process may vary from chapter to chapter. Speak to your local chapter to know more

# How it works? Mentoring and Coaching

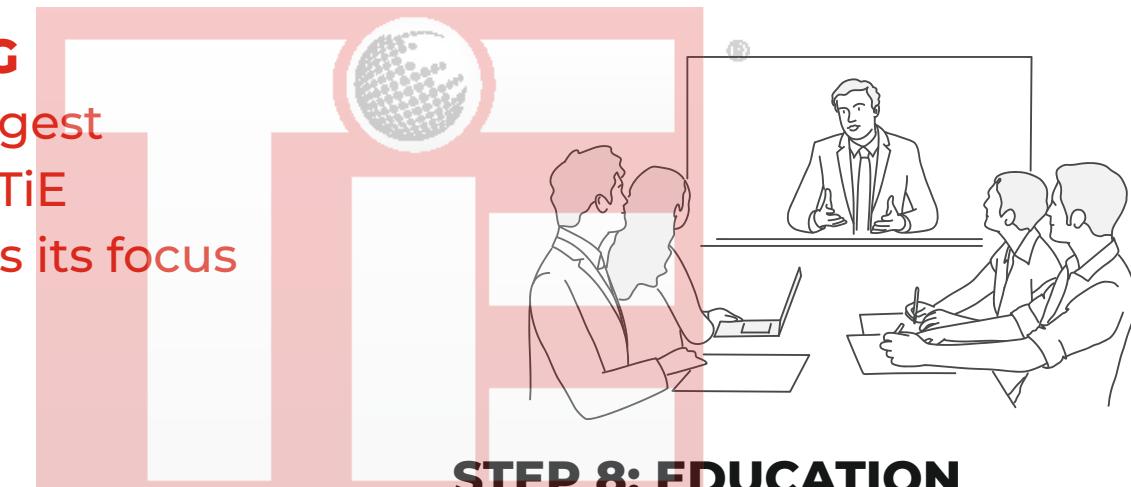


## STEP 7: MENTORING

Doubtlessly, The biggest differentiator of the TiE University program is its focus on providing quality mentoring.

The teams are allocated mentor(s) who are experienced entrepreneurs/professionals. They are guided on various aspects relating to business.

Mentors are primarily TiE Charter Members or associate members. But, chapters may decide to leverage other partners from the ecosystem to act as mentors.



## STEP 8: EDUCATION

The teams are provided access to workshops on specialized topics including:

- Pitch Deck creation
- Financial modeling
- Go-to market strategies
- Technology/ Intellectual property/Legal
- Fundraising

\*Please note: Workshops topics may vary from chapter to chapter.

# How it works? Pitch Day + Selection of winning team



\*Subject to variation

## STEP 8: SEMI-FINALS/FINALS

If the size of the cohort is large, the chapters may decide to have a semi-final round followed by the final.

The teams present their business ideas/startups to a panel of jury members who select the winner based on a comprehensive scoring criteria.

One winning team is selected to represent the chapter at global finale.

### JURY MEMBER PROFILE

Jury members are seasoned entrepreneurs or investors. Jury panels usually have 2-3 members.

### IN-PERSON/VIRTUAL

Depending on local conditions, chapters may decide to conduct the finals via virtual mode or in-person.

### PRIZES

Chapters may decide to give local prizes to finalists and winners.

