

GUIDELINES FOR ELEVATEX

- Campus Directors need to register their campus online through Elevate website.
- The main work of the Campus Directors will be to conduct an on-campus pitching session, ElevateX in their respective campus.
- A good outreach of the ElevateX also needs to be ensured by them in their respective campus as well as cities through dedicated promotions among their communities / partners / members.
- Supporting publicity materials, and other relevant documents and guidelines pertaining to this event will be provided by E-Cell IITM.
- During on-ground session, each of the participating teams will be given a time of 3 mins for pitching.
- The initial screening of these pitches will be assessed by the panel of two or three experts and top 2 teams should be filtered out among the aggregate number of registering teams based on the evaluation sheets as shared by Elevate team.
- Campus Directors have to ensure the authenticity of the former experts.
- A complete video of these top 2 pitches needs to be recorded and should send to Elevate Team along with their evaluation report for further filtering. An assessment form should also be sent along with the former video and evaluation report.
- Top 24 teams from all across the country will be invited for the finale round, Elevate amid the E-Summit '18, the annual entrepreneurship fest of IIT Madras and the biggest one in South India.
- The deadline to conduct these on-campus pitching session is 20th March, after which these selected teams will be further evaluated for the finale.
- Campus Directors will have the freedom to plan, organize, and execute as they wish, as long as it follows above mentioned criteria for us to consider them as ElevateX.

Such campus level auditions will allow more and more startups to compete across the country, thus elevating a lot of worthy startups in the arena with unparalleled opportunities and resources and also with a lot of networking opportunities with the complete support by Elevate team.

