

The Million Dreams

Terms and Conditions

Organized by: ManoramaOnline.com

Managed by: Brama Consulting

1. Eligibility Criteria

To participate in the **Startup Pitching Programme**, applicants must meet the following criteria:

- The startup must be an **active, running business** with an existing product or service.
- The startup should be in the **early to mid-stage of growth** (Pre-revenue or revenue-generating).
- The startup must have a **valid business registration** (company, LLP, etc.).
- The applicant must be **the Founder/Co-Founder** or key decision-maker of the startup.
- The applicant must be proficient in **English or Malayalam** (for communication purposes).
- The startup should be open to **investor engagement** and public exposure.
- A startup may not be eligible if it falls under the following sectors: **Illegal businesses, tobacco, alcohol, gambling, and any other sector deemed inappropriate by the organizers.**
- Either an **individual or a team of up to four members** can pitch their business idea

2. Application Process

- **Step 1:** Interested startups must complete the online application form, providing accurate and truthful information regarding their business, team, financials, and pitch details.
- **Step 2:** Teams must adhere to the application deadline, as late submissions will not be accepted.

- **Step 3: Brama Consulting Team** will review all applications based on predefined selection criteria, including business model, market opportunity, scalability, team expertise, and innovation.
- **Step 4:** After careful evaluation, **20 teams** will be selected for the **Final Pitching Round**. Additionally, **10 teams** will be placed on a **waiting list** in case of cancellations or emergencies.
- **Step 5:** Applicants will be notified of their selection status via email. Teams on the waiting list will be notified of their position and may be called upon at any time before the final event.

3. Grooming Programme

- **Purpose:** To help selected teams refine their pitches and be fully prepared for the investor panel, **Brama Consulting** will conduct a **2-day Grooming Programme** prior to the pitching event.
- **Dates:** The Grooming Programme will take place on **Kochi**, two days before the final pitching event.
- **Content:** The programme will cover key aspects of pitching to investors, including:
 - How to craft a compelling narrative for your business
 - Presentation skills (how to engage an audience and hold their attention)
 - Key elements of a successful pitch: Problem, Solution, Market, Financials, and Ask
 - How to handle investor questions and feedback
 - Tailoring your pitch to investor interests and expectations
- **Expert Trainers:** The grooming sessions will be led by an expert team from **Brama Consulting**, with extensive experience in guiding startups through investor interactions.
- **Mandatory Participation:** All **20 selected teams** are required to attend the Grooming Programme in order to proceed to the final round of pitching. Failure to attend may result in disqualification.

- **Format:** The programme will be conducted **online** or **in-person** (as per the current guidelines and participant locations). More details regarding the schedule and platform will be shared with selected teams.

4. Pitching Process

- **Finalists:** The **20 selected teams** will pitch in front of a panel of investors on **Event Date**.
- **Pitch Duration:** Each team will have **8 minutes** to present their startup, followed by **5 minutes** of Q&A from the panel of investors.
- **Location:** The final pitching event will be held at **Kochi**
- **Pitch Content:** Teams are expected to prepare a clear and concise presentation addressing key aspects of their business, including:
 - Problem and solution
 - Market opportunity
 - Business model
 - Financials (Revenue, expenses, and projections)
 - Go-to-market strategy
 - Competitive landscape
 - Team overview
 - Future funding needs

5. Selection Criteria

The following criteria will be used by **Bramma Consulting** and the investor panel to evaluate the applications and pitches:

- **Innovation and Uniqueness:** The creativity and originality of the product/service.
- **Market Potential:** The scalability and market size of the business.
- **Business Model:** Sustainability and potential for profitability.

- **Team:** Competence, experience, and passion of the startup's founding team.
- **Impact:** Social, economic, or environmental impact of the startup.
- **Investment Readiness:** Ability to attract investment and use it effectively.

6. Investors' Role

- **Investor Panel:** A group of qualified investors will evaluate the pitches and decide whether they are interested in pursuing an investment or partnership with the selected startups.
- **Investor Engagement:** Investors may choose to engage with any of the selected startups either during or after the event. This could involve requesting additional information, meetings, or offering investment terms.
- **No Obligation:** Investors are not obligated to invest in any of the startups. The pitch event is a platform to facilitate introductions and discussions.

7. Confidentiality & Intellectual Property

- **Confidentiality:** Participants must ensure that they do not disclose proprietary or confidential information without proper legal protection (e.g., non-disclosure agreements). The organizers will take reasonable precautions to protect sensitive information, but they are not liable for any intellectual property risks.
- **Intellectual Property:** By participating in the programme, participants confirm that they own or have the right to use any intellectual property they present. The organizers and investors will not claim ownership over any startup's intellectual property.

8. Programme Fees and Costs

- **Participation Fee:** There is no fee to apply for or participate in the Startup Pitching Programme.

- **Costs:** Finalists are responsible for their own travel, accommodation, and any associated costs related to attending the pitch event (if held physically).
- **Prize:** No monetary prize will be offered to the participants. The primary benefit of participation is access to investors and networking opportunities.

9. Liability & Disclaimers

- **No Guarantee of Investment:** Participation in the programme does not guarantee investment or partnership. While investors may express interest, there is no obligation to invest.
- **Liability Waiver:** By participating, startups agree to release the organisers, investors, and event partners from any liability related to their participation in the event.
- **Event Cancellation:** In case of unforeseen circumstances (e.g., natural disasters, health emergencies), the event may be postponed or cancelled. The organisers will notify all participants in such cases.

10. Code of Conduct

- **Professional Conduct:** All participants, including startups, investors, and organisers, are expected to conduct themselves with respect, professionalism, and integrity during all stages of the programme.
- **Harassment:** Any form of harassment, discrimination, or inappropriate behaviour will not be tolerated. The organisers reserve the right to disqualify any participant or investor exhibiting such behaviour.
- **Communication:** All communication regarding the programme should be made through the official contact points provided by the organisers. Direct communication with investors outside of the event is discouraged unless specifically permitted.

11. Disqualification

Startups may be disqualified from the programme under the following circumstances:

- Providing false or misleading information during the application process.
- Failing to meet the eligibility criteria.
- Engaging in inappropriate or unethical behaviour during the programme.
- Violating the terms of confidentiality or intellectual property rights.

12. Rights of the Organizers

- **Modification of Terms:** The organisers reserve the right to modify the terms and conditions of the programme at any time. Any changes will be communicated to participants through email.
- **Event Recording:** The pitching event may be recorded and live-streamed for promotional purposes. By participating, startups consent to the use of their name, image, and video recordings in promotional materials.
- **Publicity:** The organisers may use the names, logos, and details of selected teams for publicity purposes, including on their website, social media, and other marketing channels.

13. Governing Law

- These terms and conditions are governed by the laws of **Ernakulam**, and any disputes arising from the programme will be subject to the exclusive jurisdiction of the courts in **Ernakulam**.

By submitting the application form and participating in the Startup Pitching Programme, you acknowledge and agree to abide by the above terms and conditions.