Rule Book
Pitch Your Idea

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Teknofest Pakistan

3rd January, 2026

About Competition

Get ready to step into the spotlight and transform your ideas into impact. The **Pitch Your Idea Competition** is a high-energy innovation challenge where creativity meets clarity, and vision meets execution. Participants will present bold, original ideas in front of expert judges, defending their concepts under time pressure and critical questioning. Whether you're a student, a startup enthusiast, or an independent innovator, this platform is your chance to showcase problem-solving skills, entrepreneurial thinking, and the confidence to turn ideas into reality.

Objectives of the Competition

The objective of this competition is to encourage **innovation, critical thinking, and entrepreneurial mindset** by providing participants a platform to pitch real-world solutions. Teams will be evaluated on originality, feasibility, market potential, and impact—testing not just *what* you build, but *why it matters* and *how it can work in the real world*.

The Rules

1. Eligibility

- Open to students, startups, or individuals
- Teams can have 1–4 members
- Only one idea per team is allowed

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2. Registration

- Submit your team details before the deadline
- Provide an idea title along with a 100–150 word abstract
- The idea must be original (no plagiarism allowed)

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3. Pitch Format

- 3 minutes for pitching
- 2 minutes for judges' Q&A
- Total time: 5 minutes per team

Presentation Options

- Slides allowed (maximum 8 slides)

* OR a verbal pitch without slides

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4. What Your Pitch MUST Include

1. Problem – What issue are you solving?
2. Solution – How does your idea work?
3. Innovation – What makes it unique or different?
4. Target Market – Who will use or benefit from it?
5. Feasibility – Can it realistically be built and scaled?
6. **Impact** – Why does this idea matter?

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5. Rules During Pitch

* Exceeding time limits will result in point deduction
* Only registered team members may speak
* No political, unethical, or harmful ideas
* No internet usage during pitching
* Prototypes are allowed but must be safe to handle

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6. Scoring Criteria

Total: 100 Points

* Innovation – 25 pts
* Problem / Solution Fit – 20 pts
* Feasibility – 15 pts
* Market Potential – 15 pts

- Impact – 10 pts
- Presentation Skills – 15 pts

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7. Disqualification

Teams may be disqualified for:

- Plagiarism
- Offensive or unsafe content
- False or misleading claims
- Repeated rule violations or misconduct

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8. Award Criteria

Winners will be selected based on:

- Highest average judge score
- Quality and clarity of answers during Q&A
- Confidence, originality, and presentation clarity

Prizes

Awards

- Prizes will be awarded to the **top-performing teams**.
- Prize details will be announced separately.

Recognition

- Winners will be featured on the **official event platforms** and may receive certificates of achievement.

Additional Rules

- The organizing committee reserves the right to **modify rules, time limits, or competition structure** if necessary.
- Judges' decisions are **final and non-contestable**.
- Winners will be announced at the **end of the event**.

Prizes are **non-transferable** and cannot be exchanged for cash or other items.

Contact Information

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