CAREER POINT UNIVERSITY
KOTA

Date: 11th Sep, 2021

EDC#102: - Workshop Session: Idea Generation & Pitching

The Business Pitch Canvas

This is to inform all the students of Career Point University that the Entrepreneurship Development Club is going to conduct an online activity "The Business Pitch Canvas". The Activity is all about the Business idea generation/ ideation/ developing or make it born act of forming ideas. It is a creative process that encompasses the generation, development and communication of new thoughts and concepts, which become the basis of Business innovation strategy. Moreover, Pitching the Idea is the task of bringing an idea with the power to do something with it. It contains software ideas, implementation strategies, organizational changes, and business plans, are all pitched from one to one.

Activity Detail & Rules:

1. Single participation of the student is allowed.
2. The event will be hosted offline.
3. The The Business Pitch Canvas is to be made on A4/A3 size and should be based on the sense one of the of the following:
   a. "Product Solution"- idea should be associated with the existing product based.
   b. "Service Provider"- idea should be associated with the existing service based.
   c. "The Unique Idea"- free fall, no restriction at all, you may come up with unique idea.
4. Only prescribed format for the The Business Pitch Canvas will be used. Prescribed format is in the end of this document.
5. Students have to send the Business Bitch Canvas in pdf format, with the Mentioned Particulars as the Filename: Name of the participants_KID_Branch_Course.ppt/pptx (e.g. Ashutosh_K12345_MGMT_MBA.pptx
6. After doing their registration on CPMSU for attending the activity, interested participants must send their E-Poster on the below mentioned link of Google form:

https://forms.gle/kt5c6GLeRTjRTpW29

7. All communication would take place through the email id: ashutosh.kumar1@cpur.edu.in
8. Any student can participate in the event. But only one Canvas is allowed for one student.
9. Value: Conference Hall, 7th-Floor, CP-Tower.

Activity Itinerary:

1. Welcome of the members & participants by the student coordinator.
2. E-Canvas Presentation by the participants.

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3. Q&A Session.

Club In-Charge

Ashutosh Kumar
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CPU, Kota

The Pitch Canvas©

Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers.

Pain (+ Gain)

What problem are you solving for your customers?
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer,..?
How many people need this problem solved - market size?
Have you validated that people will pay to have it solved?

Product

As simple as possible: what does your product do for customers?
How does it work?
How have you tested it with customers?
(Be sure not to let the product dominate the pitch.)

Product Demo

Live demo? (always risky, but powerful if it works...)
Or screenshots? Physical product?
Can you show a real customer using it?

What's Unique

Technology/Relationships/Partnerships
How do you help your customers get results differently to your competition, or alternatives?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progression in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.

Business Model

How do you get paid?
What's the opportunity for growth?
How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?

Investment

Have you invested money yourself?
Have you raised money so far?
How much are you looking for now?
How many, and what type of investor are you looking for?
What expectations do you have of your investors; network, expertise?
What big things will you use the investment for?
What milestones will you reach with the money?

Team

What relevant experience does your team have that supports your story?
Brands worked for? Achievements? Sales success?
What binds you together as people and as entrepreneurs?

End statement with call to action

Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?

Why You?

NOTE: Why You? can show up in any part of the pitch.
Why do you care about solving this problem for your customers? How has your life been affected by this industry and business?
Why should your audience have confidence that you will do what you say you are going to do?

DESIGNED BY: Best 3 Minutes Presentation Services
Developed from an original idea by David Beckett

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Best 3 minutes

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