

Pitching Guidelines – IDEA TO IMPACT Pitch Challenge

Evaluation Guidelines

5-Minute Idea Pitching Competition

1. Time Discipline

- Total pitch time: 5 minutes
- Warning at 4:30 minutes
- Hard stop at 5:00 minutes
- Exceeding the time limit will result in score deduction

2. Slide Compliance

- Maximum 6 slides (title slide excluded)
- One clear idea per slide
- Minimum font size: 24 pt
- No dense text or backup slides

3. Mandatory Structure

Presentations must follow this exact order:

1. Problem Statement
2. Target User & Pain Point
3. Proposed Solution
4. Innovation / Differentiation
5. Feasibility & Impact
6. Team & Ask

4. Content Integrity

- Ideas must be original
- Current stage must be stated (Idea / Concept / Prototype / Pilot)

- Claims must be realistic and defensible

5. Submission Format

- Accepted formats: PPT / PPTX / PDF
- Slides must be submitted before the event

6. Q&A

- 2–3 minutes, at jury discretion

7. Evaluation Criteria

Judging will be based on:

- Clarity
- Innovation
- Feasibility
- Impact
- Communication quality

8. Final Authority

- Jury decisions are final and binding.