



Pitch Guidebook



CARE | COLLABORATE | CREATE

Dept. of Common Core Curriculum

Pitch Guidebook : Solution Showcase and Ground Zero

Pitching your idea to a panel of judges at the 'Solution Showcase' and 'Ground Zero' can be an exciting yet challenging experience. Here are some main points to keep in mind to make your pitch effective and persuasive.

1. Start with a strong opening:

Begin your pitch with a powerful statement that grabs the attention of the jury members. You can start with a personal story or a thought-provoking question that relates to your idea.

Clearly show which SDG(s) your project will address: If it addresses multiple SDGs - please mention that as well- right in the beginning.

2. Clearly define the problem by making a clear problem statement:

Start by clearly defining the problem you are trying to solve. Explain why it is important (the cause and effects) and whom it impacts. Make sure that the jurors can understand the problem easily. (Please refer to the criteria below- the jurors will have the same framework while they are judging your solution)

3. Present a unique solution:

Your idea needs to be unique and innovative. Explain how your solution is different from existing solutions and how it will provide a better outcome.

4. Demonstrate feasibility:

Judges will be interested in understanding how your idea can be implemented in real life. Explain how you plan to develop, test, and implement your idea.

5. Prepare visuals:

Use visuals such as images, diagrams and prototypes to support your solution. This will make your pitch more engaging and easier to understand compared to too much text.

6. Plan and practice your pitch:

Practice your pitch several times to ensure that you can deliver it confidently and clearly within the allocated time frame. This will help you to stay calm and focused during the pitch. You will have to **pitch your project in 3 mins** and you will be given a **grace period of 30 seconds**. Post which the jurors **will ask you questions based on your project for the next 4 minutes and 30 seconds**. **Each team will be given a total time of max 8 minutes (3 mins 30 secs - pitch by the team + 4 mins 30 secs - Q&A with the jurors)**

7. Be open to feedback:

Be open to feedback from the jurors. This will give the impression to the jurors that you are receptive to feedback and willing to improve your solution.

Your Pitch will be judged according to the following 5 criteria and parameters.
Please ensure your pitch addresses all of them.

		Sub- Criteria	Parameters
Criteria	Problem Finding	Relevance Alignment with the Sustainable Development Goals (Weak -> Strong)	Relevance to SDGs. The team has articulated the relevance of their problem to 1 or more SDGs.
		Design (research - generative+ evaluative)	Team has worked extensively with users/stakeholders viz observing/ interviewing, secondary data etc. and project development is feedback driven.
		Insights	Identification of user needs and pain points identified. Clarity in problem definition, its significance, and its impact on the target audience or community.
	Inclusive	Equity	The project is focused on meeting the needs of one or more disadvantaged groups and has evidence that it is meeting their needs.
		Accessability	The project is financially and socially accessible to the users/ stakeholders
	Impactful	Scalability	Scalability from immediate community to local, regional, national and international (beyond borders)
		Significance	The extent of the positive impact it has on the people or planet experiencing it.
	Innovative	Novelty	Project addresses a completely unmet need or there is strong evidence it will be a much more effective/economical alternative.
		Desirability	Project is desirable from a human, environmental, and organizational perspective
		Feasibility & Viability	Project is technically possible and is sustainable now and into the future
	Implementation	Business Model	Delivered a compelling model of how the project will sustain & grow.
		Next Steps + Partners	Team has a solid plan of execution and is ready for further investment. The team is solidly ready for future challenges with multiple partners engaged and supporting their advancement. <small>miro</small>

