AIWOS Challenge

An initiative of Shooting Stars Foundation, AIWOS is a national level start-up competition exclusively for Women students to spark entrepreneurship interest in women students.

**Why should participants register for AIWOS?**

* Expert sessions on How to build your startup, Sales, Marketing, Finance, Compliances etc.
* Access to role-models and Mentorship
* Mentoring from experts and successful entrepreneurs
* Be considered for EIR and other fast growth roles in startups
* Incubation Support from top incubators/accelerators from India
* Access to capital: Funding support from top angel investors/syndicates/seed/pre-seed stage/VCs, Grant support for specific ideas

**Program Scale**

* Reach 5000+ institutes to reach 50,000-75,000 women students from PAN India
* Participation: 10,000-15,000 women students

**Program expected outcome**

* Top 50 ideas to be presented in front of 10 incubation centres and be considered for incubation
* Top 25 ideas to be presented in front of top 25 Angel Investors for funding

Once you have submitted your idea you will receive an email from SSF to submit your pitch video. We will assign your pitch to industry specific corporate mentors to review your submission and provide support / guidance for the next round. **Please join AIWOS** [**discord channel**](https://discord.gg/FsxvfEzGTE) **and we will allot you industry specific channels!**

**Please submit your pitch via video by Dec 13th!** To ensure your pitch is clear, engaging, and aligned with our expectations, please follow the instructions and criteria below. In order to ensure you get guidance on every step, we have scheduled multiple webinars / sessions with the corporate leaders. Please see the schedule here

**Pitch Submission Form Instructions:**

**Format**

* Video Length: Keep your video between 2-5 minutes. This allows enough time to cover the essential elements of your pitch without overwhelming the viewer
* File format: Upload your pitch video to a video-sharing platform (e.g., YouTube, Vimeo, Google Drive, Dropbox).
* Resolution: Please use a minimum of 720p resolution to ensure clarity
* File Size: Ensure the video file does not exceed 500MB

**Video Content**

* Introduction (30 seconds): Introduce yourself and provide a brief background. Include your name, position, and the organization (if applicable)
* Pitch Overview (1-2 minutes): Describe your idea, product, service, or project in a clear and concise manner. What is it, and why is it important?
* Target Audience and Value Proposition (1 minute): Who is the intended audience for your pitch? How does your pitch add value to them? Be specific about the benefits or unique aspects of your proposal
* Call to Action (30 seconds): Conclude with a clear call to action. What do you want the viewer to do after watching your video? (e.g., invest, collaborate, support, etc.)

**Presentation**

* Clarity and Engagement: Speak clearly and confidently. Make sure your tone is engaging and enthusiastic, showing passion for your pitch
* Visual Quality: Ensure good lighting and a tidy background. Your face should be clearly visible, and there should be no distracting noises in the background
* Dress Professionally: Wear attire appropriate for the context of your pitch (professional or business casual)

**Criteria**

* Clarity of Concept: The pitch should be easy to understand. Avoid jargon and make sure your idea is explained in simple terms
* Problem and Solution: Clearly define the problem your pitch addresses and how your solution provides value or addresses that problem
* Uniqueness: Demonstrate what sets your pitch apart from other similar ideas or offerings. Why is your solution different, innovative, or better?
* Audience Relevance: Ensure that your pitch is tailored to the intended audience. Be specific about who will benefit from your idea and why it is relevant to them
* Call to Action: Your video should have a strong and clear call to action. Whether you're seeking investment, partnerships, or another outcome, make sure it is clearly stated
* Engagement: Keep your audience engaged throughout the video. Be concise, energetic, and passionate to keep the viewer's attention from start to finish
* Professionalism: While we encourage creativity and personality, your pitch should maintain a level of professionalism. This is an opportunity to make a positive impression
* (Who is the intended audience for this pitch?)

Essentials for the Pitch:

1. **Pitch video introduction:** The start of your pitch should set the tone for what’s to come. An introduction should include your name, business name and what is your company going to make.
2. **Value proposition:** Your value proposition is a short, high-level summary of the value that your company provides to customers.
3. **Business problem:** Your business problem is the issue or gap in the market that your startup aims to solve. In the rest of the pitch video, you will explain how your company is uniquely able to address this problem.
4. **Market opportunity:** Even with a legitimate business problem, you need to prove that there is significant demand for the problem to be resolved. Explain your startup’s total addressable market (TAM), i.e. the potential revenue opportunity for your products and services.
5. **Solution:** Explain the products and services that your startup offers. In particular, discuss how customers can use these products to address the business problem.
6. **Business model:** Explain how your company plans to make money from your products and services. It could be subscription fees, one-time purchases, advertisements, etc.
7. **Competitors:** Every business has its rivals, and a careful understanding of the market landscape is critical. Discuss your closest competitors and why customers will patronize your business instead of theirs.
8. **Leadership (If applicable):** Mention key startup personnel such as founders, co-founders, and executives like the CEO, CTO, and COO. Mentioning your credentials and previous experience helps reassure potential investors that you have the skills to back up your business vision.
9. **Fundraising:** Last but not least, your pitch video should conclude with the amount of funds your startup is seeking. You should also discuss how you plan to use these funds (e.g. hiring new employees or developing a new product).

For more guidance, feel free to refer to some of the links below <https://foundersnetwork.com/blog/pitch-deck-for-investors/>

<https://seraf-investor.com/compass/article/scavenger-hunt-what-look-pitch-deck>

<https://www.ycombinator.com/library/2u-how-to-build-your-seed-round-pitch-deck>

[www.dreambuilder.org/WIB](http://www.dreambuilder.org/WIB)

**Schedule:**

| Start Date | End Date | Evaluation Pitch |
| --- | --- | --- |
| 15/12/2024 | 21/12/2024 | Video Pitch Feedback for next top 400 |
| 22/12/2024 | 24/12/2024 | Mentor Tank: 15 minutes pitch for top 50 |
| 26/12/2024 | 04/01/2025 | Mentor Tank: 15 minutes pitch for next top 125 |
| 05/01/2025 | 15/01/2025 | Evaluation of top 50 ideas by board |
| 15/01/2025 | 15/01/2025 | Finale |

**Engagement Sessions:**

| Date | Time | Session | Speaker |
| --- | --- | --- | --- |
| 13/12/2024 | 8:00 PM | Her Story | Aparna |
| 14/12/2024 | 5:00 PM | Her Story | Radhika Ghai |
| 18/12/2024 | 8:00 PM | Idea Validation | Mrunalini |
| 21/12/2024 | 6:00 PM | Finance 101 for Start-ups | Prudhvi |

**FAQs**

1. How to submit PPT for AIWOS?
   1. Please submit your ideas in the form <https://forms.gle/3QLymUuR4SZApecK6>. Upload your PPT in your google drive and share the link to your deck against the question in the form. Please ensure the link is accessible to everyone
2. Deadline for PPT submission?
   1. 5th December
3. AIWOS is open only to Women students or all Indian Women ?
   1. It is open to all India women including students and corporate
4. Registration related queries
   1. While you have registered individually you can work with your team. We accept 1 idea per team. Please submit your ideas in the form <https://forms.gle/3QLymUuR4SZApecK6>.
5. Deadline for pitch video submission :
   1. Dec 13, 2024