



Date: 05/01/2024

## Proposal

**Subject:** To organize the “**Start -up Pitch Session**”

IEEE Student Branch AJIET is organizing the “**Start -up Pitch Session**” as Career Opportunity on 16-01-2024 at 2.30 PM Competition for students. The objective of the event is to test their business concepts and value propositions before audience and analyse insights into market trends, competitive landscape, and investor preferences and use their pitch presentations to demonstrate the vision and potential of their startups, attracting skilled professionals who are passionate about their mission.

**Mapping to Program Outcomes (PO's):** The event is relevant to **PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12**

**PO4: Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

**PO6: The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

**PO9: Individual and Team Work:** Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.

**PO10: Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

  
Principal  
A.J. Institute of Engineering & Technology  
Mangaluru - 575 006



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**PO11: Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO12 Life-long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life- long learning in the broadest context of technological change.

A handwritten signature in black ink, appearing to read 'Anish N.V.', written over a faint red line.

**Coordinator**

A handwritten signature in black ink, consisting of a stylized 'D' followed by a horizontal line.

**Dean Academics**

A handwritten signature in blue ink, consisting of a stylized 'N' followed by a vertical line.

**Principal**

An official purple ink stamp. It features a large green checkmark above the text: 'Principal', 'A.J. Institute of Engineering &amp; Technology', and 'Mangaluru - 575 006'.



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Date: 15/01/2024

## Circular


The IIC Cell in association with clubs AJIET is organizing the Workshop on “**Start -up Pitch Session**” as Career Opportunity on 16-01-2024 at 2.30 PM. All the participants are here by informed to participate actively and to be in the venue on time.



**Technical Coordinator**



**Dean Academics**



**Principal**  
Principal  
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# A.J. Institute of Engineering & Technology

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Kottara Chowki, Mangaluru

## Institute Innovation Council(IIC)

*Organizes a Competition on*

# "Start-up Pitch Session"

11-01-2024

2:30 PM

*Target Audience:*

*AJIET Students*

**Dr. Vignesh Nayak**

**Coordinator**

**Dr. Antony P J**

Vice Principal & HOD of  
CSE

**Dr. P Mahabaleshwarappa**

Dean Academics

**Dr. Shantharama Rai C**

Principal

Our Patrons

**Dr. A J Shetty**

President, LMET

**Mrs. Sharada J Shetty**

Director, LMET

**Mr. Prashanth Shetty**

Vice President, LMET

**Mrs. Ashritha P Shetty**

Director, LMET

**Dr. Prashanth Marla K**

Director, LMET

**Dr. Amitha P Marla**

Director, LMET



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Date: 18/02/2024

## Report on "Start-up Pitch Session"

Name of the Program:	Start-up Pitch Session	Program Dates & Timings:	16-01-2024 2.30 PM		
Name & Details of the Resource Person:	Competition for Students				
Organized by (Clubs/ Dept.)	IIC Cell	In Association with (clubs)			
Number of Participants	57	Students	53	Faculty	04
Program Outcome (PO) Mapping	PO4, PO6, PO9, PO10, PO11, PO12				
Coordinators	Dr. Vighnesha Nayak				
Video Link	<a href="https://youtu.be/rbzV9K2WTFg">https://youtu.be/rbzV9K2WTFg</a>				

**About the Program:** The session began with an introduction from the event Coordinator Dr. Vighnesha Nayak, welcoming attendees and setting the agenda for the pitch session. The event coordinator delivered the opening remarks about the importance of entrepreneurship and innovation, setting the tone for the session. Coordinator also welcomed the judges for Start-up Pitch Session.

Each startup team was given a designated amount of time, typically around 10 minutes, to present their business idea and 10 minutes for the open discussion. The pitch usually covers key aspects such as the identification of problem, market survey, solution for the problem, the target market, business model, traction achieved (if any), competitive analysis, and the team's qualifications. Participants were permitted to use slides, prototypes, or demos to illustrate their points and make their pitches more fruitful and meaningful. Total 6 teams were registered for this competition.

After the presentation Q&A session has arranged to had an interaction with judges and audience can ask questions to the presenters. This segment allows for deeper exploration of the startup's concept and its viability.

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After completion of all the presentation, the judges gave overall feedback on following points

- ✓ Strengths,
- ✓ Weaknesses,
- ✓ Areas for improvement,
- ✓ Overall impressions of the business idea and presentation.

The coordinator concludes the pitch session with closing remarks, thanking participants, judges, and attendees for their contributions and participation. After the pitch session, organizers follow up with participants to provide additional feedback, connect them with potential investors or partners, or offer support in further developing their startups

**Objectives:** The program Start-up Pitch Session enable students to

1. To test their business concepts and value propositions before audience.
2. To analyse insights into market trends, competitive landscape, and investor preferences
3. Use their pitch presentations to demonstrate the vision and potential of their startups, attracting skilled professionals who are passionate about their mission.