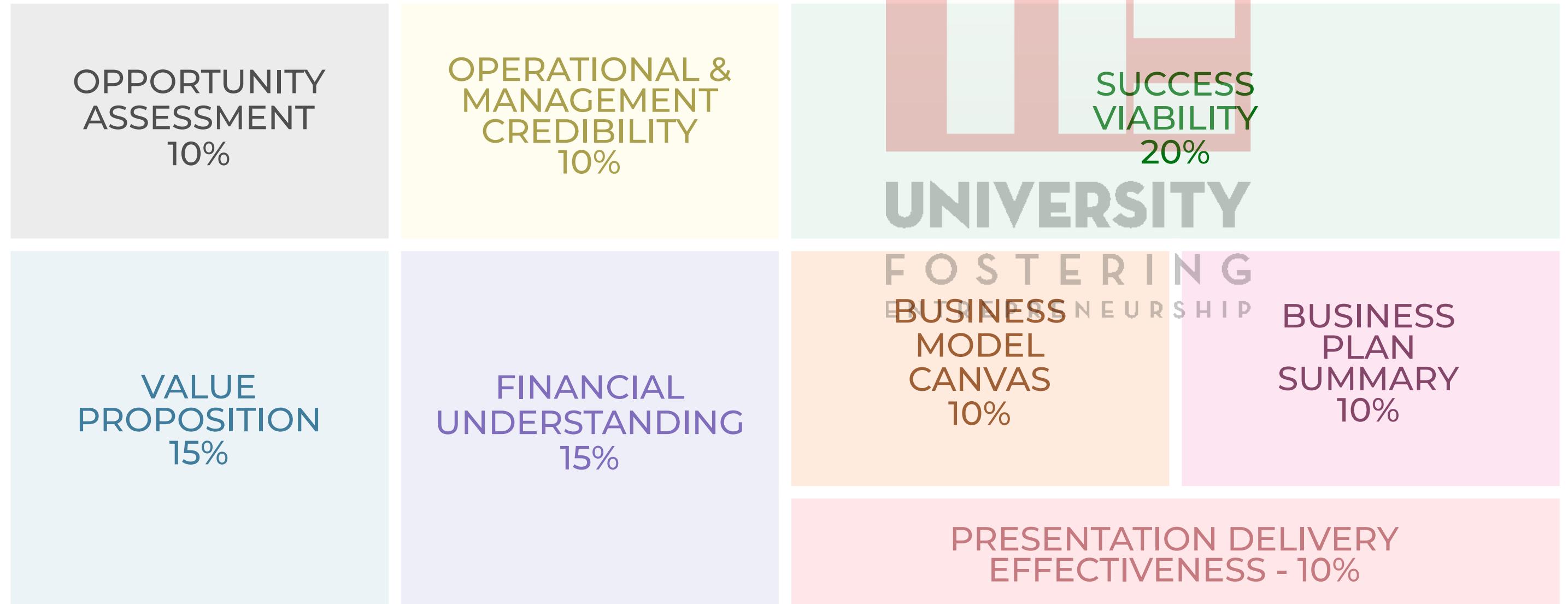
View page number 20-21 to know of the various scoring criteria and the relevant weightage

**The winning team of the chapter finals automatically becomes part of the global cohort, is eligible to compete in the global finale\* and stands to win cash prizes and in-kind awards worth \$0.5 Million**

**First prize - \$50,000**

\*to be held in Silicon Valley (subject to travel restrictions)

# Judging Criteria - Weightage\*



\*Subject to variations

# Judging Criteria - Definitions\*

## OPPORTUNITY ASSESSMENT

There is a clear identification of the problem, definition of the product/ service offered, the market need to be served, as well as a way to take advantage of that market need. The target customer and market size are well defined and quantified. The market shows high potential.

## VALUE PROPOSITION

The new venture company provides a differentiated capability that gives it a competitive advantage in its target market. Its plan to develop and commercialize their product/service is clearly described and is credible. The competitive landscape is analyzed well.

## OPERATIONAL & MANAGEMENT CREDIBILITY

The “go to market” approach is credible. The team could effectively develop this company/product/service and handle the challenges associated with the venture. If the leadership team does not have the required skills or experience, a credible plan has been provided to access it, e.g., via an advisory board or talent acquisition.

## FINANCIAL UNDERSTANDING

The team has a solid understanding of the financial requirements of the business. The bases for revenues, expenses, capital expenditure projections (if applicable), and additional funding requirements, are clearly described and are credible.

## SUCCESS VIABILITY

The venture's profitability, risk and return on investment profile are attractive. The business represents a real investment opportunity, complete with milestones at the different stages of product/concept development in which you would consider investing or partnering.

