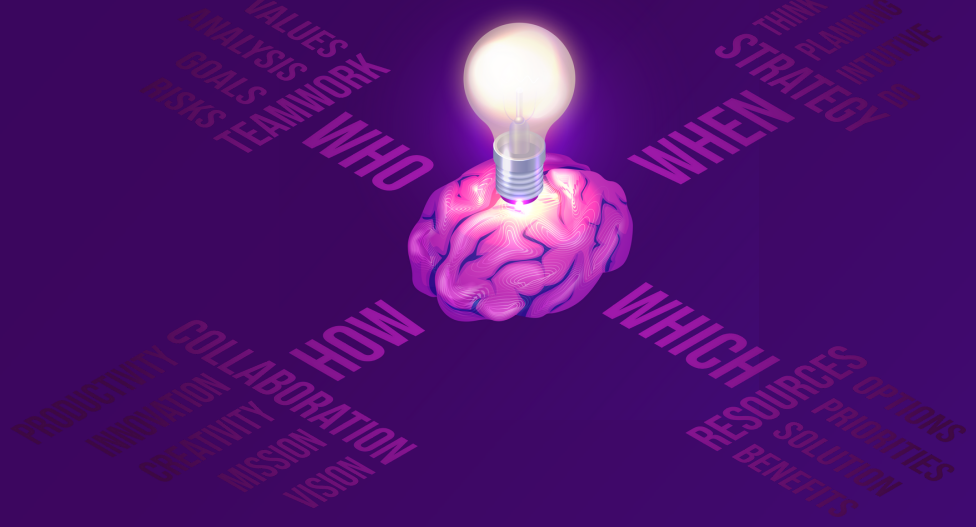
28th August
&
4th September

E CELL
NIT AGARTALA

INIZIO

The Idea Pitching Competition

DARE TO INITIATE



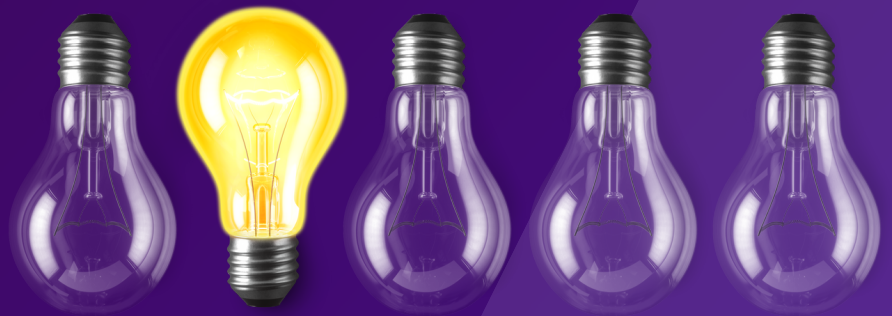
ABOUT
E-CELL NIT-A

The Entrepreneurship Cell in NIT Agartala is a non profit organization that helps it's students to explore their entrepreneurial side. For a country to move from developing to a developed nation it requires a steep curve of innovation engrained within its culture, in which an exponential role is played by entrepreneurs.At E-Cell, we provide a rostrum for students to come with the most viable solutions to every obstacle. An idea is assisted with guidance, expertise and a space for research and development, and any other form of help that an idea requires to bloom. The efficient and optimum level of functioning within the E-Cell has helped it in being one of the most sought after student bodies within NIT, Agaratala.

ABOUT INIZIO

Want a fresh start with your great idea or greater dream that stands out from the crowd? Get ready to wow our Judges with a superb pitch that makes the difference. Bloom the entrepreneur in you!

E-Cell NITA is thrilled to provide you the perfect opportunity to showcase your entrepreneurial potential and gain exposure to startup ecosystem through the Idea Pitching Competition - INIZIO.



ROUND 1

Create a team, write down your idea and submit it through registration. The entrants will be whittled down to a few top finalists.

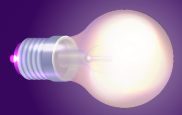
ROUND 2

Once your team is shortlisted, prepare a power point presentation or a physical prototype of your start-up idea, you will get the opportunity to pitch your idea to a live panel of judges and sit for a Q&A session.

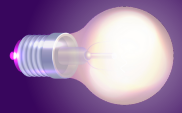
The top three finalists will be awarded with grand prizes.

So what are you waiting for?

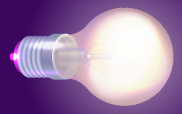
DO REGISTER!



22th August, 2022
Registration opens



28th August, 2022 | 23:59 pm
ROUND 1
Registration ends



4th September, 2022

ROUND 2
10:00 am - 01:00 pm Panel 1
From 02:00 pm Panel 2

Prize Giving Ceremony at end

GUIDELINES FOR INIZIO

- All students of NIT AGARTALA are welcome to participate as teams of up to 4 and a minimum of 1 student per team.
- Every team needs to register through the google form provided. The registration should be done by the team leader.
- Team name should not represent any particular religion/caste/state/group and should be appropriate.
- Each team may select the media they feel will most effectively deliver their message. Teams may display, share, or show power point presentation, samples, physical prototypes or posters. Participants are not allowed to handout information to judges.
- Competition will be held in 2 rounds.

ROUND 1
GUIDELINES FOR iNiZiO

Participants are required to submit executive summary of the pitched start up idea. It should include:

- Executive Summary (limit 500 words)
- Market Analysis (limit 250 words)
- Description of Product/Service (limit 250 words)
- Description of Marketing and Sales Strategy (limit 250 words)

ROUND 2
GUIDELINES FOR iNiZiO

Participants should submit a power point presentation or a physical prototype of the start-up idea which they had pitched. Note: The Pitch is summary of the idea or concept, i.e. the product or service. It's content is upto team. Some elements to consider in preparing your pitch include:

- Description of Product or Service
- Value Proposition – How will the product or service add value for customers?
- Target Market Characteristics – Who will buy the product or service? How big is the target market?
- Differentiation – How is the product or service different from existing productsand services?
- Competitive Advantage - What is the competitive advantage? (patent, algorithm,unique service model, etc.)
- Revenue Model – How will the product or service generate revenue? (sales, subscription, advertisement, etc.)
- Revenue Estimate – How long will it take to generate revenue and what sales revenue is expected.

Each team, must present a unique product or service which should emphasize on solving a real life problem.

a. The pitched concept must be the original work of the individual team pitching it.

b. Innovations on existing product if used must be disclosed to the judges.

c. Business ideas and concepts deemed by the judge's panel to be offensive, immoral, or unethical may be disqualified.

Student competitors may only participate on one (1) Idea Pitching team and are prohibited from participating or assisting in the research, preparation, development or practice of another team's Business Pitch.

Idea Pitching Sessions will consist of a Pitch session with follow up questioning from the panel of judges. Idea Pitching sessions will be no longer than 20 minutes total and will be strictly timed as follows:

a. 15 minutes are allocated to the Business Pitch Presentation by the team. During this time teams will not be interrupted or interacted with by the panel of judges. Time will begin when the first member of a team begins to speak.

b. 5 minutes are allocated to the Panel of Judges to ask questions from the team regarding their Business Pitch. Time will begin when the first member of the judging panel begins their first question.

All the submissions should be made only by using the provided platform and only the team leaders are responsible to do so.

Prize money/award will be presented to the winning teams . (top three)

CELL
NIT AGARTALA
INIZIO
THANK YOU