



# RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)  
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560074

## Department of Computer Science & Engineering & RRIIC

**1. TYPE OF THE EVENT : START UP – PITCHING COMPETITION by E-Cell of CSE Dept.**

**2. RESOURCE PERSONS & JURY MEMBERS :**

Mr. Abdul Afsar Baig

Mr. Suhail Ahmed

Mr. Talha Zaki

Dr. Muruganandham

**3. DATE : 28.09.2024 Saturday**

**4. TIME : 10.00 A.M TO 5.00 P.M**

**5. FACULTY CO-ORDINATORS :**

**Prof. Rajkumar. R, Asst. Professor and E-Cell Coordinator**

**Prof. Auntin Jose T, Asst. Professor, CSE Dept.**

**6. NO. OF STUDENTS ATTENDED : 70 Students (22 Teams)**

**7. OUTCOME OF THE PROGRAMME :**

Students gained the knowledge and gathered the information on the following:

- 1. Business Model:** A clear and scalable business model is a critical factor. Investors want to know how the start up will generate revenue and grow to become sustainable.
- 2. Innovation and Market Potential :** Judges look for innovative ideas that solve real problems and have a large potential market. Startups offering unique solutions to unmet needs stand out.
- 3. Team Quality :** The expertise, experience and passion of the team are key. A strong, well-rounded team with a clear vision can make a significant impact.
- 4. Traction :** Evidence of customer interest, early revenue, partnerships, or growth metrics demonstrates viability.
- 5. Pitch Quality :** The clarity, persuasiveness, and enthusiasm with which the idea is presented can also sway the outcome. A well-structured pitch that addresses key concerns is important.
- 6. Financials and Feasibility:** Start ups that demonstrate sound financial planning, cost management, and long-term feasibility tend to perform better.
- 7. Impact :** Social or environmental impact often adds weight to a startup's appeal, especially in competitions focused on sustainability or social innovation.



# RajaRajeswari College of Engineering

(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)

#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560074



Department of Computer Science & Engineering & RRIIC

## RajaRajeswari College of Engineering



Autonomous Institute, Affiliated Visvesvaraya Technological University, Belagavi ,

(Approved by AICTE, UGC & GoK, Accredited by ISO 9001-2015 Certified Institution)

Sponsored by: MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

## Department of Computer Science and Engineering

### EVENT AGENDA

**Date: 28.09.2024 Saturday**

**Name of the Event : Pitch Perfect – Start up Pitch Presentation**

**Venue : 5<sup>th</sup> floor Seminar Hall, RRCE**

#### 1. Registration & Welcome

- 10:00 A.M - 10:15 A.M : Registration of participants and networking.
- 10:15 A.M - 10:30 A.M : Welcome address by the President of E-Cell RRCE.

#### 2. Principal and HOD Address

- 10:30 AM - 10:40 AM: Principal Address – Dr. R. Balakrishna
- 10:40 AM - 10:50 AM: HOD Address – Dr. D. Kirubha

#### 3. Introduction of Chief Guests & Judges

- 10:50 AM - 11:05 AM: Introduction of Chief Guests and Judges by the Event Coordinator.
  - Brief background and achievements of the 4 judges:
    - **Judge 1:** Mr. Abdul Afsar Baig
    - **Judge 2:** Mr. Suhail Ahmed
    - **Judge 3:** Mr. Talha Zaki
    - **Judge 4:** Dr. Muruganandham S K

#### 4. Keynote Address

- 11:05 AM - 11:20 AM: Keynote speech by all the Chief Guests, on "The Art of Pitching a Startup Idea."

#### 5. Pitching Session

- 11:30 AM - 01:30 PM: Pitching Round
  - Each team presents their startup idea for 10 minutes, followed by a 5-minute Q&A session with the judges.

#### 6. Jury Deliberation & Networking

- 02:30 PM - 03:00 PM: Jury deliberates on the pitches.



# RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)  
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru - 560074

## Department of Computer Science & Engineering & RRIIC

- 03:00 PM - 03:30 PM: Networking session with participants and audience.

### 7. Award Ceremony & Closing

- 03:30 PM - 04:00 PM: Announcement of winners and award distribution by the Principal, Vice Principal, HOD and Chief Guests.
- 04:00 PM - 04:15 PM: Closing remarks by Mr.R. Rajkumar, Mentor of E-Cell, RRCE.
- 04:15 PM - 04:30 PM: Group photo and final networking.

### Poster

The poster features a purple border and contains the following information:

- Logos:** NBA (National Board of Accreditation), RAJA RAJESWARI COLLEGE OF ENGINEERING, A+ NAAC, INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative), and NATIONAL ENTREPRENEURSHIP CHALLENGE 2024 (NEC).
- Text:**
  - RAJARAJESWARI COLLEGE OF ENGINEERING**
  - An Autonomous Institution**
  - Affiliated to VTU, Approved by AICTE, UGC & Govt. of Karnataka
  - CET CODE - E145 COMEDK - EPPH PROJECT CODE - 1808 PROJECT CODE - 1414 PROJECT CODE - B253
  - DEPARTMENT OF COMPUTER SCIENCE ENGINEERING**
  - E-Cell Presents**
  - 'PITCH PERFECT 2024'**
  - 'Ignite, Ideas, Pitch Potential'*
  - Join us to start your Entrepreneurial Journey!*
- Event Details:**
  - Saturday, 28th September, 2024**
  - 10.00AM to 4.00 PM**
  - Venue: 5th Floor, Seminar Hall, Department of CSE**
- Program Coordinators:** Mr. R.Rajkumar & Mr.T.Auntin jose
- Contact Us:** 9008845678
- Footer:** No. 14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru | www.rrce.org | admission@rrce



# RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)  
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560074

## Department of Computer Science & Engineering & RRIIC

### Start up Pitch Perfect – Event Photographs



Inauguration of Start up Pitch Perfect Event by lighting the lamp by Chief Guest



Dignitaries on the Dias





# RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)  
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560074

## Department of Computer Science & Engineering & RRIIC



Start up Pitch Presenters assembling in the Ramanujam Seminar Hall, 5<sup>th</sup> Floor and attending the Inauguration function and Key note session by the Chief Guest & Jury members



Dr.S.Usha, Dean – Research and Innovation, RRCE is honouring the Chief Guest with the Memento