**Outcomes:** On successful completion of program, the student should able to:

1. Analyse root cause and consequences of business idea in market environment
2. Demonstrate the competence, dedication, and resilience of the founding team, enhancing their credibility in the eyes of potential investors and collaborators.
3. Effectively communicate and present their ideas to solve the problems.

**Articulation Matrix:**

Course Outcomes	Program Outcomes											
	1	2	3	4	5	6	7	8	9	10	11	12
1	-	-	-	1	-	1	-	-	-	-	1	1
2	-	-	-	-	-	1	-	-	-	-	1	1
3	-	-	-	-	-	1	-	-	1	1	-	1
Average	-	-	-	1	-	1	-	-	1	1	1	1

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**Photos:**



*Wish NM*  
**Event Coordinator**

*[Signature]*  
**Dean (Academic)**

*[Signature]*  
**Principal**

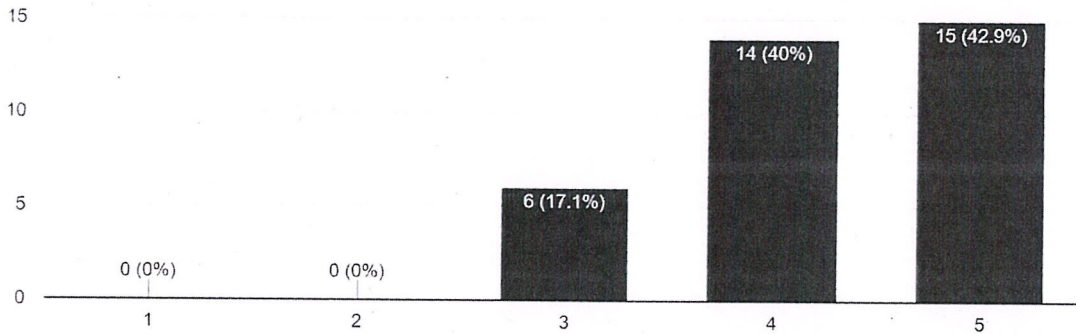
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**Principal**  
A.J. Institute of Engineering & Technology  
Mangaluru - 575 006

## FEEDBACK:

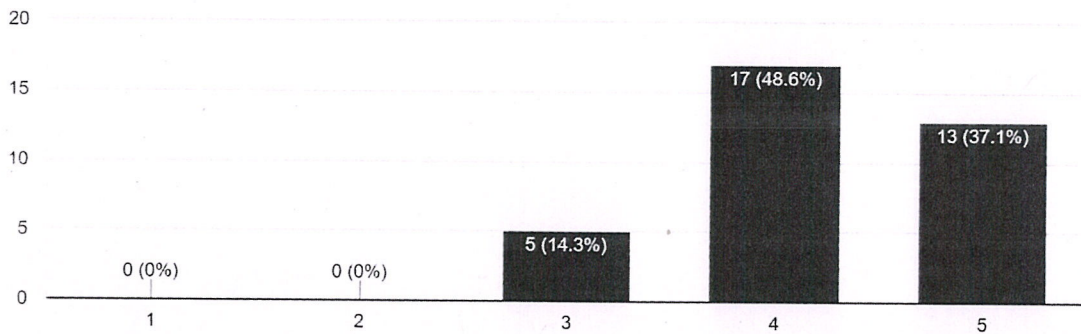
1. How would you rate your overall experience at the startup pitch session?

35 responses



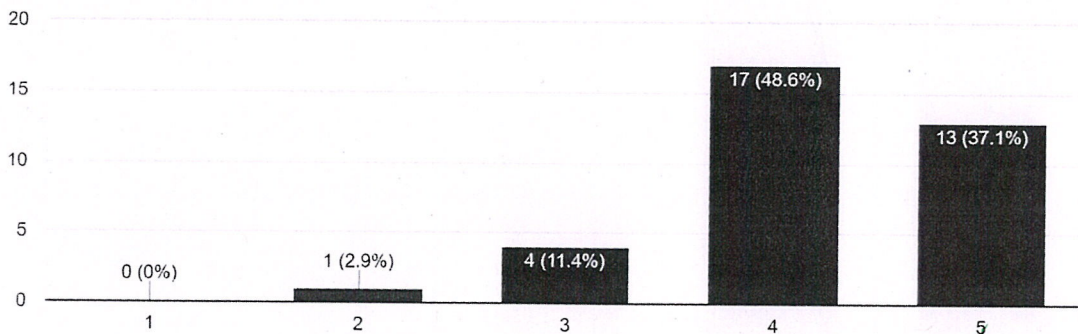
2. How would you rate the quality of the pitches presented during the session?

