

# YARL GEEK

CHALLENGE - 2024

SEASON

13

A Platform to Ideate, Innovate and  
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Apply Before 2nd June 2024



# Yarl Geek Challenge (YGC) Season 13 Prospectus

## 1. Introduction

Welcome to the 13th season of Yarl Geek Challenge Senior—an esteemed entrepreneurship competition designed to provide a stage for emerging entrepreneurs to pitch their business concepts and to get connected with stakeholders who can support to grow your business. YGC Season 13 is dedicated to nurturing the entrepreneurial spirit, refining business ideas, and sparking innovation and creativity. This season invites participants to embark on a transformative journey, forging connections with industry experts, entrepreneurs, researchers, and tech practitioners, all while collaboratively tackling some of the world's most pressing challenges. This year YGC 13 will be hosted along side with YGC Innovation festival where it will give the participants an opportunity to network with a larger group of people.

Building on the impactful legacy of YGC, with over 75 startups created by the esteemed alumni, employing a thriving workforce of over 500 professionals, Season 13 unfolds as an extraordinary expedition. It invites participants to convert their visionary ideas into vibrant realities, joining a tradition of innovation and excellence that resonates far beyond the competition's borders.

## 2. Participation details

The application for a company shall consist of a maximum of three members who will be the co-founders of the company.

Participants must adhere to the following rules in forming teams:

- Each entrant of the competition shall be a member of only ONE team and not more than one team.
- No participant will be allowed to change teams once the competition has started unless otherwise exceptionally agreed and approved by the competition organizing committee.
- Teams shall not include any new members during the competition or remove members from the team on their own accord. In case there is an unavoidable reason to add or remove participants, organizer's consent should be taken.
- Team members shall decide and appoint a leader (hereon referred to as Team Lead), who shall hold the position during the entire course of the competition.
- Each team will bear the sole responsibility for its own functioning and teamwork. In no event will Yarl IT Hub officiate any dispute regarding the conduct or cooperation of any team or its members.
- All expenses as part of the competition (software, hardware, learning material, traveling, etc.) shall be borne by the members of the respective teams and in no circumstances will be paid or reimbursed by Yarl IT Hub.

## **2.1 Team member - Eligibility Criteria**

Participants are eligible to enter if the following requirements are met at the time of entry.

- Participant should be 19 years of age by the application deadline
- Entrants must not be in any form involved in the execution or administration of this competition
- If your team is invited to participate in the finale and if your team is unable to participate for any reason, then we may disqualify your entire team and invite the next highest scoring team to participate.

## **2.2 Team Lead's Responsibility**

- Team Lead is the main contact point of a team to the competition organisers.
- He/she must ensure that the team abides by competition rules and is responsible for driving the team to achieve goals during the competition.

## **3. Judging Panel**

The judging panel for YGC 13 Pitch Competition will comprise seasoned entrepreneurs, researchers, investors, technologists, and business leaders. Evaluation criteria encompass:

- Clear understanding of the chosen problem.
- Problem validation
- Demonstrated progress in business development.
- Ability to execute with passion.
- Sustainability and scalability of the business model.
- Innovative approach.

## **4. Competition Format**

Embarking on an exciting new phase of innovation, this season includes two distinct pitching categories: "Tech" and "Tech Enabled." This pioneering approach empowers participants to seamlessly tailor their pitches according to their precise business pursuits. Whether your expertise lies in pushing the boundaries of technological frontiers or ingeniously integrating technology to empower traditional sectors, these categories provide a bespoke platform to articulate your entrepreneurial vision. With "Tech" and "Tech Enable," a gateway to precision opens, allowing participants to present their ideas in alignment with their unique business focuses, setting the stage for an extraordinary showcase of creativity and ingenuity. If you have a startup idea or running a business already, you can be part of this competition. More details on the tech and tech enabled categories are described below.

## **Pitching Categories:**

**Tech Category:** Participants specialising in technology-driven ventures can pitch their innovative ideas and solutions

In the context of Yarl Geek Challenge, the "Tech Category" refers to startups that are primarily focused on creating and delivering technology-driven products or solutions. These startups harness technology as a core component of their offerings, aiming to solve specific problems or meet market demands through innovative technological approaches. The "Tech Category" encourages participants to showcase their tech-driven ideas, prototypes, or minimum viable products (MVPs) that have the potential to disrupt industries, improve processes, or enhance user experiences.

**Tech Enable Category:** Entrepreneurs focusing on technology-enabled businesses can present their unique concepts.

In the context of Yarl Geek Challenge, the "Tech Enable Category" is specifically focused on startups that utilize technology to empower their business models, create innovative solutions, and provide enhanced experiences for their target users or customers. This category encourages participants to develop technology-enabled products or services that solve real-world problems and drive positive impact.

**Application Phase:** Apply from 16th April 2024 to 24th May 2024.

**Application Deadline:** May 24th, 2024: Submit your proposals by this date for a chance to participate in YGC Season 13

**Uki Startup Essentials Boot Camp:** Successful applicants will embark on a six-week journey (1st June 2024 - 6th July 2024), delving into crucial entrepreneurial skills and knowledge.

**Submissions:** 13th July 2024: Submit your Problem Validation, Business Model Canvas, Financial Model, and initial pitch deck to showcase your startup's potential.

