

## **Project Briefing 24<sup>th</sup> Sep 2024**

# Project Team : Objective and Teams : 20% weightage



## Objective of Project Team Assignment

To learn about start-ups by studying and presenting an already-established start-up's journey and learning from it.

### Assignment Details

- Teams first pick a Startup and do some research on its founders, the problem they set out to solve, the customer segments and target markets, their revenue and profit model, and how it got its first round of funding.
- Explicit details about Business Model that need to be covered: Problem / Opportunity, Customer & Market Segments, Value Proposition, Solution designed and Revenue Streams.

# Project Team : Objective and Teams : 15% weightage



**There are 2 expectations for this project : Pitch Deck and Pitch Video**

- 1) 6 slide presentation : Timing when the startup first started selling (not company registration, not today's context). You can add one slide of learnings if you like. You can change the aesthetic template but keep the flow the same so it is easier for the jury members.
- 2) 3-minute video like a Shark Tank Pitch - you must imagine it to be the time when the founders of your startup were making pitches for raising money, not today's context. All team members should be included in the video.

You need to pre-submit the presentation (Pitch deck and video) on Moodle (Assignments will be created for submission) by **9th April, 11:59 pm**. Only one student per team must submit.

# Evaluation Criteria ( from both Presentation & Video)

Sr. No	Topic	Marks
1	Introduction to Startup studied	1
2	Problem / Opportunity	4
3	Customer & Market Segments	4
4	Customer Value Proposition	4
5	Revenue & Profit Streams	2
6	Q&A (only from class, anybody can answer)	3
7	Participation in Project	2
	Total	20

# What will happen on D-Day, 6<sup>th</sup> Nov



- One member per team will upload the PPT and the Video by 11:59 pm on 5<sup>th</sup> Nov
  - PPT to be uploaded on a Assignment Link on Moodle
  - Video to be uploaded in a Google Drive (link will be provided)
- 5<sup>th</sup> Nov, 9:30 to 10:30 , maybe 11 am
  - Two classrooms, two faculty juries
  - Sequence of teams for each of the two classrooms will be shared
  - Faculty will have read the slide decks before coming to the presentation
  - Entire team will need to come to the dias, TA will play the video, The faculty member(s) will ask 1 or 2 questions, Any student can answer , Answer has to be short

# Reference Material



## Presentation Reference

<https://docs.google.com/presentation/d/1ZoB74OrAdqLkaqXfAf0xXc02pFP8c9cq/edit?usp=sharing&ouid=116639144583390842610&rtpof=true&sd=true>

## Video Reference

[https://drive.google.com/file/d/1h7JqJ\\_eIBSxkw6lDoZXsievtfDOODm\\_i/view?usp=drive\\_link](https://drive.google.com/file/d/1h7JqJ_eIBSxkw6lDoZXsievtfDOODm_i/view?usp=drive_link)

# Teams, Startups, Mentors

Sl No	Startup	TA Mentor
1	Zepto	Arushi
2	Ola Electric	Arushi
3	Upgrad	Arushi
4	Forus Health	Arushi
5	Delhivery	Arushi
6	InMobi	Arushi
7	Rapido	Arushi
8	Oyo	Arushi
9	Zerodha	Gehna
10	Urban Company	Gehna
11	Acko	Gehna
12	Lenskart	Gehna
13	Ideaforge	Gehna
14	Ather energy	Gehna
15	Porter	Gehna
16	Vedantu	Gehna
17	PharmEasy	Harshil
18	Atomberg	Harshil
19	Blinkit	Harshil
20	NoBroker	Harshil



# Teams, Startups, Mentors : Contd

SI No	Startup	TA Mentor
21	BharatPe	Harshil
22	cred	Harshil
23	Phonepe	Harshil
24	Dailyhunt	Harshil
25	Dream11	Mohit
26	BoAT	Mohit
27	AcadBoost	Mohit
28	Meesho	Mohit
29	Uber	Mohit
30	AgniKul Cosmos	Mohit
31	PolicyBazaar	Mohit
32	perfios	Mohit
33	Cars24	Somya
34	Udaan	Somya
35	Cultfit	Somya
36	RazorPay	Somya
37	Physics Wallah	Somya
38	Groww	Somya
39	Big Basket	Somya
40	Mamaearth	Somya