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7-8<sup>th</sup> March  
[ecellgdgu.org/idea](http://ecellgdgu.org/idea)



# Elevator Pitch Competition

Date of Event : 7<sup>th</sup> – 8<sup>th</sup> March 2019

Entry Fee : Rs.1000

## *Description*

Do you have an original idea that can improve the way we live, work and play? We're looking for creative, cutting-edge ideas driven by conscientious and dedicated students. An exciting and interactive pitch competition taking place at *GD Goenka University, Gurgaon*. Pitch your business, convince our expert judges of its value, and impress the crowd, and you will have the chance to win cash prizes, internship opportunity at start-ups and mentorship from best of the academic and industry experts.

## *Elevator Pitch Competition*

An elevator pitch verbally outlines an entrepreneurial concept or idea in a short period of time. It is typically three minutes in duration, which is symbolic of the amount of time one would have on an elevator ride to capture the attention of a potential investor in the concept. A successful elevator pitch requires significant prior thought and research, and culminates in the ability to clearly and succinctly highlight the most compelling aspects of a proposed venture.

## *Topics*

In preparing a pitch, teams or individuals should answer the following questions based on research and data, not opinions:

- What is the product or service?
- What need does it address?
- Who is the primary market for the venture and what can you say about the size and scope of that market?
- What are the compelling attributes that differentiate your product or service from others that address the same need?
- How will your business make money?
- How much startup capital do you need and what are your revenue projections?
- If relevant, what have you achieved already?

## *Format*

Each individual / team would be given a single chance to showcase their business idea and after that top 20 individuals / teams will get a chance to present their idea again but with more time to present .

**ROUND 1** : Each IDEA would be presented by the participants who will get 5 minutes to pitch. Three (3) minutes to pitch their idea or concept and two (2) minutes for Q&A with the judges. Teams can use PowerPoint presentation only.

**ROUND 2** : Top 20 selected individuals / teams will get 10 minutes to present their IDEA , Teams can use PowerPoint presentation ,visual aids, props, or other items (like posters, flex, prototypes).

### *Team*

An individual or group of individuals may pitch. A team can have maximum of 3 students. Teams that consisted of both graduate and undergraduate students are encouraged to participate. Each team will be limited to one entry in the competition. Individuals can only be members of one team. Teams cannot add additional members between competition rounds.

### *Judging Criteria*

The judges will consider: the innovation of the product, technology or service; product-market fit; the scalability of the business model; the total impact (including sales, social value, impact on users, partners, etc.); and the qualities of the entrepreneur or entrepreneurial team – their level of talent, diversity, and qualities which are value additive to the company.

### *Eligibility*

The competition draws entries from undergraduate and graduate applicants from any University/ Institute. Project entries or ideas must be the original work of the applicant(s).

### *Awards and Prizes*

All teams will be present for the entirety of the round and will be able to watch the other finalists' pitches. After all pitches are complete, there will be a short break for judging. TOP FOUR teams with the highest scores be declared the winners. Prizes will be in the form of cash rewards, internship opportunity at start-ups and mentoring with experts.

### *Links*

Website link : <https://ecellgdgu.org/idea>

Registration link : [https://ecellgdgu.org/idea\\_register.php](https://ecellgdgu.org/idea_register.php)