 BCIHMCT	ACADEMIC	Doc. No. BCIHMCT/ISC/01
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24<sup>th</sup> September, 2024

## NOTICE

We are excited to announce a **Startup Pitch Competition** on 30<sup>th</sup> Sept, 2024 for all aspiring entrepreneurs. All innovators who have an idea and are ready to showcase it, this is your chance!

### Event Details

- **Competition Date and Time:** 30<sup>th</sup> Sept, 2024, 1400 Hrs Onwards.
- **Eligibility:** Open to early-stage startups only.
- **Industry Focus:** Your startup idea must be related to the **Hospitality and Tourism industry**.
- **Team Size:** Teams should not consist of more than **2 members**.
- **Pitch Duration:**
  - Pitch Presentation: **5-7 minutes**, Q&A from Judges: **2-5 minutes**
  - Teams must use a **PPT** presentation. A projector will be provided by the college.
  - Teams may also bring related **samples or prototypes** to showcase during their pitch.
  - Participants must submit the start-up overview (write-up) before the Presentation

### Judging Criteria

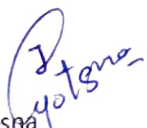
1. **Innovation** (20 Marks): How unique or disruptive is the idea?
2. **Market Potential** (20 Marks): What's the size of the opportunity?
3. **Business Model** (20 Marks): Can the startup make money? What's the path to profitability?
4. **Pitch Quality** (20 Marks): Clarity, persuasiveness, and presentation skills.

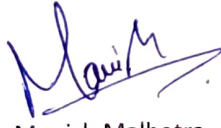
**Note:** Strict time limits will be imposed. Teams going over time may face negative marking or be cut off.

**Judges' Decision:** The decision of the judges is final and not open to dispute.

**Get your ideas ready and form your teams. We look forward to seeing the next big innovation in hospitality.**

For registrations and queries, please contact:

  
 Ms. Jyotsna  
 Event Co-coordinator

  
 Dr. Manish Malhotra  
 In-Charge Incubation and Start-up Cell

  
 Dr. Chef Prem Ram  
 Programme coordinator

Here are the bullet points for the startup write-up that students must submit before the competition:

### Startup Name and Overview

- **Startup Name:** Name of the startup
- **Team Members:** Names and roles of each team member (2 members)
- **Startup Summary:** Brief description of the startup and the problem it addresses

### Problem Statement

- **Problem Definition:** Clear explanation of the problem your startup aims to solve
- **Target Audience:** Who is affected by this problem (industry segment, customer base)?

### Solution

- **Product/Service Description:** Overview of the solution you are proposing (product, service, or technology)
- **Key Features:** Main features and benefits of the product or service
- **Innovation:** What makes your solution unique or innovative?

### Market Potential

- **Market Size:** Estimated size of the market for your product/service
- **Target Market:** Specific segment of the market you plan to target
- **Customer Acquisition Strategy:** How do you plan to attract and retain customers?

### Business Model

- **Revenue Streams:** How will the startup generate revenue (product sales, subscription, etc.)?
- **Cost Structure:** Major costs involved in running the startup
- **Path to Profitability:** How and when do you expect to become profitable?

### Competitive Analysis

- **Competitors:** List of potential competitors in the market
- **Competitive Advantage:** How does your startup stand out from the competition?

### Team and Resources

- **Team Strengths:** Skills and expertise of each team member relevant to the startup
- **Resource Needs:** Any additional resources (funding, mentorship, etc.) your startup needs to succeed

### Pitch Outline

- **Key Pitch Points:** Key points you plan to highlight during your pitch (problem, solution, market, etc.)