## PRESENTATION DELIVERY EFFECTIVENESS

The team demonstrated a well-organized flow and presented their venture in a logical, influencing manner, with accurate and impactful materials. Presentation planning was apparent, resulting in good persuasion skills by team members during the presentation and the Q&A session.

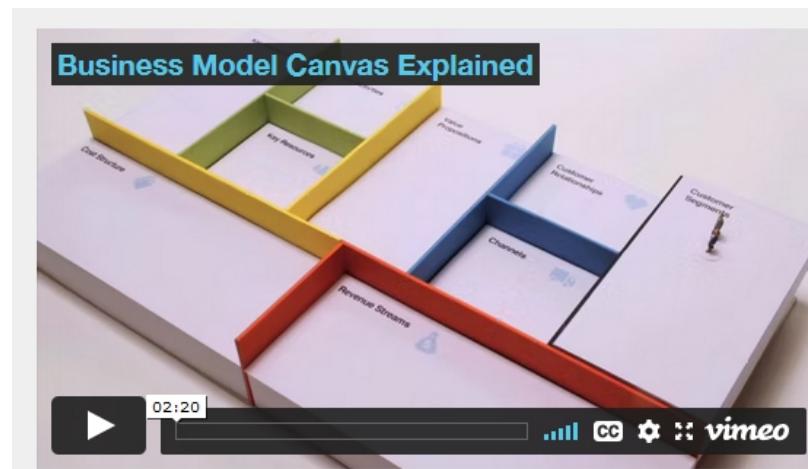
# **KNOWLEDGE SECTION - A few tools and documents needed to perform well in the competition**

# Judging Criteria - Business Model Canvas (BMC)

A well documented Business Model Canvas can help entrepreneurs gain better clarity.

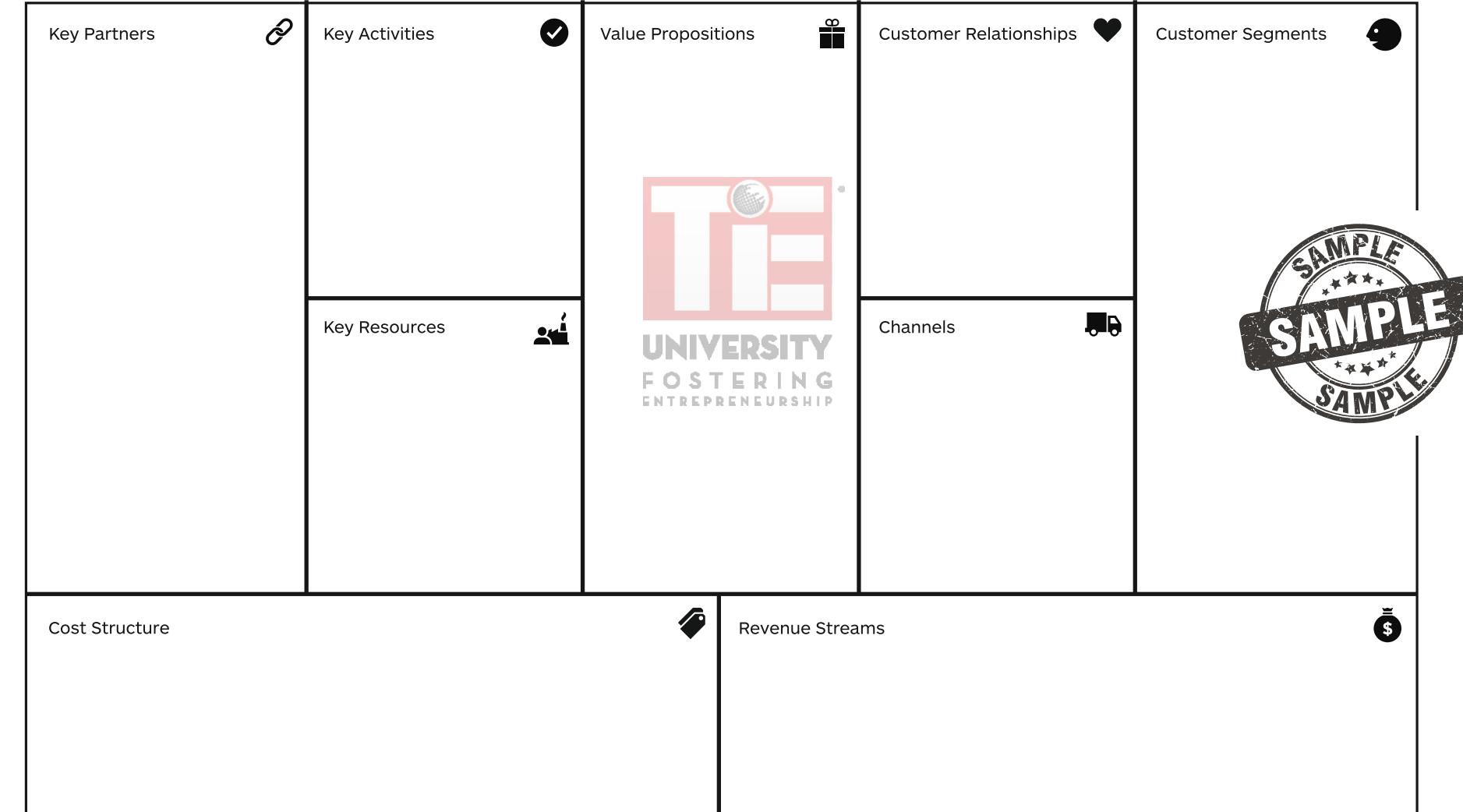
It is a simple tool with exceptional benefits.

