

## **Guidelines for Pitching at Tejaswini Assam Ideathon 2024**

Welcome to Tejaswini Assam Ideathon 2024! To ensure a smooth and effective pitching session, please adhere to the following guidelines:



- Total time allotted to participants is 8 minutes; 5 minutes pitch & 3 minutes of QnA
- A PPT is not mandatory for pitching, but would add extra value if participants get one
- You are welcome to bring your product for showcasing to the jury members (For those in revenue stage).
- A warning buzzer would be pressed in around 4 mins

**For the 5 minutes pitch, please be prepared with the following information:**

<b>For Idea Stage</b>	<b>For Revenue Stage</b>
<ul style="list-style-type: none"><li>• Tell us about the idea.</li></ul>	<ul style="list-style-type: none"><li>• Tell us about the business.</li></ul>
<ul style="list-style-type: none"><li>• How did you get this idea?</li></ul>	<ul style="list-style-type: none"><li>• Tell us about the product/service features.</li></ul>
<ul style="list-style-type: none"><li>• Who is the customer being targeted?</li></ul>	<ul style="list-style-type: none"><li>• Who are your customers?</li></ul>
<ul style="list-style-type: none"><li>• In what way is your idea unique/different?</li></ul>	<ul style="list-style-type: none"><li>• How is your business different from others?</li></ul>
<ul style="list-style-type: none"><li>• Who are your competitors?</li></ul>	<ul style="list-style-type: none"><li>• Who are the existing competitors?</li></ul>
<ul style="list-style-type: none"><li>• NA</li></ul>	<ul style="list-style-type: none"><li>• Marketing?</li></ul>
<ul style="list-style-type: none"><li>• How much fund would you require to make this idea into a business?</li></ul>	<ul style="list-style-type: none"><li>• What is your business turnover?</li></ul>

We wish you the best of luck with your pitch and look forward to seeing your innovative ideas come to life at the Tejaswini Assam Ideathon 2024!