

CEY

CEY

Background
Guide

THE X PITCH



Content Overview

1. Committee Introduction	2
2. Their Objective	3
3. Problem Statement	4
4. Committee Proceedings	5
5. Marking Criteria	6-7

Chairperson- Aaryan Kayal

Deputy Chairpersons- Arnav Agarwal and Aryaman Agarwal

COMMITTEE INTRODUCTION

The X Pitch Committee convenes with a mission to unveil solutions for a business idea that will be based on a current problem in the market, embodying the spirit of creativity and problem-solving. Delegates gather to confront this unique problem statement, embarking on a journey of collaborative brainstorming and strategic thinking. The problem statement serves as a catalyst for innovation, igniting a fervour of creativity as delegates delve into the intricacies of the challenge at hand. Drawing from a wealth of experience and expertise across various industries, the committee fosters an environment of open dialogue and exploration, where no idea is too bold or unconventional. Throughout the brainstorming process, diverse perspectives converge, sparking lively debates and inspiring breakthroughs. Through entrepreneurial ingenuity, the committee aims to uncover novel approaches that address the issues at hand. By leveraging the collective expertise and diverse perspectives of its delegates, X Pitch endeavours to catalyse transformative solutions that transcend conventional boundaries. Together, we chart a course towards true innovation, one ingenious pitch at a time. With each pitch, the committee inches closer to revolutionary solutions that redefine the market landscape and inspire change.

THEIR OBJECTIVE

In this arena of a business pitch competition, delegates should harness their creativity and strategic insight to craft compelling narratives that shall resonate deeply with judges. We want the delegates to step on the stage, not as mere representatives of their schools, but as the CEOs and founders of their respective companies. The delegate's goal goes beyond just presenting; it's about creating something innovative and convincing. Each pitch will be a meticulously woven tapestry of ideas, threaded with the promise of transformative impact and visionary leadership. The delegates will stand not just as presenters, but as storytellers of possibility and agents of change. Moreover, the delegates shall aim to forge alliances, spark dialogue, and ignite a shared vision of future success. Each pitch should discover new possibilities and aim to enhance the existing realities.

PROBLEM STATEMENT

Social entrepreneurship has sparked new ideas to tackle some of society's most pressing issues. As an entrepreneur, you are set on making an impact with your new business. Many schools and educational institutions often struggle to meet the needs of neurodiverse students—those with autism, ADHD, and other conditions. Your task is to create an educational toy or game that will help all types of learners allowing those with diverse brain wiring to thrive alongside their classmates. The project should draw on existing educational technologies and be accessible to people around. Summarising your journey of innovation, you must not only stress the societal benefits that come with your product but also its financial viability. As a business leader, you will need to deliver a concise 5-minute pitch summarising some aspects regarding your company such as financial projections, marketing plan, expansion plans and target audience among others that would make potential investors want to invest in it.

COMMITTEE PROCEEDINGS

Each delegation will be expected to present their product during the first few committee sessions, based on which the teams will be judged. There will be an opportunity for the delegates to cross-question the other participating teams, which will add to their total score. Please find marks allocated for cross-questioning in the Marking Criteria section.

After which, the delegations will be divided into 5 teams of 8 members each. Your objective will be to spread awareness about a chit-picked product in a unique way. This may involve planning and performing a skit, going down the route of Instagram marketing by creating reels and similar posts, or any other method the team sees fit; we encourage the delegates to be as creative and expressive as possible. All teams need to address the major stakeholders of the product to ensure your performance has an impact. The maximum time for this presentation for each team is 10 minutes. This presentation seeks to encourage collaboration between different delegations as well as pitching the products to audiences beyond investing capabilities (consumers).

MARKETING CRITERIA

Moreover, some advice for your presentation, our focus will be on seeing you effectively selling the product through a dynamic and engaging pitch, rather than relying solely on a slideshow for technical details. We want you to understand that brevity is key within the allocated 5-minute timeframe. Our approach emphasises demonstrating the product's unique value propositions in a compelling manner, utilising creative presentation techniques that go beyond conventional financial metrics. The presentation and slideshow will be marked separately. Moreover, we recommend you see actual business pitches in competitions or shows to help you prepare for your own pitch.

Creativity: (20 Marks)

Delegates are encouraged to showcase creativity throughout their presentation. This includes presenting innovative ideas, incorporating unique approaches, and using engaging elements to capture the audience's interest. Demonstrating creativity not only sets their pitch apart but also shows their ability to think outside the box in portfolio allocation and management strategies.

Pitching Skills and Confidence: (20 Marks)

Effective communication is vital during the pitch. Delegates should demonstrate strong pitching skills, including articulation, persuasion, and the ability to deliver their points confidently. A well-spoken and engaging presenter will leave a lasting impression on the judges and the audience. Maintaining a professional flow and using confident language will further enhance their pitching performance.

Presentation: (15 marks)

The way delegates present their pitch is essential for creating a positive impression. They should ensure that their presentation is neat, tidy, and aesthetically pleasing. Utilising infographics and concise visuals will further elevate the presentation.

Financial Viability: (15 Marks)

Delegates should include an assessment of financial viability in their investment pitch. This criterion evaluates the feasibility and profitability of the proposed product or system. They should present well-researched financial projections, risk assessments, and potential returns on investment. Evaluating the financial viability of their proposals will demonstrate a realistic approach and enhance the credibility of their investment pitch.

Cross Questioning: (10 Marks)

There will be an opportunity for the delegates to cross-question the other participating teams, which will add to their total score. **Please note that these questions also do entail the risk of negative marking if the line of questioning is deemed irrelevant, unfactual or redundant. If a participating delegation fails to meet the submission deadline and/or fails to present, marks will be deducted from their total score.**

Time Limit: Negative marking if the time limit is exceeded or not met
Respecting the allocated time is crucial for maintaining the audience's attention and conveying information effectively. Delegates should be mindful of the time limit and avoid exceeding it. If they fail to meet the time limit, negative marking will be applied based on how far they have crossed the given time frame.

Total: 75 Marks

Your presentations must be submitted to the email; yec@doonschool.com, by 11:59 PM, 1st August.