The BMC is used as the first step evaluation tool by jury members. This document is submitted by the participating teams and is shared with jury members before the pitch day.



Click on above thumbnail to watch a video to learn more about the BMC

## The Business Model Canvas



CC BY SA | This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94109, USA.  
DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

Strategyzer  
strategyzer.com

Learn more about the BMC and download a free template- Click [here](#)

# Judging Criteria - Business Plan Summary (BPS)

The BPS, a 1-3 page document, is a shorter version of a startup's business plan.

It is intended to give a macro view of the startup to potential investors, partners and co-founders.

The BPS is used as the second step evaluation tool by the jury members. This document is submitted by the participating teams and is shared with jury members before the pitch day.

**Business Plan Summary:**  
Team Pioneers - Bio Comfort bio-toilets



<b>Company Summary</b> <p>Bio Comfort bio-toilets is in the business of manufacturing affordable bio-digester toilets (patent pending) that convert the entire solid sludge into treated effluent water, thus making disposal and handling easy. We are also innovating to make it sustainable in water usage, ease of installation etc.</p>	<a href="http://www.bio-comfort.com">www.bio-comfort.com</a> <a href="https://www.linkedin.com/in/bio-comfort-live-comfort-326837211">https://www.linkedin.com/in/bio-comfort-live-comfort-326837211</a> <a href="#">Product flyer (Click to view)</a>
<b>Industry Problems &amp; Target Market</b> <p>The Problem: Sanitation and access to toilets is one of the biggest challenges faced by many developing countries. Even in India, many rural schools have defunct toilets as the conventional toilets do not function when water is scarce/limited. This results in students, especially girls, dropping out of school, as well as health issues, reduced safety etc. (India has over 1.3 Million government schools, many countries in Africa/South America face the same challenge too)</p> <p>Target Market: Organisations involved in improving sanitation facilities. Large corporate who are mandated by the Government of India to spend 2% of their profits on social causes; many of which have sanitation as their primary focus area. In the long run, poor countries in other parts of the world can benefit by our sustainable innovation.</p> <p><b>Company Solution &amp; Value Add</b> The two primary reasons for conventional toilets as well as other bio-toilets failing/not being sustainable are: 1. Solid waste/sludge generation 2. Shortage of water</p> <p>The Bio Comfort bio-toilet designed (patent pending for design and process) by our team converts entire waste into water, thus eliminating the challenge of handling solid waste. Also, an innovative process helps in converting up to 75% of the output water to be recycled for flush usage. It takes 60% less time to complete the conversion process thus drastically reducing the storage required. Other innovations include IoT-based water quality monitoring and modular design.</p>	<b>Leadership:</b> <b>Haribalan S.</b> , CEO <b>Guide and Mentor</b> <b>Ast. Prof. Meenakshi B.S.</b> , Patent holder <b>Team/Roles:</b> <b>Gokul G.</b> , COO, R&D <b>Faheem Ahmed A.</b> , Production <b>Divyabharathi P.</b> , Production <b>Harish Natarajan T.</b> , Marketing <b>Key Customers:</b> KPR College of Engineering and Technology <b>Advisors:</b> <a href="#">Jawahar Karthikayan</a> <a href="#">Bala Pachyappa</a> <a href="#">Malaravarai P</a> <a href="#">Dr. B. Krishnamurthy</a> <a href="#">Prashant Subramanian</a> <a href="#">Dr. Srividya Sivakumar</a> <a href="#">Ranjana Singhal</a> <a href="#">Pradeep Yuvraj</a>  <b>Capital Needs : \$200,000</b> (INR 1.4 Million)  <b>Use of Funds:</b> <input type="radio"/> R&D, prototyping <input type="radio"/> Testing and mould-making <input type="radio"/> Business development <input type="radio"/> Biotech Lab for culture

