



**IIIT-Delhi announces PitchCafe 3.0 [The signature event of E-Cell IIIT-D which provides startups a platform to pitch their ideas to industry experts and mentors]**

**September 1, 2022, New Delhi:** Indraprastha Institute of Information Technology Delhi (IIIT-Delhi) is all set to conduct PitchCafe 3.0 on Saturday, September 3, 2022. PitchCafe is an annual affair at IIIT-Delhi that fosters the spirit of entrepreneurship amongst young innovators and brings them closer to fulfilling their entrepreneurial dreams. It is an excellent platform to showcase promising ideas and early-stage startups.

Mr. Sandeep Jain, the CEO and Co-founder of Geeks for Geeks, is one of the distinguished speakers among other speakers and investor judges like Mr. Dhruv Rana- the incubation head of Shaheed Sukhdev College of Business Studies(SSCBS) , Mr. Anshul Rustggi, and Mr. Arindham Basu- investors from Basic Roots and Mr. Neeraj Gulati- the head of the entrepreneurship board in the Delhi Govt.

During the event more than 200+ teams will compete for a prize pool of ₹5,00,000+. Ideas and proposals will be screened over three rounds: Idea Abstraction Screening, Elevator Pitch, and a Final Pitching round. Out of 200, 64 teams will qualify for the second round and make an elevator pitch; thereafter, 16 teams will finally pitch their ideas to the investors on 3rd September. The judges of the final round include serial investors and renowned entrepreneurs, all highly respected personalities in their individual domains.

We had the pleasure of having mentors from the Delhi government to judge the entries of Round 1. We had Mr. Sanjay Kansal, Mr. Hemant Sood, Mr. Lakshya, Mr Sanil Sachar, Dr. Pushpendra, and Mr. Abhishek critically judged each and every entry and helped us choose the top 64 teams. For round 2, we had mentors from a venture capitalist firm-100xVC, which helped us get the top 16 teams for final pitching.

PitchCafe provides investors with an exciting investment opportunity in early-stage start-ups with immense potential for future growth. For start-ups, PitchCafe helps narrow down the gap between dreams and their implementation in real-time. Talks/seminars by successful entrepreneurs and renowned experts will help young entrepreneurs to move from proof of concept of ideas to developing prototypes. |

PitchCafe 3.0 rolls out as a promising event with a day full of freshly brewed ideas, pitching and competitions, discussions, and fun-filled activities at leisure.