

## **Startup Name (18 font)**

**1<sup>st</sup> Author Name (12 font bold center)**

*Role*

**2<sup>nd</sup> Author Name**

*Role with address*

*Email Author 1, Email Author 2*

### ***Authors and Affiliations***

- *Author name – 12 font with bold and center justification*
- *Role with address – 12 font with center justification*
- *Email can be added for each author*
- *Single space between email and Keywords*

### **Keywords (12 font)**

Keyword 1, Keyword 2, Keyword 3, Keyword 4 and Keyword 5. (10 font)

- No more than five keywords (10 font)

### **1. Challenge/Opportunity (12 font)**

Add opportunity for the startup here including the challenge or issue attempted to solve, and problem statements. (10 font)

### **2. How was the Challenge or Issue Handled Thus Far (12 font)**

How was the challenge or issue tackled and managed before the solution (10 font)

### **3. Features of the Solution Offerings (12 font)**

List out the features of the solution offered (10 font)

### **4. Market Share (12 font)**

Mention the market identified and the GTM (Go-To-Market) approach (10 font)

### **5. Pitch to the Investors (12 font)**

What do you seek from the investor community? Are you open to discussing with the prospective investor, and/or market collaborative partners to bring your solution offering to market (10 font)

### ***Page Layout***

- *8 1/2" X 11" paper*
- *All margins: 1.00"*
- *Full justification*
- *Times New Roman font*
- *Maximum 500 words for startup pitch only for proceedings submission*
- *Conference name as a header must be used.*