PITCH-A-THON

Sponsorship Brochure

Collaborating Organizers :

- PRODINNO VITC
- ROBOTICS CLUB
- PHOTOGRAPHY CLUB
- FINE ARTS CLUB
- AI CLUB

Date-6th , 7th september

Venue- MG Auditorium

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VELLORE INSTITUTE OF TECHNOLOGY
VIT

VIT CHENNAI
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

SW OFFICE OF STUDENT WELFARE
VIT CHENNAI

Purpose:

To foster innovation and entrepreneurship among students by challenging them to develop business or product ideas within a 24-hour timeframe.

Objectives :

- Encourage creativity and innovation in developing new business or product ideas.
- Provide students with practical experience in creating a comprehensive brand identity.
- Facilitate the development of entrepreneurial skills including pitching, marketing, and strategic planning.
- Offer mentorship and potential seed funding opportunies for top-performing teams.

Event Structure

- Opening Ceremony: Kick-off event with introductions and guidelines.

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24-Hour Challenge:

 Teams of 4-6 members develop a brand identify (logo, name, tagline).

- Produce a creative adver sement.
- Develop a website or applica on.
- Build a small prototype (if applicable).
- Create a comprehensive business plan covering market fit, target audience, value proposition, revenue model, and marketing strategy.
- A projects exhibition by the clubs – project expo

Final Pitch Presentation:

- Top 10 teams present their pitches to a panel of judges.
- Award Ceremony and Closing Remarks: Recogni on of winners and closing of the event.

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Judging Criteria

- Innovation: Uniqueness and originality of the idea.
- Creativity: Artistic and creative expression in branding and advertising.
- Brand Appeal: Effectiveness of the brand identity and its components.
- Advertisement Quality: Creativity and impact of the advertisement.
- Digital Presence: Quality and functionality of the website or application.
- Prototype Viability: Feasibility and effectiveness of the prototype (if applicable).
- Business Plan: Thoroughness and strategic depth of the business plan.
- Pitch Delivery: Clarity, persuasiveness, and overall presenta on quality.

Awards and Recognition:

The top 10 teams will present their pitches on stage to a panel of judges, who will evaluate the innovation, creativity, brand appeal, advertisement quality, digital presence, prototype viability, business plan thoroughness, and pitch delivery.

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For Our Sponsors

Deliverables

- Branding on certificates.
- Gain exposure to a national audience of tech enthusiasts.
- Social media shoutout.
- Showcase your products/services to a tech-savvy demographic.
- Align your brand with a prestigious institution and event.
- Recruit top talent and engage with participants.

What we expect

- monetary funds
- Vouchers
- Coupons of products

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Eligibility: We are open to students from all colleges across India

Team Formation: Teams of 4-6 members.

Overall Coordinator:

Naman Tolasaria (9830659998)

Organizing Clubs:

PRODINNO VITC
Faculty Coordinator:
Dr. Velma G
Dr. David Raj M
Dr. Felix A
Student Coordinator:
Kashvi Jaiswal

FINE ARTS CLUB
Faculty Coordinator:
Dr. Sri Ramalakshmi P
Student Coordinator:
Vaidehi Bhamare

AI CLUB
Faculty Coordinator:
Dr. Dhavakumar P
Dr. Sivabalakrishnan M
Student Coordinator:
Jesvanth S

ROBOTICS CLUB
Faculty Coordinator:
Dr. Arockia Selvakumar
Student Coordinator:
Raghav Arora

PHOTOGRAPHY CLUB
Faculty Coordinator:
Dr. Santosh G
Dr. Niraj Kumar
Student Coordinator:
Lakshya Mehta

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