IDEA IGNITE PITCH-A-THON
#Pitch Your Passion

Idea Ignite is a platform for aspiring entrepreneurs to pitch their innovative startup ideas to a panel of judges. It offers an opportunity for participants to showcase their creativity, receive feedback, and potentially secure funding and mentorship for their ventures. The event fosters entrepreneurship and encourages the development of groundbreaking ideas within the startup community.

PRESENTATION CRITERIA:

The presentation must include these five main points: the team must speak about each topic for 1 minute, and their entire presentation must be 5 minutes.

1. **Problem Statement:** Clearly define the problem or pain point that the product/service aims to address. Describe the problem's significance, who it affects, and why it's essential to solve.

2. **Solution Overview:** Present the product/service and explain how it solves the identified problem. Highlight the unique features or attributes that differentiate the solution from existing alternatives.

3. **Target Market:** Identify and describe the target market or audience for the product/service. Provide demographic information, market size, and relevant insights into the target audience's needs, preferences, and behaviour's.

4. **Value Proposition:** Articulate the value proposition of the product/service. Clearly communicate the benefits and advantages it offers customers compared to competing solutions. Explain why customers should choose this product/service over others.

5. **Business Model**: Outline the business model and revenue generation strategy for the product/service. Explain how the company plans to monetize the offering through sales, subscriptions, advertising, or other means. Discuss the scalability and sustainability of the business model.