35 responses



3. Did the pitches address topics or industries that are of interest to you?

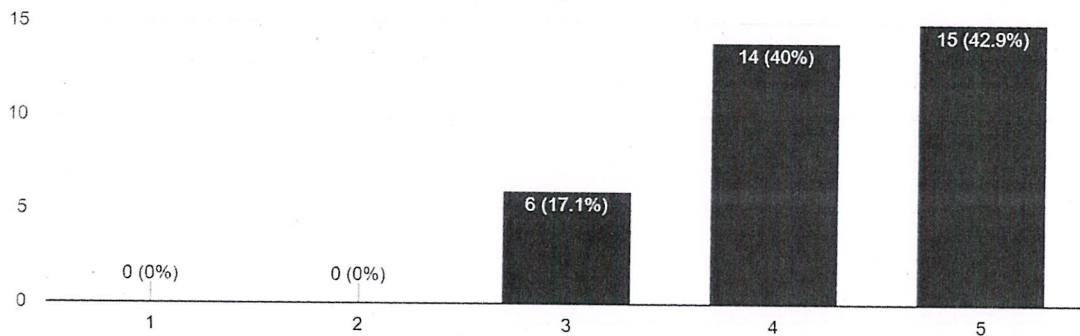
35 responses



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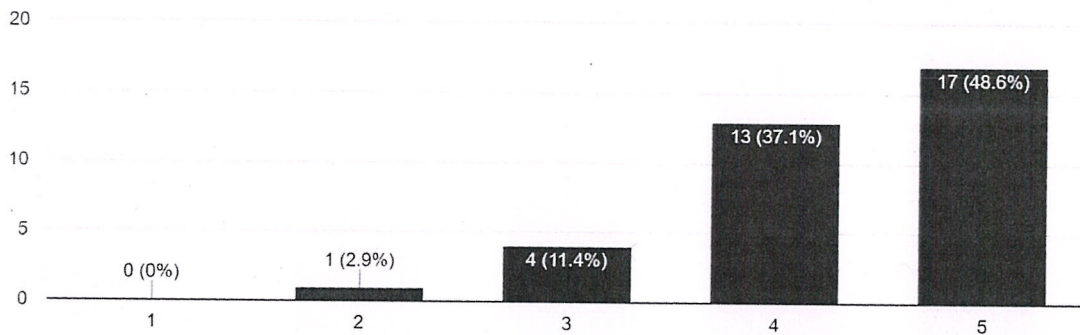
4. Did the presenters demonstrate a strong understanding of their target market, competition, and unique selling points?

35 responses



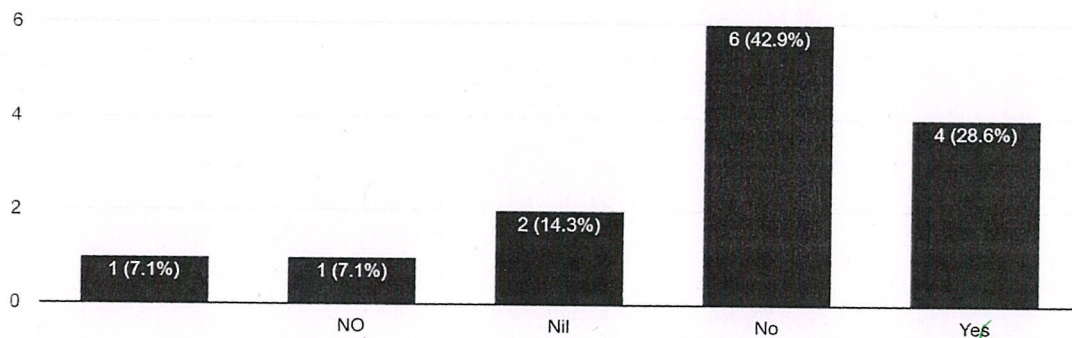
5. Were audience questions addressed satisfactorily, and did they provide valuable insights into the startups' concepts?

35 responses



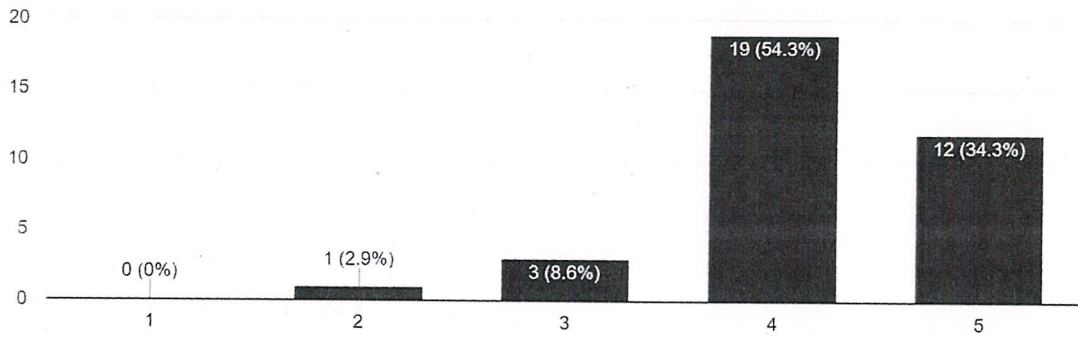
6. Are there any areas where you believe the event organizers could improve for future pitch sessions?

