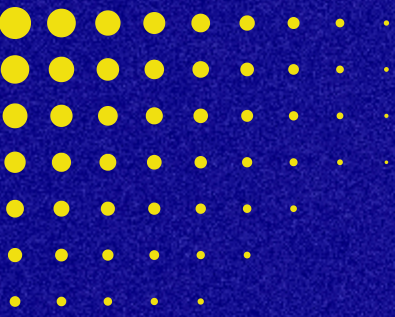




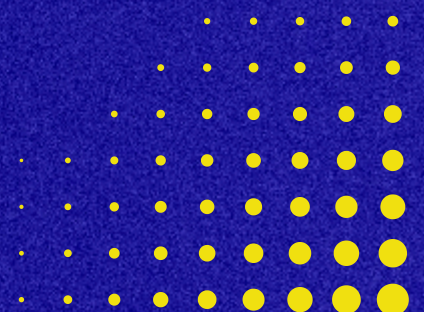
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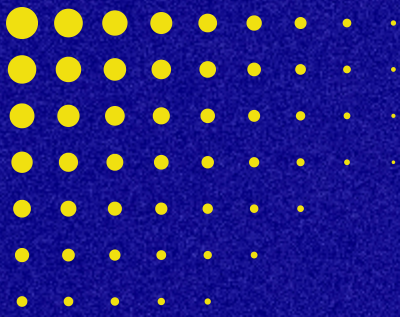
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PITCH FEST

R U L E B O O K

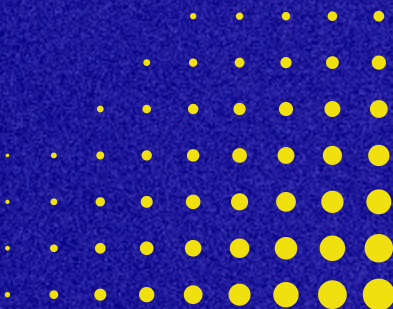
PITCH FEST





Welcome to Pitch Fest at AICON'26.

These rules are intended to keep the competition fair, simple and enjoyable for everyone. All team members are expected to read them before participating.



1

Objective of the Competition

Each team will be given a random problem statement, drawn from a shared bowl of ideas within their chosen domain, and must develop and deliver a compelling business pitch for it during the event.

Pitches should demonstrate the following basic structure:

Problem → Proposed Solution → Business Model → Why It Works

Teams are not expected to build a working product. The pitch is judged on the strength of the idea, the thinking behind it, and how well it is communicated.

2

Competition Domains

Domains are announced at registration. The exact idea within a domain stays hidden until the Day 2 draw. Teams will be given a random idea from the domain and they have to work around it.

- **Climate Action & Responsible Consumption**
- **Good Health & Wellbeing**
- **Quality Education**
- **Decent Work & Reduced Inequalities**
- **Sustainable Communities & Partnerships**

3

Team Participation

- **Team size: 2 to 5 members.**
- **Registration closes 7 October, 11:59 PM.**
- **A participant may not compete as a member of more than one team.**
- **Only registered team members may contribute to the team's idea and pitch.**
- **Teams should nominate one main contact person for communication with the organizing team.**
- **Attendance is mandatory for all participants across all three days.**
- **Changes in team composition after registration closes require organizer approval.**

4

Event Format

Day 1 — Briefing: Rules, judging criteria, and judge introductions.
Mandatory attendance.

Day 2 — Draw, Preparation & Pitching: Each team draws one random idea (no duplicates). A 2-hour prep window begins immediately. Teams may use any resources during prep — internet, AI tools, research — without restriction. There is no pre-announced pitch schedule; teams queue once their prep time ends. Each team pitches for 4–5 minutes, followed by 3–4 minutes of Q&A.

Day 3 — Overflow: Teams unable to pitch on Day 2 due to time will pitch on Day 3, under the same rules.

5

Presentation Requirements

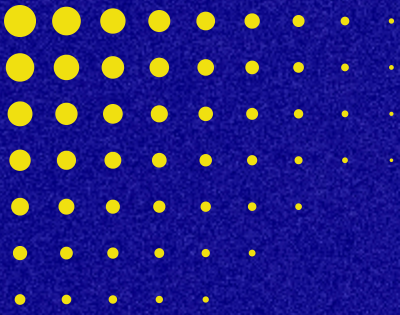
- Each team must prepare a slide presentation to support their pitch.
- Slides must be built during the 2-hour preparation window using the drawn idea — pre-made decks are not allowed.
- Teams are responsible for having slides ready and accessible before their turn to pitch.

