

Startup Name

Startup League (2025)

Pitching Contest

Tagline / Vision Statement

Team Members: Name 1 | Name 2 | Name 3
School/Institute Name

The Problem

- **What's the real problem you are solving?**
- **Why is it important?**
- **Who are the target audience**
- **Impact: Why it matters**

The Solution & Product

- **Our Solution:** Short overview
- **Visuals:** Screenshot / Demo / Prototype (If ANY)

Technology & Market

- **Tech Stack:** Core technology (If ANY)
- **Target Market**
- **Opportunity:** TAM & SOM

Competition & Strategy

- - **Competitors:** Acknowledge existing players
- - **Your competitive edge :** (price, features, innovation, quality, speed, etc.)
- **Go-to-market strategy (how you'll reach customers:** marketing, partnerships, online campaigns, etc.)

Team & Roadmap

- - **Team:** Founders + expertise (1-liners)
- - **Why Us:** 2–3 differentiators

GUIDELINES & PITCH DAY LOGISTICS

- **Pitch Timeline:** You will have either a 4-minute presentation with 2 minutes for Q&A.
- **Team Size:** 1-3 members per team in extreme cases individual can participate
- **Pitch Deck:** The event will provide a standard pitch deck template, so you should adapt your content to that format.
- **Backup Plan:** Always have a backup PDF copy of your presentation on a USB drive or saved to your email.
- **Event Decorum:** Be respectful of the event venue and staff. Any damage to property will be charged to you.
- **Single Idea:** Each team can only pitch one idea.
- **Bring Your Own:** You are responsible for bringing all your necessary items for the entire event.
- **Complimentary Beverages** – For comfort and refreshment during the event will be provided.