



Idea Pitch Competition

i2i

IDEA to INNOVATE

PARTICIPANT GUIDELINES PACKET



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan

Overview:

Theoretically, a pitch refers to delivering a business plan verbally. A pitch typically takes the form of an entrepreneur or group of entrepreneurs presenting or describing their ideas to prospective investors. An essential point to be taken into consideration in an idea pitch is that of time constraint. This time constraint challenges the entrepreneur to present one's self and one's idea in an effective and impressionable manner.

In order to provide an opportunity to students to work together and learn how to effectively formulate and communicate the value of innovative ideas, and turn them into real opportunities in the long run, the Innovation Club has come up with “**Idea to Innovate**”- **i2i**; a well-executed idea pitching competition that can open the doors to success for the participants in their future endeavors.

Goals:

With the main motive being ‘**Stage to Ideate**’, the i2i competition seeks to encourage entrepreneurially-oriented students to develop their ideas and grow new ventures. It also intends to provide students with a forum to develop skills in pitching their ventures to investors and to receive constructive feedback that will increase the future probability of success.

It is specifically designed to get you to tickle your grey cells to formulate a novel business idea and then help you gain expert feedback and find mentors.

And yes, if you do not have an idea, but think you may want to join a team for future event, come join us in the audience!

Objectives:

- ⇒ Create a compelling and practically feasible idea
- ⇒ Present your idea to the college jury in an concise yet effective manner
- ⇒ Persuade the judges (potential investors) to help you take the next step



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan

Guidelines:

1. Only open to undergraduate students of the institute.
2. Only pre-revenue ideas will be allowed.
3. Contestants may either compete individually, or in teams (of not more than three).
4. Any effective mode of pitching that does not divagate focus from the original intent can be used.
5. The time allotted for pitching will be 2 minutes, after which there would be a follow-up round where the participants would have to respond to the queries put forward by the judges.

Confidentiality and Intellectual Property Guidelines:

1. Contestants should be aware that neither administrators of the competition nor judges of the i2i competition will be required, nor should they be asked, to sign nondisclosure agreements (NDA).
2. In general, students should present only concepts and be aware of the fact that ideas, once disclosed, are very difficult to shield.
3. All the sessions of this competition, including (but not limited to) the verbal presentations and question/answer sessions, are open to the entire student community at large. Any data or information discussed or divulged in the course of the competition by the entrants should be considered as likely to enter the public realm, and the entrants should not assume any right to confidentiality in any data or information discussed, divulged or presented in these sessions.

How to Win:

1. The judges, comprising of both the jury and the audience in a 60:40 weightage ratio, will determine the winning pitch.
2. The weights, different from what they might be in a business plan competition, include the likes of overall persuasiveness, quality of speaking and overall conciseness.

*See Idea Pitch Judging Criteria below for more



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan

Judging criteria:

The event, as mentioned above, will be judged both by the judges and the registered audience (via a voting portal).

1. Judges (60%):

The judges, comprising of experienced faculty members from The LNMIIT community, would look for the student's ability to convey passion for an idea in a professional manner.

JUDGING CRITERIA	SCORE	COMMENTS
<u>Idea</u> <ul style="list-style-type: none">• Was a 'real' problem or opportunity identified?• Did the idea solve or address the problem or opportunity?• Were you sold by the idea?	(Out of 25)	
<u>Economic Feasibility</u> <ul style="list-style-type: none">• Were you sold on the idea?• Does the idea look profitable in the long run?• Are there indications of economical management of funds?	(Out of 10)	
<u>Practicality & Application</u> <ul style="list-style-type: none">• Did the idea have potential for success?• Is it worth investing in?• Does it hold market value?	(Out of 15)	
<u>Presentation</u> <ul style="list-style-type: none">• Was the message conveyed clearly, loudly, and with excellent dictation and grammar?• Was there passion, energy and optimism?• Was the body posture and presence professional and confident?• Were the questions answered with clarity?	(Out of 10)	



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan

2. Audience Vote (40%):

In order to encourage audience participation in the decision making, the first 150 registrants from the audience would be granted the privilege to add to the judgement process by casting priority votes.

Promoting the concept of '*i-revolution, where i choose the winner*', an android application and a voting portal have been developed for the same, and would cater to the purpose.

The marking weightage here would be:

PRIORITY	SCORE
1	5
2	3
3	1

Rewards:

Both monetary and in kind prizes are up for grabs for the top 8 teams!

- ⇒ The winners would be entitled to receive a prize of ₹1200
- ⇒ Two first runners up teams will each receive a prize of ₹900
- ⇒ Two second runners up teams will each receive a prize of ₹750
- ⇒ Three teams will receive consolation prizes of ₹500

In addition to the above, the three winning teams will be entitled to receive certain other non-monetary prizes from our Event Sponsors!



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan

Dates and Deadlines:

- ⇒ Registration of teams for participating in the event will commence from **8th September** via the Innovation club i2i Event Portal. Link for the portal is as follows –
<http://innovationclub.lnmiit.ac.in/iclub/voting/>

Last date for team registration is 13th September.

- ⇒ Registration for audience will commence from **8th September**. Only first 150 registered entries will be entertained.

Contact us:

For more information, queries or assistance in developing your idea or crafting your pitch.

Feel free to mail us at: innovation.lnmiit@gmail.com

You can also find us at: <http://www.facebook.com/iClubLnmiit>

Sponsors for the event:



THE LNM INSTITUTE OF INFORMATION TECHNOLOGY

Rupa ki Nagal, Post Sumel, via Jamdoli

Jaipur-302031 Rajasthan