



*100 Years of Excellence
(1924-2023)*



ILS LAW COLLEGE, PUNE

1st Inter-College

Management Fest

ILS BIZHOUR 2026

Preliminary Rounds: 10th March 2026

Final Rounds: 11th March 2026

The Pitching Hour (Business Presentation Competition)

THE PITCHING HOUR

About the Competition

The Pitching Hour is a business presentation competition inspired by the popular reality TV series *Shark Tank*. Designed to nurture a startup mindset among students, this event offers a dynamic platform for budding entrepreneurs to demonstrate their business acumen, strategic thinking and marketing expertise. Participants will assume the role of startup entrepreneurs and present their original ideas for a business venture before a panel of judges, who will be acting as potential investors.

Through structured and time-bound pitches, the participants will be expected to highlight the viability and profitability of their business ideas. While trying to secure the most favourable investment offers from the judges, participants will also be required to answer tough, probing questions regarding their business strategies. Set in a professional, high-pressure environment that reflects real-world investment settings, this event seeks to enhance the confidence, persuasiveness and analytical thinking of students.

Participation Rules

1. *The Pitching Hour* is a team event, and each team must consist of 2 students only.
2. Both students in a team must belong to the same college, but they may be from different courses or years.
3. This is an inter-college competition, open to undergraduate students from across Pune, belonging to any stream (including the Three-year LL.B. course).

Registration Fees and Deadline

1. Each participating team must register by filling the attached Google Form, and paying a fees of Rupees
2. Link and procedure for payment of the fees is included at the end of the Form.
3. Participation will be confirmed by the ILS BizHour 2026 organizers once all required details and the registration fees have been received.
4. Deadline for Registration – 06 March 2026 (Friday) by 11.59 P.M.

Dates and Venue

1. Stage I of the Preliminary Round
 - a. 1-minute Reel Submission
 - b. Submission Deadline – 08 March 2026 (Sunday)
 - c. Venue – Online
 - d. Number of Teams – 24
2. Stage II of the Preliminary Round
 - a. 2-minute Elevator Pitch

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- b. Date of the Event – 10 March 2026 (Tuesday)
 - c. Venue – ILS Law College, Pune
 - d. Number of Teams – 24
3. Final Round
- a. 20–minute Business Plan Presentation
 - b. Date of the Event – 11 March 2026 (Wednesday)
 - c. Venue – ILS Law College, Pune
 - d. Number of Teams – 06

Preliminary Round

The preliminary round of the competition will be conducted in two stages. 24 teams in total will participate in both stages. Of these 24 teams, only the top 6 teams will qualify for the Final Round, based on their collective score in both stages of the Preliminary Round.

1. Stage I – 1-minute Reel Submission

- a. Teams must make a reel marketing their product or service to target customers.
- b. Reels must be strictly One-minute long, and longer reels will not be accepted.
- c. Teams can come up with any product or service of their own choice.
- d. Product or service marketed in this reel will be the same product or service which the team will pitch to the investors in the Final Round (if they qualify).
- e. Both team members must themselves appear in the reel, but any other person can also be included.
- f. The ILS BizHour 2026 team will post the submitted reels on our Instagram page, in the order in which the reels are received.
- g. Reels must be sent in .mp4 format to bizhour@ilslaw.in
- h. Deadline for Reel Submission – 08 March 2026 (Sunday) by 11.59 P.M.
- i. For every day of delay after the deadline, the concerned team will receive a penalty of 5 marks per day.
- j. There will be three individual judges for this stage of the Preliminary Round.

Marking for Stage I of Preliminary Round	
Criteria	Maximum Marks
Content of the Reel	10
Creativity of the Reel and Product / Service	10
Engagement / Virality of the Reel (This will be assessed based on the number of 'Likes' that each reel receives on the Instagram page of ILS BizHour)	10
Total Marks	30

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2. Stage II – 2-minute Elevator Pitch

- a. Each of the 24 teams that have submitted a reel will also participate in this stage of the Preliminary Round.
- b. This stage involves the teams making a 2-minute Elevator pitch to the judges, who will be acting as potential investors.
- c. Imagine you are in an elevator. By sheer luck, three of the biggest startup investors are also sharing the ride with you. It will take the elevator exactly 2-minutes to reach the investors' floor. So you have exactly 2-minutes to pitch your business idea, and convince these investors to give you the opportunity to make a detailed boardroom presentation in the Final Round.
- d. For this stage, all 24 teams will be given the same general category of product or service to pitch to the investor-judges.
- e. Within this general category, teams must then come up with their own specific product or service for their elevator pitch.
- f. Stage II of the Preliminary Round will take place on 10 March 2026 (Tuesday) at ILS Law College, Pune.
- g. Participants will have to be physically present on the campus, and personally make their pitch to the investor-judges.
- h. The general category of product or service for the pitch will be informed to the teams on the evening of 09 March 2026 (Wednesday) by Email and WhatsApp.

