

Event Title: Ideathon: Business Pitch Challenge

Unleash Ideas. Ignite Innovation. Inspire Impact.

Overview

Ideathon: Business Pitch Challenge is a dynamic platform for aspiring entrepreneurs to showcase innovative business ideas and strategic solutions. This competition empowers students to present their business models, demonstrating feasibility, market potential, and financial viability before industry experts. Elevate your entrepreneurial vision and compete to make an impact!

Who Can Participate?

- Open to any student currently enrolled in a college or university in Karnataka.

Rules & Guidelines

1. Team Composition

- Each team must consist of 2 to 4 members.
- All members must be from the same college.

2. Business Idea Submission

- Teams must submit a summary of their business idea before the specified deadline.
- Late submissions will not be considered.

3. Business Idea Showcase

- Teams are free to pitch ideas from any domain or industry.
- There are no restrictions on themes or sectors.

4. Presentation Time

- Each team will get 5 to 7 minutes to present their pitch.
- The pitch should clearly cover:
 - Product/Service Overview
 - Market Strategy
 - Financial Outlook

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6. Pitching Methods

- Teams can enhance their pitch using:

1. PowerPoint presentations
2. Videos or animations
3. Prototypes or product demos
4. Any other interactive tools

7. Judging Criteria

Ideas will be judged based on the following:

- Technical Viability – Feasibility and practicality of implementation
- Market Potential – Demand, scalability, and uniqueness
- Financial Sustainability – Revenue model, funding needs, and profitability
- Q&A Round will follow each pitch, where judges will interact with the teams for clarity and deeper insights.

8. Fair Play

- Any plagiarized idea or pre-existing business without significant innovation will be disqualified

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Innovation exchange

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