



IDEAS

Indonesian Digital Elevation Symposium

Guideline **Pitch Competition**



The Timeline

Date	Event
2 July 2021	*Open Registration
9 July 2021	Close registration
10 July 2021	**Info Session (Kick-off event)
13 July 2021	Announcement of final participants
14 July 2021	***Mentoring session with Interseed
15 July 2021	Pitch deck submission
16 July 2021	Pitch competition

* Registration will be closed on July 9th at 23.59 WIB / 18.59 CEST

** Info Session & Networking will be held on July 10th at 16.00 WIB / 11.00 CEST with the judges where the participants can network and ask questions about the competition for clarification

*** A 45-minutes exclusive live mentoring session for finalists held by Interseed on July 14th at 15.00 WIB / 10.00 CEST where participants will be guided through the best ways on pitching their businesses

Scoring Rubric

Weighted Average	Criteria
60%	Originality, creativity and feasibility of business idea
40%	Pitch deck

Originality, creativity and feasibility of business idea can be broken down into these additional factors:

- Problem & Solution analysis
- Market opportunity
- Business model
- Growth potential
- Team roles

Pitch decks will be judged based on the five factors using a five-point scale (1-5) for each factor. Please refer to the handbook that will be given after the registration for more specified scoring factors.

Five Pitch competition judges will determine the five finalists which will pitch their ideas on the 16th of July based on the scoring in each grid.



Confirmed Judges



Dharmadi Gusanto
Alpha JWC Ventures



Jeroen van Putten
ASIF Ventures



Ronald Winardi
Tiket.com



Dani Purwadi
Interseed



Healthy Nirmalasari, S.Sos., M.AB
Oorange UNPAD

Pitch Deck Guide

Each team will be required to submit their pitch decks as they fill-in the registration form.

The maximum number of powerpoint slides for the submitted pitch deck is **12 slides**.

Please note that the maximum size of your pitch deck is **10 MB**.

Pitch competition participants can access videos presented by XL Future Leaders on how to properly pitch your business ideas and other related knowledge for startups. They are accessible through this link **https://bit.ly/elearnid_IDEAS2021** and participants need to register an account in elearn.id.

Participant criteria

To join this competition, participants need to fulfill these following criterias:

- Business idea is tech-enabled
- Business is at maximum five years old
- Team consists of at minimum two people
- Product / service has not been marketed
- Startup has not raised any capital
- Team consists of at least one Indonesian member

Winner

1 Competition winner determined by judges based on scoring rubric

1 Favorite winner determined by highest number of votes from the audience in the 'Final Stage' on July 16th. Your supporters are allowed to watch the event and vote for you.

Winners will be awarded in our last event, IDEAS 2021 Summit, on the 24th of July 2021.

If you have further questions,

please reach out to ideas@ppibelanda.org