**YGC Innovation Festival:** (2nd - 4th August, 2024) Witness the culmination of participants' efforts during the dynamic three-day YGC Innovation Festival.

**YGC Finale:** 4th August 2024: The culmination of YGC Season 12 where selected teams will present their innovative concepts to an esteemed panel of judges and potential investors.

## **4.1 Proposal Submission**

Initial applications are open from 16th April 2024 to 2nd June 2024.

Participants are expected to answer the question given in annexure of this document and submit through the given google form.

Selected teams will pitch their concepts at the YGC Innovation Festival.

#### **4.1 YGC 13 Pitch Competition**

The YGC 13 Pitch Competition finale takes center stage during the YGC Innovation Festival. Participating teams will present their concepts to judges and potential investors. Each team will have four minutes for presentation, followed by a two-minute Q&A session.

### **6. Benefits of Participating**

Participating in the YGC 13 Pitch Competition offers a host of advantages:

- **Knowledge Enhancement:** Immerse yourself in a comprehensive six-week boot camp, Uki Startup Essentials, featuring expert-led sessions that cover vital aspects of initiating and growing a successful business.
- **Networking Opportunities:** Engage with industry experts, investors, mentors, and like-minded entrepreneurs during the vibrant YGC Innovation Festival.
- **Pitching Platform:** Present your innovative business concept on the demo day, gaining exposure to potential investors and industry leaders.
- **Business Mentoring:** Selected teams will receive invaluable business mentoring, refining their startup strategies and enhancing their chances of success.

### **7. Competition Rules and Copyright**

Entries and supporting materials must be presented/submitted in English. Content must be suitable for all audiences and respectful of copyright/trademark regulations. Your entry must only include material you own or have permission to use. Copyrighted materials without proper licensing or permissions will result in disqualification.

### **8. Notifications Regarding the Competition**

If your team qualifies to participate in the Yarl Geek Challenge finale, notifications will be sent through the team lead's provided email or contact number within the designated timelines. In some cases, announcements may also take place during the session itself.

In the event that an affirmative acceptance is needed to proceed to a subsequent round, and our notification is returned undeliverable or if you are unresponsive for any reason, we reserve the right to disqualify your team. In such cases, an invitation may be extended to the next highest-scoring team/entrant.

Failure to complete required forms as instructed or to return them within the specified time frame mentioned in the winner notification message may result in disqualification. In such cases, the next highest-scoring team/entrant may be selected.

## **9. Winner Selection Criteria**

Winners will be chosen based on a thorough assessment by the judges of each team's capabilities, as demonstrated throughout the competition. The judging process evaluates various factors, including:

- Clear understanding of the identified problem
- Problem validation
- Demonstrated progress in the development of the business idea.
- Ability and enthusiasm of the team to execute the proposed solution.
- Sustainability and scalability of the presented business model.
- Degree of innovation showcased.

The winners of Yar! Geek Challenge will emerge as those with the most compelling, well-rounded, and promising concepts, poised to embark on successful entrepreneurial journeys.

## **10. Rewards**

Winning teams will receive exciting prizes and potential investment/funding opportunities from investors. Prizes may include cash, resources, and recognition.

From each category Winner, 1st runner-up and 2nd runners-up will be selected. In addition to that a special award will be presented for Smart Agri Solution.

Further, teams who have shown commitment and perseverance will be invited to apply for the YGC Accelerator and will stand a high chance of getting accepted to the programme.

## **11. Prize Obligation**

By accepting a prize, participants agree to allow Yar! IT Hub and its partners to use their names and institutions for promotional purposes without compensation.

## Appendix A - Proposal for Yarl Geek Challenge Season 13

Team Details:

	Name	Email	Mobile Number
Founder/Co-founder			
Co-founder/Team Member			
Co-founder/Team Member			

Affiliated Organization (if applicable):

### Product Details:

Please provide comprehensive answers to the following questions. You may include illustrations or sketches if necessary. The initial evaluation of your proposal will be based on your responses to these questions.

1. What problem is your startup aiming to solve?
2. Briefly describe your startup.
3. Who are the target users or beneficiaries of your product?
4. Who are your main competitors, and what sets your startup apart from them?
5. How do you plan to generate revenue with your product?
6.
  - a. Do you already have users for your product?
  - b. If yes, how many of them are paying customers?
7. What is the current stage of development for your product?
8. Have you registered a company for your startup?
9. Why should YGC Season 12 select your team for participation?
10. Do you intend to continue building a startup based on this product beyond YGC?

**Note:** To participate in Yarl Geek Challenge Season 12, teams are required to submit a proposal answering the above questions. Proposals should be named as "TeamName\_ProductName\_Version.pdf" and submitted using the form provided at <http://yarlithub.org/ygc/> in the format specified in Appendix A on or before the application deadline of 14th September 2023.

## **Conclusion**

YGC Season 12 presents an exciting opportunity for aspiring entrepreneurs to take their innovative business concepts to the next level. Through its dynamic competition format, comprehensive boot camp, and networking opportunities, participants have the chance to transform their innovative ideas into successful startups. Join us in the YGC 12 Pitch Competition and embark on a journey of innovation, growth, and entrepreneurial excellence.

For more information and application submission, visit: <http://yarlithub.org/ygc/>

Disclaimer: The content of this prospectus is subject to change as per Yarl IT Hub's discretion. Participants are advised to regularly check the official website for updates and announcements.

Version last update: 15th August 2023