A. In-person Pitch (to be held on Friday, 17 March 2023 at [CMRU Lakeside Campus](#))

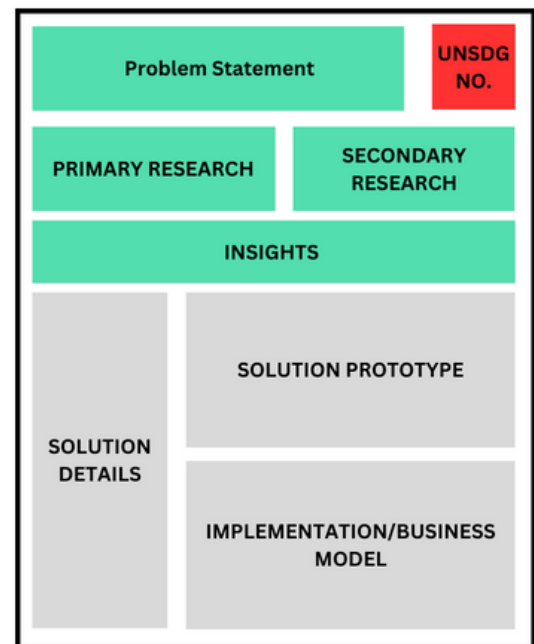


A.1 Teams who will be Pitching for the 'Solution Showcase'

- **Will be given**
 - i. A **4' x 3' panel** (the size of 2 big chart papers approximately) to display the project.
 - ii. A **Table** to place prototypes/laptops if any.
- **Need to bring**
 - i. The **display material** could be charts or printed materials and prototypes (if any) **made in advance**.
 - ii. The required **stationery** such as markers/ pens pencils, scissors etc. and **adhesives** such as cello tape/ scotch tape and blue tack.
 - iii. **Fully charged Laptop along with a backup laptop + chargers** with your presentation in it
 - iv. A **pen drive** with your presentation in it.



Example of how you can create your project panel



EXAMPLE 1

Printed sheets could be arranged and stuck on the panel.



EXAMPLE 2

Hand made :
2 Big Charts (A1 size) could be used.

Or it could be many smaller sheets arranged on the panel.

Name plate provided at venue

CAUSE REGISTRATION ID
Team NAME
Category

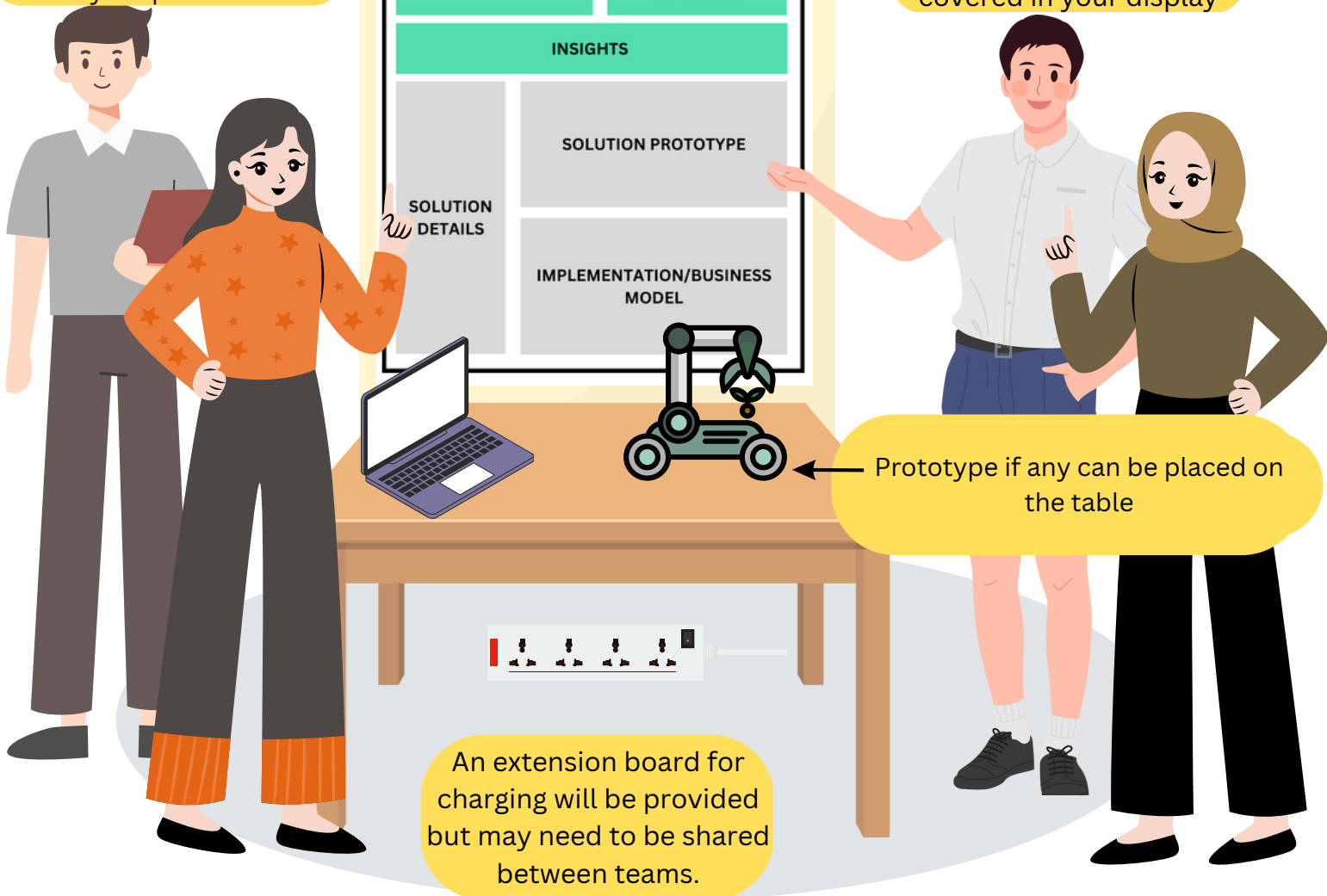
Make your charts in advance and bring. You need to stick it on your allotted panel

