

ZEPHYR - 2024

SHARK TANK – THE BUSINESS IDEA COMPETITION

Let's face it, pitching is important. Regardless of your role within the company, the company's stage, or the company's technology, interactions with potential customers, investors, strategic partners (and sometimes even friends and family) will depend heavily on a sound pitch. The art of pitching in a business competition involves presenting the most compelling overview of your company under a set time constraint customized to your audience. You have a limited amount of time to cultivate the interest of your audience and encourage them to take the next step, whether it be a follow-up phone call, tech demo, investment ask, etc. Business plan competitions force you to distill the million things you could say about your company into a well-rehearsed, micro-analyzed few sentences that is easy for your audience to digest and resonate with their interest. Practice makes perfect, and competitions are great practice for becoming your company's pitcher in the big leagues.

Process Guidelines and Rules

General Requirements

I. Team

- a. No less than two and no more than four (4) members in a team.
- b. Free Registration.

II. Idea Pitch

- a. The proposed idea should be unique and serving to either fill an existing gap/ an innovative idea/ value adding existing product/service/ minimizing cost of existing product/service at some level.
- b. The proposed idea should not be in violation of any intellectual property rights.
- c. The idea should be presented in the form of soft-copy presentation in MS PowerPoint format using the narrative feature to communicate the idea.
- d. The presentation can consist of video/reels working as advertisement for the product/service.

Description of Competition & Rounds

The Competition will be spread across two (2) rounds

Round One: Presentation of Idea (Pitch Deck)

- a. Verbal mode of presentation with the help of MS-PowerPoint
- b. Each first round presentation will be reviewed and judged according to:
 1. Market opportunity
 2. Product/Service viability
 3. Understanding of competitors
 4. Business model viability

5. Overall attractiveness of the opportunity

c. Number of Slides: 5

d. Time Limit for Presentation: 5 Minutes per Team

Teams that do not meet the above mentioned requirements or make incomplete presentations will be automatically disqualified.

Top Five (5) Teams will be selected by the judges to participate in the Final Round

Final Round: Defending your Idea

a. Each team that qualifies for the final round is required to defend their business plan by responding to the Questions asked by a Panel of judges. This constitutes the Final Presentation.

b. During the Q&A session the team in contention is required to project their PowerPoint presentation

c. Time Limit for Each Team: 5-7 Minutes