

“Equity Pitch: The The Start-Up Challenge where Innovation meets Inclusion”

Name and designation of the Guest Speakers/ Judges/ Mentors etc.:

1. Deepali Talreja, Associate Partner in PwC’s Financial Advisory Services Group
2. Ms. Karishma Ahuja, Professional Trainer at SPPSPTM, SVKM’s NMIMS

Venue: Classroom 817, 8th Floor, Mithibai Building, SPPSPTM, SVKM’s NMIMS

Start Date: 4th January 2025

End Date: 1st February 2025

Time: 10:00 a.m onwards

Duration of the activity (in Hrs): 18 hours for 2 rounds and 1 final event

Link of social media post of e-pamphlet:

https://www.instagram.com/p/DEXG4SfP9xm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Link for social media post of 2 min video:

https://www.instagram.com/reel/DGmQWhOyuR7/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Program Type: Level 4 Competition

Program Theme: ‘Entrepreneurship and Startup’

Objective of the activity (100 characters):

Encourage innovative entrepreneurship by challenging participants to develop inclusive business strategies, pitch their start-ups, and document winning ideas in the YUKTI Innovation Repository.

Benefit in terms of learning, skills, knowledge obtained (150 characters):

Participants gained hands-on experience in business analysis, strategic thinking, marketing, teamwork, and pitching, enhancing their entrepreneurial and innovation skills.

SVKM's NMIMS SPPSPTM Coordinators

1. Dr. Rohan Pai, Assistant Professor, SPPSPTM, SVKM’s NMIMS
2. Dr. Gargi Vaidya, Assistant Professor, SPPSPTM, SVKM’s NMIMS

SVKM's NMIMS SPPSPTM Student Coordinators

1. Aditi Thakkar, Student President
2. Kamna Talreja, Student President

3. Yana Desai, Student Vice-President
4. Dhanvi Seth, Student Vice- President

Number of student participants: 40

Number of faculty participants: 02

Number of External Participants, if any: Nil

Expenditure Amount, if any: N.A

Mode of session delivery: Offline

Background of the speakers / Judges / Mentors etc. (Brief Resume):

1. **Ms. Deepali Talreja** is an Associate Partner in PwC's Financial Advisory Services Group in Mumbai and has been with PwC for over 20 years. She holds a degree in Chartered Accountancy from Institute of Chartered Accountants of India and is also a member of the Institute of Cost and Works Accountants of India. Deepali has extensive experience in valuation and has worked with and advised several large domestic and multinational companies across various industries, including Healthcare, Pharma, Retail, Infrastructure, Real Estate, Manufacturing, and Services.
2. **Ms. Karishma Ahuja** is a trainer, content developer, and Maharashtra SET-qualified educator. She currently serves as a Visiting Faculty member at NMIMS and N.L. Dalmia. She has an extensive experience in corporate training across retail, IT, and BFSI sectors.

Report on the session with the key outcomes (1-2 pages):

The competition was designed to enhance participants' ability to analyse businesses, identify gaps in inclusivity, and propose creative solutions that catered to a broader audience. It fostered critical thinking and strategic planning while emphasizing leadership.

The competition comprised two rounds:

Round 1 - Interactive Concept Board: In the first stage, teams created a visual storyboard to present their inclusivity ideas. An existing startup or business was selected, and innovative strategies to enhance its inclusivity were proposed. The storyboard highlighted key aspects such as consumer market size, the company's future potential, and marketing methodology.

This round encouraged participants to think visually and strategically, ensuring that the concepts presented were both innovative and feasible. Shortlisted teams advanced to the next round.

Round 2 - Live Pitch Presentation: Shortlisted teams advanced to a live presentation round, where they presented their refined ideas to a panel of judges. The event commenced with a compelling introduction to Equity Pitch: The Entrepreneurship Challenge. The brief overview of the rules was followed by a formal felicitation of the judges by Mrs. Gargi Vaidya. Seven teams were prepared to showcase their business strategies.

Various reputed companies were highlighted during the event. One team proposed an idea for refurbishing Spotify, presenting a short drama that depicted the isolation experienced by individuals who are deaf or hearing impaired in the musical world. The team introduced two striking features: "Experience It" and "Sense It", which served as innovative add-ons. An exclusive sound frequency range was designed to enable the hearing impaired to experience soulful music. Another team addressed a common issue—long queues during lunch breaks—by proposing the Zomato-Canteen app, which facilitated pre-ordering and quick deliveries. The judges were astonished by the various technological solutions aimed at solving problems at a niche level.

Each team showcased a unique style of presentation. One notable innovation was the All-Terrain Wheelchair, a product that many may not have realized they needed. This wheelchair aimed to make adventure accessible to all, including individuals who are physically challenged and those with obesity. To enhance their explanation, the team provided a QR code for the judges to scan, allowing them to view the 3D model of the wheelchair. The product incorporated AI-driven technology, solar panels, self-customization features, and mode-changing wheels, making it an inclusive solution designed for a broader audience.

The judges primarily focused on the marketing techniques that would position the product as exclusive. They ensured that the consumer market and target audience were correctly identified. The judging criteria were based on speaking skills, idea demonstration, teamwork, and time management. Ryze, a carcinogen-free tobacco product, and Innovaccor, a hassle-free paper management company targeting large hospitals, were presented. The teams undoubtedly did an exceptional job, and the judges faced a challenging task in making their final decisions.

Key Outcomes: Participants gained practical marketing skills, honed their strategic thinking abilities, and developed a deeper understanding of product-market fit. Furthermore, they demonstrated increased confidence in presenting their ideas and solutions, making the companies more inclusive.

Glimpses of the event (4 geo-tagged photographs):