**Business Plan Summary:**  
Team Pioneers - Bio Comfort bio-toilets



**Sales & Marketing Strategy**  
Our first prototype has been installed and is fully functional at KPR College of Engineering and Technology for the past 18 months. The next step is to install 5 such units in schools in a 5 km radius of our campus and gather user feedback to make the final product.

Once the testing is complete, we will focus on large corporates and organisations who have sanitation as their main focus area of CSR spending.

We plan to set up a professional sales team that will handle the process of acquiring customers. Since our product is primarily B2B, we will focus on relationship-building.

A special team will be set up to liaison with government agencies and international organisations. This team will also participate in tenders for government contracts.

Our team will also exhibit our product at event management expositions, trade fairs, etc.

In the long run, we will also connect with developing countries and work on: knowledge transfer or international installations.

**Competitors and Differentiation**

Parameter	Conventional Toilets	Other bio-toilets	Bio-Comfort
Solid Waste generation	Yes, requires periodic cleaning	Yes, requires frequent cleaning	Zero solid waste/sludge*
Type of tank	Underground septic tank	External tank	Special fiber glass lightweight tank
Mobility	Nil	Mostly fixed	Highly mobile
Ease of installation	Requires civil contractors	Moderately easy	Plug and Play
Water recycling	Not possible	Very minimal and complicated	Very easy and simple to execute - upto 75%
Time taken to convert excreta to liquid	Not possible	7-10 days	<3 days, thus making storage requirement minimal*

\*Patent pending (design and process)



Page 1

Page 3

Page 4

Learn more about the BPS and download a template and examples of past winners- Click here

# The Business Plan Summary - Part 1

Your Startup  
Logo Here

## Your Startup Name

### Business Summary

- Describe your company's purpose or mission.
- Describe your company's overall strategy and objectives

### Customer Problem

- Describe the problem your product or service solves.
- Describe why customers will pay for your product or service.

### Product/Services

- Describe important features and benefits of your product/service.
- Describe the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, special production skills, proprietary know-how, etc.).
- Discuss environmental or regulatory issues the company may face; how they will be addressed.

### Target Market

- Describe the addressable market(s) in which you intend to compete. Include total market size, projected growth, and key trends.

