

# ROLL CAMERA PITCH

Entrepreneurship Cell, IIM Lucknow along with SCI-FI brings to the budding entrepreneurs in campuses across India “ROLL CAMERA PITCH”, a platform to showcase their ideas. The event is about an elevator pitch and would require teams to upload a 3-minute video presentation of their idea. The topic is “Using Fintech to realize the target of financial inclusion”.

## Eligibility

Open for all.

## Rules and Regulations

### Round 1:

- Each team must register as a group of minimum of 2 members and maximum of 4 members
- Any number of teams from a given Institution can participate in the event
- Teams need to register at this link [dare2compete.com](http://dare2compete.com)
- The deadline for registration is 6<sup>th</sup> November, 2017.
- Every team is required to upload a video presentation of their idea of duration up to 3 minutes and the deadline for the same is 14<sup>th</sup> November, 2017.
- The idea presentation should be along the lines of the specified topic - “Using Fintech to realize the target of financial inclusion” and in a structured format.
- Further details will be communicated to the registered teams later.

### Round 2:

- Top 10 teams will be notified via email.
- Round 2 will be a Skype based round - 10 minutes for a detailed discussion of the idea(PPT Presentations are allowed to be used) + 10 minutes Q&A
- Results will be announced on 19<sup>th</sup> November 2017.
- The judge’s decision is final and no queries will be entertained on the same.

## Winner Selection/Judging Criteria

- Number of likes secured by the video presentation on the E-Cell, IIM Lucknow Facebook page.
- Innovativeness / Originality of Idea
- Design Considerations, Functionality and Feasibility
- Impact of the idea on society and Market Viability
- Presentation Skills

## Rewards

- The best ideas stand a chance to be incubated by India’s only Fintech dedicated incubator
- Winners of the “ROLL CAMERA PITCH” Contest will receive a cash prize of Rs. 15,000
- First Runners Up - Rs. 10,000
- Second Runners Up – Rs. 5,000