

INNOVATEX 4.0 – Presidency University

MakerSpace Cluster | Standard Rule Book Format

Event Overview

Field	Details
Event Name	BizTech Pitchathon – Fintech Startup Ideas
Cluster	MakerSpace Cluster
Event Type	Startup Pitch Competition
Mode	Offline
Team Size	2 members
Duration	2 Rounds

Event Task / Objective

The primary objective of *BizTech Pitchathon* is to promote entrepreneurial thinking in the FinTech domain by challenging students to identify financial problems and develop scalable, technology-enabled solutions. The event seeks to evaluate creativity, financial sustainability, regulatory awareness, and the ability to communicate ideas effectively in a competitive professional setting.

Design / Technical Specifications

- The idea must belong to the FinTech domain (Digital Payments, Lending, InsurTech, RegTech, Financial Analytics, Blockchain in Finance, MSME Finance, Sustainable Finance, etc.).
- The solution must demonstrate technology integration (software platform, mobile app concept, AI/analytics usage, blockchain application, etc.).
- Pre-existing startup ideas or already launched businesses are not permitted.
- Use of pre-built templates is allowed only for presentation purposes, not for idea replication.
- Teams must clearly define revenue model, target market, and financial sustainability.
- Plagiarism or copied business concepts will result in disqualification.

General Guidelines

1. Participants must adhere strictly to the event schedule.
2. Teams are responsible for bringing their own laptops and presentation materials.
3. All ideas must be original and developed by the participating team.
4. Teams must prepare documentation including:
 - Problem Statement
 - Proposed Solution
 - Business Model & Revenue Strategy
 - Financial Feasibility
 - Risk & Regulatory Considerations
5. Basic projection and internet support will be provided by organizers.
6. Any unethical, disruptive, or unprofessional conduct will lead to disqualification.

Safety Rules

- Participants must ensure safe usage of electrical devices during the event.
- No hazardous materials or unsafe setups are allowed.
- Participants must follow all venue safety protocols.
- Any misconduct within the campus premises will lead to strict disciplinary action.

4. Event Structure

Round 1: Idea Screening

- Teams will present a **brief pitch** explaining:
 - Problem statement
 - Proposed FinTech solution
 - Target users and basic revenue concept
- Points will be awarded based on the performance i.e clarity, relevance, and innovation.

Round 2: Final Pitch

- The teams will present a **detailed investor-style pitch** covering:
 - Business model
 - Technology integration
 - Financial feasibility
 - Revenue model
 - Risk & regulatory considerations
- Followed by a **Q&A session** with the jury.

5. Presentation Guidelines

- Final presentation duration: **10 minutes**, followed by Q&A.
- Presentations must be in **PPT format**.
- Teams may use:
 - Financial models
 - Mock dashboards
 - Flowcharts or system diagrams
- Use of clear visuals and structured content is recommended.



Submission Guidelines

Final Round submissions must include:

PPT Presentation

- Financial Model / Revenue Plan
- Workflow / System Architecture (if applicable)
- Supporting documentation (if requested)
- Submission before the declared deadline



Judging Criteria

Criteria	Weightage
Innovation & Originality	25%
Financial Viability & Business Model	25%
Technology Integration	20%
Practicality & Market Potential	20%
Presentation & Communication	10%



Scoring Overview

Parameter	Max Points
Concept Strength	30
Financial Planning	25
Technical Understanding	20
Market & Scalability	15
Presentation & Q&A	10
Total	100

Penalties & Disqualifications

Violation	Penalty
Late Submission	-10 Points
Plagiarism / Copied Concept	Immediate Disqualification
Misrepresentation of Data	-20 Points
Unprofessional Conduct	Disqualification
Violation of Event Guidelines	As per Jury Decision

Awards & Recognition

Category	Prize	Remarks
1st Prize	₹15000	Winner
2nd Prize	₹10000	Runner-up
3rd Prize	₹7000	Technical Merit

- Certificates for all participants

Faculty Coordinators

Dr. Prachi Beriwala

Presidency School of Commerce

prachi.beriwala@presidencyuniversity.in

9972400434

Student Event Lead

Srishti B S

School of Computer Science and Engineering

SRISHTI.20241CSD0192@presidencyuniversity.in

8884055741

Technical Mentor

Dr. Prachi Beriwal

Presidency School of Commerce

prachi.beriwala@presidencyuniversity.in

9972400434



General Instructions

- Participants must follow all Presidency University and MakerSpace Cluster policies.
- Maintain professional conduct at all times.
- Any form of plagiarism will result in disqualification.
- The decision of the judges is final and binding.
- Certificates will be issued only to valid participants.



Official Note

This Rule Book serves as the official guideline for BizTech Pitchathon under INNOVATEX 4.0 – Presidency University.

Any updates or modifications will be officially communicated through the organizing committee.