Marking for Stage II of Preliminary Round	
Criteria	Maximum Marks
Persuasiveness of the Pitch	10
Time Management and Team Coordination	10
Originality and Practicality of the Idea Pitched (Including the Specific Product or Service)	10
Total Marks	30

Final Round – Boardroom Presentation

1. Of the 24 teams participating, only the top 6 teams will qualify for the Final Round, based on their total score out of 180 (60 x 3 judges) in both the stages of the Preliminary Round.
2. This Final Round will be in the form of a Boardroom Presentation, where the teams will seek investment for the exact product or service marketed in their 1-minute reel.
3. It will take place on 11 March 2026 (Wednesday) at ILS Law College, Pune.
4. Participants will have to be physically present on the campus, and personally make their presentation to the investor-judges.
5. This Final Round will consist of two segments

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- a. Teams will first have to deliver a 12-minute PPT Presentation, detailing their entire business proposal for the three judges, who will once again be acting as potential investors.
- b. The 12-minute presentation will then be followed by 8-10 minutes of judges' questions and investment negotiations.

6. PPT Presentation

- a. Submission and presentation of a PPT is mandatory.
- b. Teams will have a strict time limit of only 12 minutes to present their PPT presentations to the investor-judges.
- c. Teams must strictly adhere to this prescribed time limit, and any extensions beyond 12 minutes will result in deduction of marks at the judges' discretion.
- d. Physical Prototype Not Allowed
 - i. While your presentation may include a visual rendering or a verbal description of your chosen product or service, no physical prototypes will be permitted.
- e. The PPT must contain no more than 10 slides
 - i. There must be 1 slide each for each of the 7Ps of the Marketing Mix, except for 'Physical Evidence'.
(As this is only a competition pitch and not a real one, it is not possible to show any 'Physical Evidence')
 - ii. There must be 1 slide also outlining the likely legal challenges for your business and the solutions you propose.
(For example, applicable regulatory compliances, IP-related issues, potential disputes with competitors, product liability concerns, etc.)
 - iii. There must be 1 slide detailing what investment(s) you are requesting from the investor-judges, and the terms and conditions for the same.
(Teams must end their presentation by asking for some investment)

Marking for Segment I of the Final Round	
Criteria	Maximum Marks
7Ps of the Marketing Mix (Except 'Physical Evidence')	30
Legal Compliances, Challenges and Solutions	10
Overall Presentation of the Business Proposal	20
Total Marks	60

7. Judges' Questions and Investment Negotiation

- a. Once a team has completed its PPT presentation, the floor then will be opened for interaction with the three investor-judges.
- b. For 8-10 minutes, judges will question the teams on various aspects of the business proposal presented by them.
- c. Through their questions, the judges will seek to assess each team's knowledge and understanding of their business proposal, such as target market, industry environment, business finances, growth potential, etc. *(The questions above are not exhaustive. Judges reserve the right to question participants on any aspect of their business beyond what is outlined here. The Q&A segment is designed to holistically evaluate the team's overall business acumen, critical thinking, and depth of knowledge. Participating teams are thus encouraged to be thoroughly prepared across all dimensions of their proposed business venture.)*
- d. Lastly, based on their evaluation of the presentation and the Q&A session, the three investor-judges will then decide whether or not to invest in the teams' venture, and negotiate with them for the same.

Marking for Segment II of the Final Round	
Criteria	Maximum Marks
Answering the Judges' Questions	20
Negotiating a Good Investment Deal (Even if a team decides not to accept the offer made by a judge, they may score highly for this criteria if the judges assess that it was the correct business decision on the part of the team)	20
Total Marks	40

Winner and Runner-up

1. The team securing the highest total score out of 300 (100 x 3 judges) in both segments of the Final Round will be declared the winner of *The Pitching Hour*.
2. The team securing the second-highest total score will be declared the Runners-up.
3. Scores from the Preliminary Rounds will not be carried forward at all to the Final Round.

General Code of Conduct

1. All participants must be respectful and maintain professional conduct throughout the event.
2. Participants must be dressed professionally and appropriately for the competition.

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3. Participants must cooperate with the event organisers and follow all instructions given.
4. Judges' decisions will be final and binding, and the participants must respect the judges' feedback and decisions.
5. Participants are strictly forbidden from indulging in any form of harassment or bullying, and doing so will lead to immediate disqualification from the entire event.

Grounds of Disqualification

1. Any abusive, aggressive, disrespectful or inappropriate behaviour towards the judges, organisers, volunteers, or other participants.
2. Participating under the influence of drugs, alcohol, tobacco or other narcotic substances will be immediately disqualified.
3. Receiving assistance from people outside the team during the live rounds.
4. Any content in the reel, pitch or presentation which promotes hate towards any person or group, or which promotes criminal behaviour.
5. In case of any dispute with respect to any of the above rules, the decision made by the Faculty Coordinators will be final and binding.

Withdrawal Rules

1. Any team which withdraws from the competition at any stage will not receive a refund.
2. If even one member of the team is unable to participate at any stage in the competition, the entire team will be considered as having withdrawn from the competition.