



# Student's Guide to Applications for the University Innovation Hub Program – UIU edition

Applying to the University Innovation Hub Program is a unique opportunity to transform your innovative ideas into reality. This guide provides detailed instructions and tips on how to create a compelling application, ensuring your team stands out in the selection process.

## Application Components

Your application must include:

1. **Written Responses** to the provided questions.
2. **A Pitch Deck** that outlines your business idea.
3. **A 1-Minute Video Pitch** where your team discusses the idea.

## Questions to Address

- **Q1: What's your secret sauce? What makes your solution unique from everyone else's?**
  - Explain what makes your solution unique. Focus on the innovative aspects and how they differ from existing solutions in the market.
- **Q2: Startups are notoriously hard. What makes you believe you and your team can pull this off?**
  - Startups are challenging; describe why your team has the right mix of skills, passion, and drive to succeed. Highlight past experiences that demonstrate resilience and commitment.
- **Q3: How will you commercialize your product and generate revenue?**
  - Discuss how you plan to turn your idea into a product or service. Include details on potential markets, revenue models, and scaling strategies.

## Creating a Winning Pitch Deck

Your pitch deck should be of maximum 10 slides. There is a format supplied for you.

Be concise yet informative, including slides on:

- The problem and your innovative solution.
- Market analysis and target audience.
- Business model and commercialization and go to market strategy.
- Impact on the society and country in general
- Financial model
- Team introduction and roles.
- Any initial findings, prototypes, or preliminary data.





## Video Pitch Guidelines

Your video pitch is your chance to bring your written application to life. Tips for a successful video:

- **Be Concise and Clear:** With only 1 minute, ensure every second counts. Practice your pitch to maintain clarity and focus.
- **Engage the Viewer:** Show enthusiasm and confidence. Your passion for the project should be evident.
- **Visual Support:** Use visuals or quick cuts to sketches, diagrams, or prototypes that enhance your presentation.

### Guidelines for Content of Video Pitch:

- The video must include the high-level overview on the project (can briefly present the key innovation of the product, business model, status of product, concept/pre-implementation phase/implementation phase, and sustainability of the product)
- Team name must be prominently displayed at the beginning of the video.
- Names of all team members must be included in the video.
- The video's length must not exceed 60 seconds.
- The inclusion of reference video clips is permitted.

### Guidelines for technical aspect of Video Pitch:

1. Accepted video formats are MPEG, MOV, MP4, and M4V.
2. Videos can be recorded using any device.
3. Videos shall be made in clear visual and audio commentary quality. (HD resolution preferred)
4. Subtitles can be included.

### Scoring Criteria

- **Innovation and Novelty of Idea (30 Marks):** Your idea should be unique with a clear explanation of its innovative elements.
- **Problem Solution Fit (20 Marks):** Demonstrate a thorough understanding of the problem and how your solution effectively addresses it.
- **Commercialization Prospects (20 Marks):** Outline the potential market size and scalability of your product or service.
- **Team Diversity (10 Marks):** Showcase the diverse expertise of your team members and how this diversity enhances your project.





- **Team Depth/Strength (10 Marks):** Highlight your team's specific skills and experiences relevant to the project.
- **Pitch Deck & Video (10 Marks):** Your pitch should clearly articulate your idea and its potential impact in an engaging manner.

### Requirements

- **Female Member:** Ensure at least one team member is female (*mandatory*).
- **Faculty Advisor:** Having a faculty advisor is highly encouraged.
- **Multi-discipline:** Team members from different departments and academic backgrounds are highly encouraged.

### Tips for a Strong Application

- **Tailor Your Responses:** Each answer should be tailored to the question while ensuring it contributes to a cohesive overall narrative of your project.
- **Focus on Clarity and Detail:** Be specific in your descriptions and explanations. Vague ideas or generic responses are less likely to score well.
- **Proofread:** Errors can distract from the content. Make sure your application is polished and professional.
- **Practice Your Pitch:** Rehearse your video pitch multiple times. A smooth, confident delivery can make a significant difference.

By following these guidelines and putting forward a thoughtful, well-prepared application, you'll improve your chances of success in the University Innovation Hub Program. Good luck!