14 responses



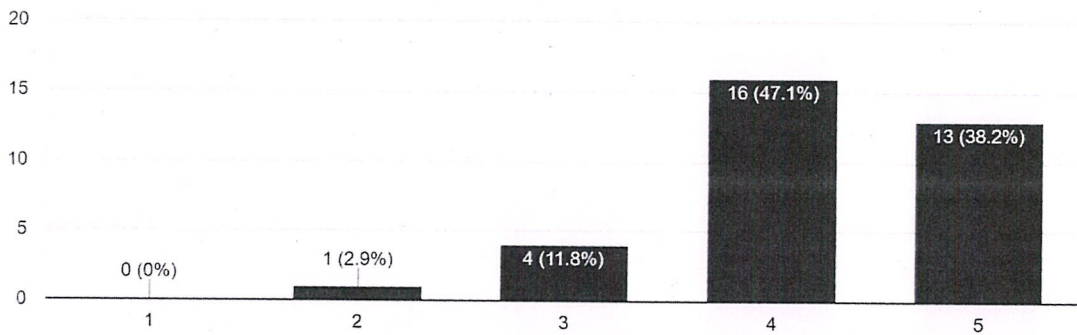
7. How would you rate the organization and execution of the pitch session by the event organizers?

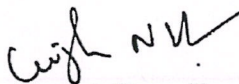
35 responses

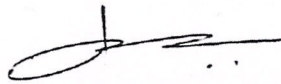



8. Were the logistics, timing, and format conducive to effective evaluation and decision-making?

34 responses




  
Event Coordinator

  
Dean (Academic)

  
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Date: 16/01/2024

## National Start-up day - "Start-up Pitch Session"- Attendance Sheet

USN	NAME	SIGNATURE
4JK21IS051	Shranya M.R	
4JK21IS041	Preethi	
4JK21IS061	V. Dhanya	
4JK21IS057	Swathi	
4JK21IS049	Shamanya Rai	
4JK21IS047	Somruddhi Rai KH	
4JK21IS035	Prayati	
4JK21IS033	Nisha Hebba	
4JK21IS064	Sakithya Baken	
4JK21IS059	Tharwi.e.shedy	
4JK21IS054	Sneha Ghode	
4JK21IS036	Prajna Dsouza	
4JK21IS060	Tharshy Svarno	
4JK21IS035	Sadheeshtha Shetty	
4JK21IS037	Bajira Shivani	
4JK21IS045	Aysha Jesika Gomes	
4JK21IS044	Romitha Shetty	
4JK21IS040	Pratiksha	
4JK21IS058	Swathi Chai C	
4JK21IS016	K.S Sujith	
4JK21IS042	Nanda Kumar.PS.	
4JK21IS017	Karthik.H	
4JK21IS052	Shreenukethan R Bhat	
4JK21IS034	Pawan	

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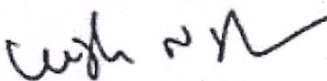
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Date: 16/01/2024

## National Start-up day - "Start-up Pitch Session"- Attendance Sheet

USN	NAME	SIGNATURE
4JK21CV008	Deepa GK	Deepa
4JK21CV022	Mallika G	Mallika
4JK21CV019	Hanshitha	Hanshitha
4JK21CV006	Chaitanya.V	Chaitanya
4JK21CV011	Harshita A. S.	Harshita
4JK21CV005	Bhavani YR	Bhavani
4JK21CV004	Aparna Vinod	Aparna
4JK21CV002	Ahna.A	Ahna
4JK21CV020	MS. Sathi. Manoharan	Sathi
4JK21CV018	Karthik Rajesh	Karthik
4JK21CV024	Febin	Febin
4JK21CS052	Kavya A	Kavya
4JK21CS026	Kenn Samu	Kenn
4JK21CS042	Rahul Yusuf	Rahul
4JK21CS046	Rithvik TR	Rithvik
4JK21CS089	Pranav. R. Shetty	Pranav
4JK21CS038	Pragwal	Pragwal
4JK21CS048	Saurav	Saurav
4JK21CS050	Shetty Gaurav Gopalakrishna	Gaurav
4JK21CS063	Vibram Balachandea Nibik	Vibram
4JK21CS065	Sunilkumar	Sunilkumar
4JK21CS400	Nouman	Nouman
4JK21CS013	Dhanush	Dhanush
4JK21CS004	Ahain P.B	Ahain

  
Program Coordinator

  
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