

FROM PROBLEM TO PITCH

DAY 3: 08/07/26 (Wednesday)

TIME: 1:30 PM to 3:00 PM

VENUE: CLASSROOM 103 (OLD BUILDING)



Event Details:

From Problem to Pitch is an entrepreneurial challenge designed to encourage creativity, teamwork, innovation, and quick decision-making. Participants work together to develop a business concept by addressing a real-world problem for a specific target customer using a given product category.

The event provides an opportunity to think like entrepreneurs by designing a solution, creating a revenue model, and developing a marketing strategy within a limited time.

Round Overview:

Single Round – Business Concept Challenge

Each team will randomly select one slip from three categories: a problem, a target customer, and a product category. Based on the combination received, teams must create a business concept that addresses the selected problem for the chosen customer segment.

Teams will develop:

- A business idea
- A pricing strategy
- A marketing strategy

Each team will then present the problem received, their business idea, pricing model, and marketing approach before the judges.

Rules:

1. Each team must consist of 4 members.
2. Teams must create their business concept based on the combination allotted during the event.
3. The business idea should address the selected problem and target customer.
4. Teams must develop a pricing and marketing strategy for their concept.
5. Each team will be allotted 5 minutes for presentation.
6. The decision of the judges shall be final and binding.

Event Coordinators:

Ms. Navya Puri, Ms. Ichha Bharadwaj

Contact No: 7753888084, 8874393879

Email ID: navya.puri.27L@jaipuria.ac.in, ichha.bharadwaj.27L@jaipuria.ac.in