STARTUP GRIND

Round 1: Pitch Perfect Tech/The Pitch Circuit

Delegate limit: 2

Round Weightage: 40%

Duration: 5 minutes per team (3 minutes for presentation and 2 for question/answers)

Objective: Assess the potential and creativity of business ideas, focusing on how teams leverage IT and technology in a fun, fast-paced setting.

Round Description: Delegates will be tasked with delivering an engaging pitch for an original business product, focusing on how they integrate technology and IT into their solution. Each team will begin their presentation with a personalised audio introduction or music choice that reflects their brand identity. During the Pitch Round, teams will have 4 minutes to present their business idea, including a clear problem statement, a concise solution overview, and a highlight of the technology's role.

Additionally, participants will be required to create a **3D virtual model** beforehand of their product to visually demonstrate how it works. This model should be incorporated into the presentation to make it more interactive and dynamic. Teams are encouraged to use software tools such as **Tinkercad, Blender, Autodesk Fusion 360, or SketchUp** to design their 3D models. The pitch should also be engaging, utilizing visuals, props, or live demonstrations where possible. Following the pitch, there will be a brief Q&A session where judges and the audience can pose rapid-fire questions. The aim is to showcase business acumen and technological innovation in a high-energy, engaging format.

The grading criteria are as follows:

Innovation & Fun Factor (25 points): Is the idea creative and exciting? Did the team make the pitch fun and engaging?

Use of IT/Technology (25 points): Is technology a core part of the business? Was it explained simply and engagingly?

Audience Engagement and Presentation Skills (10 points): Did the team interact well with the audience and make their pitch memorable?

Market Potential & Feasibility (15 points): Is there a real need in the market? Can this idea succeed?

3D Model (25 points): How well constructed is the model? Does the model have a clear, logical structure that makes sense for the product it represents? Does the model reflect key functional elements that define the product's purpose (e.g., buttons, interfaces, moving parts, textures)?

Potential Judge: Ms. Rabia Hasnain and Miss Faryal Humayun

<u>**Round 2:**</u>

Delegate limit: 2

Round Weightage: 30%

Duration: 5 minutes per team (4 minutes for presentation and 1 for question/answers)

In this exciting and innovative round, participants will step into the shoes of creative marketers as they craft a powerful electronic media advertisement for the product they have come up with in the first round. The challenge is designed to test their ability to blend creativity, technical prowess, and marketing insight into a cohesive and impactful presentation. Submissions can take any tech-driven form, including but not limited to, a cinematic video, an interactive website, an eye-catching poster, or even an augmented reality concept. Participants must think beyond traditional boundaries to highlight the product's features, convey its unique selling points, and captivate the intended audience. Judging will focus on originality, visual and technical quality, message clarity, and the overall effectiveness of the advertisement. This round encourages bold ideas and innovative storytelling, providing participants with the perfect platform to showcase their skills and leave a lasting impression.

<u>**Judging Criteria (Out of 100 Points):**</u>

Creativity and Originality (30 points): Unique and innovative approach to the advertisement.
Technical Execution (25 points): Quality of design, editing, and overall technical presentation

Message Clarity (20 points): Clear and impactful communication of the product's features and benefits.

Audience Appeal (15 points): Effectiveness in engaging and captivating the target audience

Presentation Quality (10 points): Professionalism and polish in delivering the advertisement.

Potential Judge: Miss Rabia Hasnain and Miss Amna

Round 3 - Byte by Byte, Web Wonders, Design Dash.

Delegate Limit: 3

Round Weightage: 30%

Duration: (3 minutes presenting + 2 mins attacks + 1 minute closing statement) per team

Round Description: In this round, delegates will showcase their creativity and technical skills by designing a fully functional website from home for the product they have conceptualized. . The website should serve as a comprehensive representation of the product, reflecting the brand's identity, values, and key features. Required elements on the website include: a landing page that introduces the business and product, an about page detailing the mission and vision, a product page with high-quality images or 3D renderings, a features section that highlights key functionalities or benefits, and a contact page that includes a way for potential customers or partners to get in touch. During category hours, each team will present their website to the judges and an opposing team. They will highlight the website's key features, explain how it supports the product's branding and marketing, and showcase the effort behind their design and functionality choices. Following the presentation, the opposing team will engage in a critique, asking questions and challenging design or content decisions. Judges may also ask questions and provide feedback during this phase. Teams must then defend their choices, providing counter arguments and justifications. This dynamic format encourages critical thinking, adaptability, and professionalism, as teams must not only present but also withstand scrutiny and demonstrate the strength of their ideas.

Here's a judging criteria combining all the elements into a total score of 100 points:

1. **Design & Aesthetic (20 points):** Visual appeal, layout, and overall branding consistency.

2. **Functionality & User Experience (15 points):** Ease of navigation, responsiveness (mobile-friendly), and load speed.

3. **Content Quality (10 points):** Clarity of messaging, quality of product descriptions, and overall content presentation.

4. **Technical Execution (15 points):** The website works without errors; all links/buttons are functional.

5. **Strength of Content (15 points):** Strength of arguments, evidence, and relevance of information.

7. **Delivery (15 points):** Clarity, confidence, and persuasiveness.

8. **Rebuttal (10 points):** Effective counter-arguments and adaptability to the opposing team.