Fully charged Laptop and a back up laptop with your presentation to be brought

SDG Clearly shown


Please also carry a pendrive with your presentation

All 5 criteria to be covered in your display



An extension board for charging will be provided but may need to be shared between teams.

Kindly Note:

- All team members are to be present at the designated display area at the time of the pitch to the jurors.
- Your presentation to adhere to the [sample template](#). 
- Total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- **Dress Code:** To be attired in formal wear. (not in institution uniform)
- **Code of Conduct:** All team members are to uphold integrity; to respect all present and their rights and properties and the safety of others.

A.2 Teams who are selected for the final round: 'Ground Zero' from the 'Solution Showcase'

'Ground Zero' round will happen on the main stage.


- **Will be given**
 - I. **Mics** to make the pitch along with an **LED display** unit for the presentation.
 - ii. A **Table** to place prototypes (if any)
- **Need to bring**
 - i. A **pen drive** with your presentation in it.

Kindly Note:

- All team members are to be present at the main stage area by 1:30 pm.
- Your presentation to adhere to the [sample template](#).
- Total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- **Dress Code:** To be attired in formal wear. (not in institution uniform)
- **Code of Conduct:** All team members are to uphold integrity; to respect all present and their rights and properties and the safety of others.


B. Online Pitch (to be held on Tuesday, 14 March 2023 during the allotted slots)

B.1 Teams who will be Pitching for the 'Solution Showcase'

- Please ensure you have a stable internet connection throughout the session.
- To make your pitch as per the 5 criteria and parameters mentioned in Pg. 2.
- To adhere to the presentation template [click here.](#) 
- You are given a total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- Time slots and Zoom link is shared via email.
- You are to have an active Zoom account on your device
- Your Zoom display name must be the same as your team name at the time of registration. eg: Incredibles *[Zoom will only allow a maximum of 15 characters]*
- You and all your team members are to join the Zoom link 20 minutes prior to the start of 'Ground Zero' and are to be present throughout the online session up to 4.30 pm (IST)
- You can watch other teams in your slot present their projects as well.
- In case you and your team members fail to make it to the online 'Ground Zero' Pitch as per the allocated time, you and your team members will be disqualified from the 'Cause 2023' Challenge.
- The announcement of the Winners of 'Cause 2023' will be made immediately after the conclusion of all the Pitches for the 'Ground Zero' part of the Challenge. Therefore, the participants to be present throughout the online session up to 4.30 pm (IST)



Kindly Note:

- Your presentation to adhere to the [sample template.](#) 
- Total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- **Dress Code:** To be attired in formal wear. (not in institution uniform)
- **Code of Conduct:** All team members are to uphold integrity and adhere to netiquette.

