



**Department of  
Higher Education  
Govt. of Uttarakhand**

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# Start-up Pitch Format



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# Problem you want to Solve?

- Societies Problem
- Problem of Farmers
- Problem of a Municipality
- Agriculture Sector Problem
- Supply Chain & Logistics
- Tourism and Home Stay
- Etc.



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# What Solution you want to provide?

- Details of Product/ Service you want to offer to solve a Problem
- How the solution will work



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# Team Strength and Human Resource

- Brief Bio of Team Members
- Their Experience in the Domain when you wish to create a Start-up



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# Why customer will come to You?

- Innovative Idea and Offerings
- Why you are different then other Businesses
- What Value Propositions you are offering?



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# How you will Engage with Customer [Customer Relationship]?

- Mechanism to engage Customers for their repeat orders



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# How Revenue/Fee will Come?

- Sources of Revenue/ Revenue Streams
- Who will sponsor the Product/ Service



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# What Resources you would need?

- Manpower
- Machine
- Money
- Partners
- Etc.



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# From where Capital/ Money will come to Start?

- Own Funds
- Funds from Family
- Borrowed Funds
- Funds from Scheme



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## How it will be Financially Viable and Sustainable?

- Cost of Product/ Services
- How Many Customers
- How much Fee/ Price Every customer will pay
- *How much customer base required to sustain?*



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# Thank You



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