

Startup Pitch Competition

Official Participant Brief

Welcome to the **Startup Pitch Competition** track! This track is designed for innovators and entrepreneurs who want to showcase how Artificial Intelligence can solve real-world problems.

Objective

Your goal is to pitch an AI-powered product, service, or business idea to a panel of judges. You do not need a fully developed application, but you must clearly explain the problem, your AI solution, and how it can become a viable business.

Pitch Format

- **Time Limit:** You will have exactly **2 minutes** to pitch your startup.
 - **Q&A Session:** Followed by a **1 minute 30 seconds** Q&A session with the judges.
 - **Presentation:** You should create a pitch deck (PowerPoint, Google Slides, or Canva).
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What to Include in Your Pitch

Keep your presentation concise and impactful. Ensure you cover the following key points:

- **The Problem:** What real-world issue are you solving?
 - **The Solution (AI Angle):** Preferably uses AI to solve this problem better than existing alternatives.
 - **Target Market:** Who are your customers?
 - **Business Model:** How will your startup make money?
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Judging Criteria

Your pitch will be evaluated based on the following metrics:

- **Innovation:** How creative and unique is your AI application?
 - **Feasibility:** Can this idea actually be built and launched?
 - **Market Potential:** Is there a real demand for this solution?
 - **Presentation:** Clarity, confidence, and ability to answer questions.
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Important Rules

- You must bring your pitch deck on your own laptop.
 - Stick strictly to the time limit. You will be cut off if you exceed your allotted time.
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Pen se prompt tak, ideas se launch tak