B.2 Teams who are selected for the final round: 'Ground Zero' from the 'Solution Showcase'

The 'Ground Zero' round will happen on the main stage as per the event agenda enclosed below. All online finalists for 'Ground Zero' will join virtually via Zoom. Once they join, the session they will be visible to the jurors and the audience from the LED display unit mounted on the main stage. During the pitch, the team members will interact virtually with the jurors present at the venue.

- Please ensure you have a stable internet connection throughout the session.
- Make your pitch as per the 5 criteria and parameters mentioned in Pg. 2.
- Adhere to the presentation template [click here.](#)
- You are given a total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- Time slots and Zoom link is shared via email.
- You are to have an active Zoom account on your device
- Your Zoom display name must be the same as your team name at the time of registration. eg: Incredibles [Zoom will only allow a maximum of 15 characters]
- You and all your team members are to join the Zoom link 10 minutes prior to the start time of the online session and are to be present throughout the online session.
- You can watch other teams in your slot present their projects as well.
- In case you and your team members fail to make it to the online 'Solution Showcase' Pitch as per the allocated time, you and your team members will be disqualified from the 'Cause 2023' Challenge.
- The announcement of the top 6 finalists for the 'Ground Zero' part of the Challenge will be made on the 'Design Thinking Day' to be held on Friday, 17 March 2023 at 1 pm. If your team makes it to the top 6 final teams, then kindly ensure that you and your team are available between 01:15 pm to 04:30 pm (IST) to present your online 'Ground Zero' Pitch.



Kindly Note:

- Your presentation to adhere to the [sample template.](#)
- Total time of max 8 minutes (3 mins 30 secs - Pitch + 4 mins 30 secs - Q&A with the jurors)
- **Dress Code:** To be attired in formal wear. (not in institution uniform)
- **Code of Conduct:** All team members are to uphold integrity and adhere to netiquette.

DESIGN THINKING DAY

INAUGURATION

9:30 am	Opening Remarks
9:35 am	Invocation
9:40 am	Welcome Address
9:50 am	Lighting of the Lamp
9:55 am	About 'Cause 2023'
10:00 am	Address by the Chief Guest
10:05 am	Inauguration of 'Cause 2023'
10:15 am	Presidential Address
10:25 am	Closing Remarks
10:30 am	Launch & Tour of Makerspace

SHOWCASE

10:45 am	S olution Showcase
1:00 pm	A nnouncement of the Finalists

GROUND ZERO

1:50 pm	Welcome Address
2:05 pm	Solution Pitch by the Finalists
3:30 pm	Prize Distribution
3:45 pm	CMRU Innovation Awards
3:55 pm	Presidential Address
4:00 pm	Closing Remarks
4:05 pm	CMRU Soirée



17 March 2023
Friday

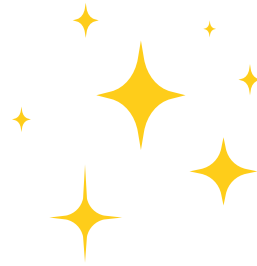


CMR University
Lakeside Campus
Bengaluru



<https://www.cmr.edu.in/design-thinking-day/>

Wishing you all the best!



**You can write to us at cause2023_dtd@cmr.edu.in
Call/Whatsapp us at +(91) 8553707163 / +(91) 9899639214
for any queries/support/additional information/clarification(s).**

**Join the ‘Cause 2023’ WhatsApp group to stay updated:
<https://chat.whatsapp.com/DJuiPlf00un5UwQBPHBfJY>**

**You can watch our previous Ask Me Anything Sessions (AMAs):
Session 1: <https://youtu.be/nR9fMgNw58U>
Session 2: <https://youtu.be/1coPg8pHfCg>
Session 3: <https://youtu.be/dF1DC8EK11E>**