

**The ICFAI University, Jaipur**  
**ICFAI Business School**  
**Student Activities**  
**Predator Pitch**

Predator Pitch, organized by Money Matrix, the Finance Club of IBS Jaipur, was an exhilarating and dynamic event held on June 19, 2024. This fast-paced competition brought together teams of aspiring entrepreneurs to present their original business ideas, providing them with a platform to showcase their innovative concepts and gain recognition.

**Objectives of the Event:**

- **Innovation:** Generate new and innovative business ideas.
- **Presentation Skills:** Experience in creating and delivering a PowerPoint presentation.
- **Financial Understanding:** Develop an understanding of financial projections and business modeling.
- **Confidence Building:** Enhance confidence in presenting and defending business ideas.

Participants were required to form teams of four. Each team worked collaboratively to develop and present a compelling business idea, supported by a PowerPoint presentation.

Teams were guided to prepare their pitch presentations based on the following pointers:

- **Executive Summary:** Introduce the team, business name, and provide a concise explanation of the business idea.
- **Problem & Solution:** Define the problem addressed by the business and the unique value proposition (USP) offered.
- **Target Market:** Identify the ideal customer and estimate the market size.
- **Business Model:** Explain the revenue generation strategy and profitability.
- **Financial Projections:** Present key financial figures, including projected revenue, costs, and profitability, showcasing an understanding of financial dynamics.
- **Funding:** Outline funding requirements, potential sources (e.g., venture capital, crowdfunding), and the intended use of the raised capital. Include the company's valuation and equity dilution specifics.
- **Equity Dilution:** Specify the percentage of equity offered in exchange for funding.

Each team was allotted 5-7 minutes to present their business idea to a panel of judges. The presentation was followed by a Q&A session, allowing judges to probe deeper into the proposals.

**Judging Criteria:**

The panel evaluated each pitch based on:

- **Originality:** Uniqueness and creativity of the business idea.
- **Market Opportunity:** Potential market size and demand.
- **Financial Viability:** Feasibility and profitability of the business model.
- **Quality of Presentation:** Clarity, professionalism, and engagement of the pitch.
- **Team Dynamics:** Effectiveness of the team's collaboration and presentation skills.

Predator Pitch successfully provided a vibrant platform for aspiring entrepreneurs to refine their business ideas and gain valuable exposure. The event fostered creativity, strategic thinking, and presentation skills, aligning with its objectives to inspire and support emerging business leaders.

**Photographs**

**Drive**

**Link:**

<https://drive.google.com/drive/folders/14kKM-kU3ncvmTTRY6DI5XpCo5J498VmH?usp=sharing>