

Ref: ICSII-SSIP04/FEB25/01

Date: February 3, 2025

Event Report

Event: Mock Pitching Round for StartUp Surjan (iHub)

Type: Seminar

Time: 3:00 PM – 4:00 PM

Venue: R&D Cell, Indus University

Speakers: Prof. Shaswat Padalia | Prof. Ritesh Patel

Total Participants: 83

Overview

The seminar titled "**Mock Pitching Round for StartUp Surjan (iHub)**" was organized to simulate a real-time pitch presentation environment for the startup team of *Surjan*, under the iHub support framework. The session was a part of pre-evaluation mentoring conducted by ICSII to improve the quality and clarity of innovation pitches before submission to key startup support agencies.

Highlights

- **Startup Presentation by Team Surjan**
 - Introduction to the core problem and innovative solution
 - Demonstration of prototype and implementation readiness
 - Overview of business model, value proposition, and projected scalability
- **Live Feedback Session**
 - Constructive insights provided by Prof. Padalia and Prof. Patel
 - Suggestions for pitch deck improvement: visual coherence, time-bound delivery, and stakeholder focus
 - Critical remarks on enhancing clarity of PoC, IPR positioning, and end-user benefit
- **Discussion on Investor & SSIP Panel Perspective**
 - How to align pitch with funding and grant requirements
 - Emphasis on market feasibility, competitive benchmarking, and social relevance
- **Best Practices for Future Pitch Rounds**
 - Effective storytelling and confidence in delivery
 - Importance of concise problem definition and validated user need

Outcomes

- Team Surjan received valuable feedback on both presentation structure and delivery
- Strengthened preparedness for upcoming iHub and SSIP pitching opportunities
- Identification of critical areas for further PoC refinement and documentation support

Conclusion

The mock pitching round proved to be a focused and outcome-driven session, offering Surjan's team strategic mentoring to better position their innovation. The event reaffirmed ICSII's commitment to nurturing startups by providing real-world simulation and expert input to enhance success chances in high-stakes funding platforms.

