## UPG's IIC PRESENTS

# IGNITE'25

*Pitch. Persuade. Prosper.*

## 5th March | Seminar Hall | 9am Onwards

## EXCITING CASH PRIZES FOR TOP 2 TEAMS!!

Scan here to register

Organized by

INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

# About Ignite

Ignite is a premier inter-college pitch competition that empowers student entrepreneurs to present their groundbreaking ideas, products, or startups to a distinguished panel of judge, industry experts, and mentors.

# Who Can Participate?

Open to college students from all institutions eager to showcase their entrepreneurial spirit and innovative solutions.

# Round Details

| ROUND | ROUND MODE | DATE |
|---|---|---|
| Registration & Screening | Online | 20th February Onwards |
| The Final Showdown | Offline | 5 March |

# What's in it for you?

| | |
|---|---|
| Exciting Gifts & Prizes & Trophies | Incubation Support |
| Mentorship Opportunities | Yukti Innovation Repository Recommendation |

# Event Structure

## Registration & Screening

Submit an application with a pitch deck covering:

☑ **Problem Statement**
☑ **Solution & Business Model**
☑ **Market Potential**
☑ **Innovation & Impact**

*(Shortlisting Process: Expert panel selects ideas based on: Innovation, Feasibility, Scalability, Readiness Level)*

## The Final Showdown

**Round 1: Elevator Pitch** (3 min)
Each team delivers a quick, high-impact overview of their idea/startup.
*(Shortlisting based on uniqueness & execution strategy)*

**Round 2: Investor's Pitch** (7-10 min)
Shortlisted teams provide a detailed pitch including:
☑ **Problem & Solution**
☑ **Market Size & Competition**
☑ **Revenue Model**
☑ **Growth Plan**
☑ **Funding Requirements**

*(**Live Feedback**: Judges offer immediate constructive feedback and may simulate mock investments)*

**Rounds 3: The Final Verdict**
Rewards & Funding Opportunities!

# Judging Criteria

## How Are Pitches Judged?

Each pitch will be evaluated based on **five key factors:**

- **Innovation & Uniqueness:** How original and novel is the idea?
- **Feasibility & Execution:** How realistic is the implementation strategy?
- **Market Potential & Scalability:** Is there a clear demand, and can the business grow effectively over time?
- **Presentation & Persuasion:** How compelling and clear is the pitch?
- **Readiness Levels (TRL, MRL, IRL):** Evaluating technology maturity (TRL), market readiness (MRL), and innovation viability (IRL).

## Additional Engagements

- **Networking Zone:** *A space for participants to connect with entrepreneurs, investors, and startup mentors.*

- **Judge Panel Discussion:** *A session where you get chance to meet industry experts and share insights on what they seek in startups.*

- **Startup Showcase:** *An exhibition featuring innovative projects from past IIC participants.*

# Outcome & Impact

🎯 Encourages a culture of entrepreneurship and innovation among college students.

🎯 Provides a platform for funding, mentorship, and incubation of promising ideas

🎯 Strengthens the innovation ecosystem within academic institutions.

🎯 Opens pathways for startups to secure further support through the Yukti Innovation Repository

**For Queries,**

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**SCAN TO REGISTER**