6

Business Model

Cover the following in your pitch (full explanation given live on Day 1):

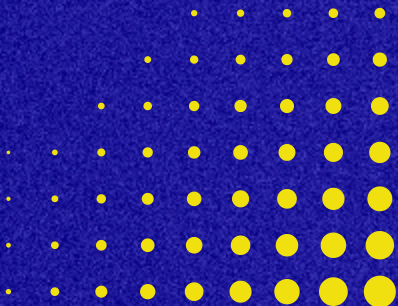
- Problem
- Solution
- Target Customer
- Revenue Model
- Cost Structure
- Key Resources & Partners
- Competitive Edge
- Go-to-Market
- Impact & Ask



7

The Draw Is Final

Once an idea is drawn, it cannot be swapped, exchanged, or re-drawn for any reason. Teams must work with the idea they receive.



8

Originality and Fair Play

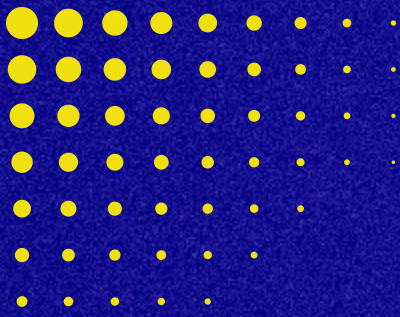
The following are not allowed:

- **Sharing your drawn idea with another team before you've pitched**
- **Presenting another team's or person's work as your own**
- **Copying or closely mimicking another team's pitch or slides**
- **Misrepresenting team member contributions**
- **Attempting to unfairly influence judging**

9

Judging Criteria

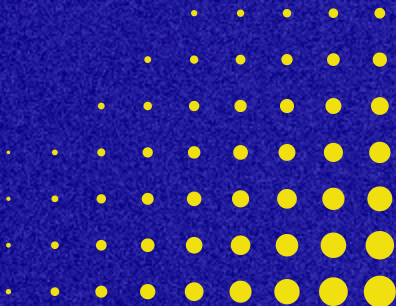
- All teams are judged against the same criteria, regardless of domain.
- Each judge scores independently on a shared sheet — no discussion until all teams for the day finish, to avoid anchoring.
- The judges' final decisions are considered final for the competition.



10

Attendance at Your Pitch Slot

Teams are strongly encouraged to be ready once prep ends, to secure the best available pitch slot. Lateness is highly discouraged; reasonable exceptions are accommodated on the spot at the organizing team's discretion.



11

Informal Awards

Alongside main results, informal awards recognize standout moments — Best Storyteller, Boldest Idea, Best Comeback, Crowd Favorite, and more — announced at closing, decided by judges and execs on observation.

12

Participant Conduct

- **Treat participants, volunteers, judges and staff respectfully.**
- **Follow instructions from organizers and university security.**
- **Avoid harassment, abusive behaviour, disruption or discrimination.**
- **Respect university property and other participants' belongings.**
- **Maintain reasonable noise levels; keep your workspace clean.**

Serious misconduct may result in removal from the event.

13

University & Venue Guidelines

- Enter through the designated university gate.
- Keep your ID and registration confirmation available.
- Remain within event-authorized areas only.
- Contact a volunteer if you cannot find your room or venue.
- Report emergencies or issues to an organizer immediately.

Unfamiliar with campus? Just ask a volunteer — no penalty for asking.

14

Equipment & Personal Belongings

Bring and look after your own laptop, charger, phone, adapters, and storage devices. Power facilities are provided based on venue availability. The organizing team cannot guarantee responsibility for unattended belongings.

15

Announcements and Schedule Changes

The organizing team may make reasonable changes to room assignments, pitch order, timings, or judging arrangements. Important changes are communicated through official event channels.

16

Rule Violations

Violations may result in:

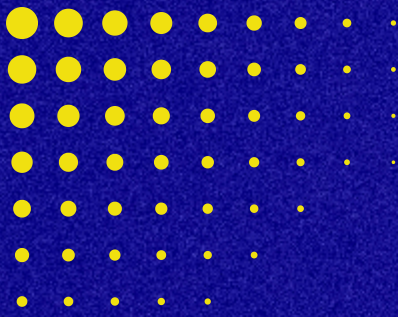
- A warning
- Score adjustment where appropriate
- Disqualification
- Removal from the event for serious misconduct

Where practical, the organizing team reviews the situation before deciding.

17

Questions & Support

If anything is unclear, ask. During the event, contact AICON OC members on-site — especially if you're visiting the university for the first time.



Final Reminder

Pitch something you actually believe in.

A strong Pitch Fest presentation doesn't need to be complicated — it needs a **real problem**, a **clear solution**, and a team that can **defend it** under pressure.

Good luck, and welcome to AICON'26 Pitch Fest!