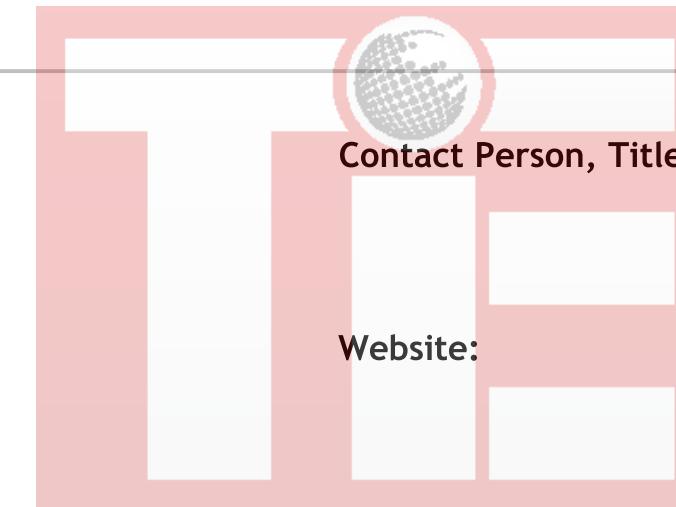
### Customers

- Describe the profile of your customer base.

### Sales/Marketing Strategy

- Describe your market strategy.
- Describe how you intend to capture market share.
- Describe what % of the market you intend to capture.
- Describe your channels of distribution.

## Business Plan Summary (non-confidential)



Contact Person, Title & Cell Phone:

Website:

Address:

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Corporate Officers/Director:

Advisors (if any):



# The Business Plan Summary - Part 2

## Business Model

- Describe how you intend to generate revenue.
- What is your current and projected burn rate?

## Competitors (*do not state that you have no competition*):

- Describe the competition, i.e., Who are your most significant competitors? What % of the market do they control?
- Compare your product to those of your competition in terms of price, quality, market position, etc. Why is your company stronger?

## Competitive Advantage

- Describe your company's unique capabilities. What makes your company different?
- Describe your company's special, sustainable, competitive advantage(s).

## Management Team

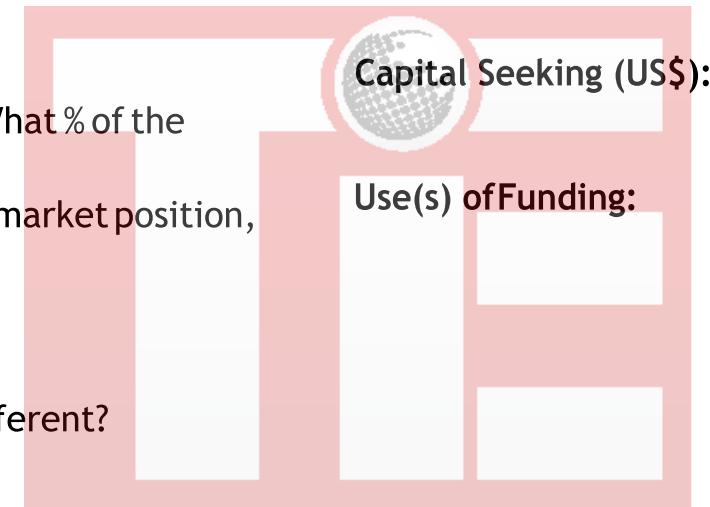
- Background, experience, education, past performance, start-up history, investors, etc.
- Why is your team the right team for this venture? Do you need to make any key hires?

## Goals

- What is your company seeking? (seed or later-stage funding, strategic partners, customers, advisors, industry contacts, etc.)

Financials (\$0 US)	Year 01	Year 02	Year 03	Year 04	Year 05
Revenues					
Expenditures					
Net					

## Capital Received and Source(s):



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# INGREDIENTS of GOOD PITCH-DECKS

## THE PITCH DECK

Click on above thumbnail to download  
a simple guide to creating the ideal pitchdeck

ONE LINE SAYS IT ALL - VALUE PROPOSITION  
PROBLEM/CHALLENGE  
CURRENT SOLUTIONS  
YOUR MAGIC SOLUTION - PRODUCT/SERVICE  
MARKET OPPORTUNITY - WHO WILL BUY  
TRACTION/NUMBERS (FOR EXISTING BUSINESSES)  
REVENUE STREAMS  
STRATEGY/MARKET APPROACH  
TEAM+ASSOCIATES  
BROAD FINANCIALS+PROJECTIONS  
CHALLENGES/COMPETITORS  
FUND ASK?  
FUND USAGE?



