



EFFULGENCE '17

10TH 13TH OCT
BEATING THE INVINCIBLES

A techno-management fest



PITCHERS

About the Event:

The Pitchers event will be a stage to be used by existing and budding entrepreneurs alike to showcase their ideas and products in front of the jury comprising of experienced and successful entrepreneurs and investors.

The jury and the audience will be free to ask questions and critique their business ideas and plans. This will allow the participants to view their products and ideas from a fresh and mature perspective, in addition to an opportunity to promote their product. The winners will get a chance to get upto 1 lakh in seed funding.

Event Structure:

- **Abstract submission:**
 - The participants will be required to register for the event on the website, and will have to send an abstract of max 500 words to pitchersknit@gmail.com. The subject of the email should be "Pitchers" and the abstract should be in pdf format.
 - Participants must include the following details in their email:
 - a.) Name(s) :
 - b.) Name of the Institution(s)/Firm(s):
 - c.) Email id(s) :
 - d.) Contact number(s):
 - e.) No. of team members:
- Last date for submission is 2nd October, 2017 by 23:00 hours.
- Selected participants will be declared by 5th October, 2017. The list will be put on the webpage and they will be emailed to inform them of their selection .
- The main event will be held in KNIT Sultanpur and will comprise of two sessions:
- **Networking session:**
 - o In this session, participant will be allowed to communicate with the jury members.
 - o The participants will share the basic idea of their Startup with the jury and receive their feedback in this session.
 - o Each Team will be allowed maximum of 10 minutes in this session.
- **Pitching session:**
 - o This session will be further comprised of two sessions: PPT presentation and a Q/A session
 - o The participants have to present their idea / product ot the jury and the audience with the help of a ppt. Maximum 10 minutes will be allowed for PPT presentation.
 - o PPT must be well planned and should be able to reveal the basic idea of your startup plan, the business plan, and proposed revenue streams, among others in a logical fashion.
 - o Points will be awarded for presentation, idea, and overall appeal of the startup.
 - o Q & A session will start at the end of PPT presentation. In the Q & A session the jury members will ask questions related to the participant's startup.
 - o Audience will also be allowed to ask questions during this session.
 - o Each team will be allowed maximum 10 minutes in this session.



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- o Winners will be declared on the basis of the overall points they are awarded by the jury.
- o The winner will have a chance to get seed funding of upto 1 lakh rupees.
- o The decisions of the jury and the organizing team will be final.

Eligibility Criteria:

- This event is primarily focused towards college based startups . Entrepreneurs who are not in college may participate as well.
- A team may consist of maximum 5 members.
- Any group found using unfair means/plagiarizing will be disqualified and not allowed to do the presentation.
- In case of any disputes, decision of the organising team will be final.

Contact info:

In case of any queries, contact:

Event Co-ordinators:-

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