



महाराष्ट्र शासन

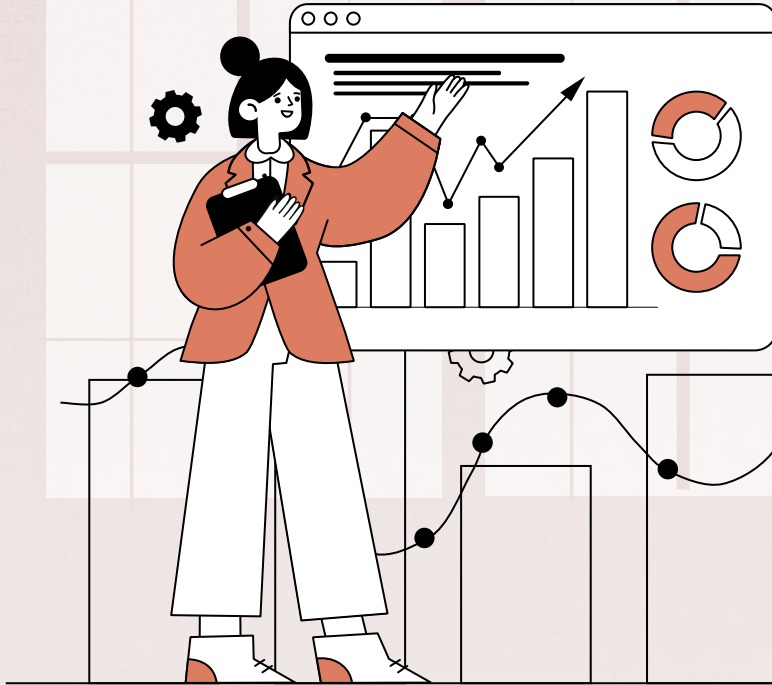
Maharashtra
State Innovation
Society



MAHARASHTRA STUDENT INNOVATION CHALLENGE

2023

Check out: <https://schemes.msins.in>





Objective of- MSIC

OBJECTIVE

To hunt young entrepreneurs (Pursuing College) & support them with possible support to achieve their startup dreams.



ELIGIBILITY

- 1) Student/ Group of students currently undergoing training in any university or industrial training institute in the state.
- 2) Students should have an innovative idea.



Stages



Sr. No.	Stages
1	Institute Registration
2	Student registrations and idea submission
3	Institute wise Pitching & Selection of 2 best ideas.
4	Announcement of Institute wise Top 2 winners for each District
5	Virtual Bootcamp Session
6	District Level Pitching
7	Selection of District Level winners (upto 10)
8	Award Ceremony



HOW TO PITCH ?

What is Pitching ?

- Pitching refers to a short presentation of your idea or innovation covering all possible aspects

Key Points

1. Keep it Short and Simple
2. Focus on how SMART your Idea is
 - a) Specific
 - b) Measurable
 - c) Attainable
 - d) Realistic
 - e) Timeline

TIME FRAME:

Presentation - 10 Minutes

Q&A – 10 Minutes by Jury

General Instructions

- Be on time
- Ensure all team members are present if you have applied as a team
- The presentation should be short
- 10 Minutes of Presentation + 10 Minutes for QnA by Jury
- A product proto-type, working model or presentation will be of an add on advantage



How to Pitch ?

- 1. Introduction**
- 2. What is the problem being addressed? How big is the problem ?**
- 3. What is the innovative solution to address the problem? How is it unique?**
- 4. Showcase MVP or explain the working of the model.**
- 5. Who all are your target audience ?**
- 6. Key resources for the implementation of the idea.**
- 7. Competitor Analysis**
- 8. Current Status and Timeline for implementation**
- 9. Plan for utilization of the grant if received.**

How to Pitch Your Innovative Idea in front of a Selection Panel or Investors

Step 1 – INTRODUCTION: Make a great first impression. Keep the introduction short—introduce the jury to your innovation.

Step 2 - ABOUT THE PROBLEM: Describe the problem you are solving, or a gap that the market is currently not addressing.

Step 3 - ABOUT YOUR INNOVATIVE SOLUTION: Explain a concise and clear solution that jury can easily understand. Highlight the innovative element.

Step 4 – PRODUCT/SERVICE: Demonstrate the working of your model to the jury.

Step 5 – TARGET MARKET: Describe who your consumer is, geographical location and size of your target market and how you aim to meet their needs.

Step 6 – KEY RESOURCES: Talk about the key resources you require for developing your idea.

Step 7 - COMPETITIVE ANALYSIS: Identify your key competitors based on your market research. What is your USP? What is your strategy for winning the market ?

Step 8 - TIMELINE & MILESTONES: Outline the status of your product, milestones you want to achieve in the next 5-6 months.

Step 9 - UTILISATION OF FUNDS: Explain how you will effectively utilise the funds if selected a winner of the challenge.

THE END