*\*Not necessarily in the same sequence but ideally covering all the above points.*

# THE PITCH DECK

01

THE INTRO  
VALUE  
PROPOSITION

02

THE PROBLEM  
[OR, WHAT'S  
THE WORLD  
MISSING)

03

HOW  
MANY  
HAVE THE  
PROBLEM  
(MARKET)



04

THE EUREKA  
MOMENT  
(EXCITING  
SOLUTION)



05

HERE IT IS  
(THE SERVICE  
OR PRODUCT)



06

WHERE'S  
THE MONEY  
(REVENUE)



07

TRACTION



08

THE GOTO  
MARKET  
STRATEGY/  
MARKETING



**09**

**WHY YOU?  
(THE TEAM)**



**12**

**THE ASK  
(FUND ASK  
& USAGE)**



**10**

**THE NUMBERS  
(OPERATIONAL  
PLAN)**



**APPENDIX  
EXIT  
PARTNERSHIPS  
DEMO**



**11**

**ENTRY  
BARRIER**



**THE  
COMPETITION**



**CARRY ALONG  
EXEC SUMMARY  
FINANCIAL MODELS  
MARKET RESEARCH**

# 6 Things every college startup should know - Or ask mentors

## Level 1: Ideation

Brainstorming, user research, innovation, design thinking, opportunity identification, idea validation, Project to Product, Product market fit etc.

## Level 2: Product or Service

Finalize the problem you are solving and your solution, build prototype, MVP, competitor analysis, get seed money, team building, develop product

## Level 3: Doing Business

Develop business model, go to market strategy, think of all compliances needed etc.

## Level 4: Finance

Revenue planning, finding funding, cash flows etc.

## Level 5: Scaling

Angel or venture or series funding, scaling the business from start up to growth stage

## Level: 6 Intellectual Property Rights (IPR)

Trademarks, patents, copyrights etc.



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# **Evolution of the TiE University Global Pitch Competition**

# Judging Criteria - Definitions\*



**392**

Teams

**30**

Chapters/  
Cities

**1136**

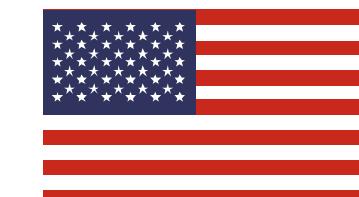
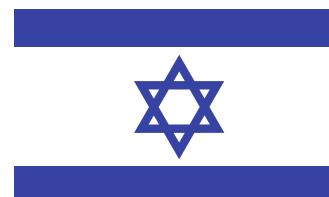
Student  
Entrepreneurs

**200+**

Colleges/  
Universities

**07**

Countries  
03 Continents



## The journey so far...

	2020	2021	2022
# PARTICIPATING CHAPTERS	13	27	27
# COLLEGES/ UNIVERSITIES	75	185	430
# COUNTRIES	06	07	24
# TEAMS	240	526	1451
# PARTICIPANTS	525	1432	3662
# TOTAL PRIZE MONEY	\$40K	\$87K	\$100K

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# The past season



**GLOBAL PITCH  
COMPETITION**

Empowering Young Entrepreneurs at Colleges and Universities Globally

## The Stats

Regional Competition

1432 Participants | 526 Teams | 27 Cities

Global semi-finals and finals

72 Participants | 27 Teams | 15 nationalities

1000+ Audience members (combined semis & finals)

Prizes

\$87K+ Cash prizes | \$0.6 million In-kind awards

The Winner  
Entrepreneurship & the student community

TiE UNIVERSITY ON THE WWW  
**[www.tieuniversity.org](http://www.tieuniversity.org)**

RECORDINGS OF WORKSHOPS/LEARNING SESSIONS

**[bit.ly/tieuyoutube](https://bit.ly/tieuyoutube)**

TIE UNIVERSITY LINKEDIN GROUP

**[bit.ly/tieugroup](https://bit.ly/tieugroup)**

