**IDEA PITCHING EVENT**

Idea pitching is a structured process where individuals or teams present their ideas to an audience—often investors, decision-makers, or industry experts—with the goal of gaining support, funding, or feedback. Here’s a detailed look at the key components and aspects of idea pitching:

**Objectives**: Determine what you want to achieve (e.g. Finding new ideas, securing funding, networking)

**Format**: live presentations

**Duration**: 10 minutes (5 minutes for pitch and additional 5 minutes for Q&A)

**Team Size**: Maximum 4 members

**Registration Fees**: NIL

**Prize Money**: Winner- Rs. 10000, 1st Runner up- Rs. 7000, 2nd Runner up- Rs. 5000

**Key Components of Idea Pitching**-

1. **The Pitch Deck**

* **Introduction:** Briefly introduce yourself or your team and your background.
* **Problem Statement:** Clearly define the problem or need that your idea addresses.
* **Solution:** Present your idea as a solution to the problem, highlighting its unique value proposition.
* **Market Opportunity:** Describe the market size, target audience, and potential for growth.
* **Business Model:** Explain how you plan to make money or achieve sustainability.
* **Competitive Analysis:** Identify key competitors and explain how your solution is different or better.
* **Traction:** Show any progress you’ve made, such as user numbers, partnerships, or milestones.
* **Financials:** Provide a snapshot of your financial projections, including revenue forecasts and funding requirements.
* **Team:** Introduce your team and their relevant expertise or experience.
* **Call to Action:** Specify what you are asking for—investment, partnerships, mentorship, etc.

1. **Presentation Skills**

* **Clarity:** Communicate your ideas clearly and concisely.
* **Engagement:** Engage your audience with a compelling story or visuals.
* **Confidence:** Present with confidence, showing belief in your idea.

1. **Audience Engagement**

* **Q&A:** Be prepared to answer questions and address concerns from the audience.
* **Feedback:** Listen to feedback and be open to constructive criticism.

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