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DEPARTMENT OF
BUSINESS ADMINISTRATION
ORGANISES

Minute Pitch Competition

To Celebrate "May Day 2021" on 1 May 2021

Hindustan Institute of Technology and Science (HITS) incepted in 1985, is one of the most reputed and sought-after academic institutions in the country, providing highly qualified and experienced faculty and excellent infrastructural facilities for curricular and extra-curricular activities. The BBA programme offered by HITS provides students with a distinct tilt towards various management disciplines which them students to take up top management positions in the corporate sector.



About the Competition

The 'One Minute Pitch Competition' is aimed at creating the most concise and effective Business Pitch to sell a product to a potential customer, investor or recruit.

Eligibility Criteria

Open for
9th – 12th standard Students

**WIN
EXCITING!!**

CASH PRIZES & SCHOLARSHIPS

Rules and Regulations

- **Use Plain Language** – Preferably English.
- **Stick to the Time Frame** – A total of 60 seconds is the time limit for your pitch and it is recommended that you use between 150 – 160 words in this time frame.
- **Use a High-Level Concept** – to make it easier to explain your service or product.
- **Build on Your Customer Value Proposition** – Add one or two sentences to build it up and make it more interesting and relevant.
- **Do not Overload the Listener** – Give a quick and snappy description of what problem-solving product or service your business can provide your customer with, while leaving them curious to know more.
- **Choosing the Company** – The teams should choose a XYZ company (never mention the company original name) which was started in India and is more than 3 years old. The company should fall under any of the following sectors – Automobile Retail & E-Commerce, Agro-based, IT, FMCG, Food, Travel, Pharma or Environment.
- **Number of Participants** – Participation is limited to 50 teams and spots will be provided on a first come, first serve basis.

Formation of Teams

- Maximum **Four Members per Team** (plan can be submitted individually as well) and more than one Team can participate per school.
- One participant cannot be a part of more than one Team and no change of Team structure will be permitted after the Team is registered.
- The Team must register on the website, **before 23:59 on 10 May 2021** and one of the Team members should be registered as the 'Team Leader'.

Submission Guidelines

- The Teams must submit their presentation in MS PowerPoint format and can make a submission for only one topic.
- Please save the Word document as "Team Leader's name_ school, 1 min business pitch - HITS"
- Each Team must mention their Topic, Team Name, School and Names of Team Members in the business pitch document.
- No request for deadline extension shall be entertained.
- The Team can use pictures and infographics in their business plan provided the relevant sources are mentioned in the Appendix.

Submission Format

The business plan must be organised in the following manner:

- 1. Cover Page 2. Index 3. Executive Summary 4. Opportunity 5. Market Analysis Summary 6. Execution**

B Sc - Aircraft Maintenance / Avionics / Automobile maintenance / Fashion Design / Food Technology / Visual Com / Nutrition & Dietetics / Physical Education, Health Education and Sports | **BA** - English / Economics / Political Science / Psychology / Sociology / Triple Major Specializations | **B Com** - General | **BMS** - Aviation Service & Air Cargo | **BBA** - Aviation / Banking and Finance / Business Administration / Logistics / Automobile / Engineering / Hospital & Health Care | **BCA** - Computer Application

For further queries contact
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Last Date for Submission: **10 May 2021**
Registration & Submission Link:
<https://bit.ly/38LYgVf>