

GLOBAL ROBOTICS & INNOVATION CHAMPIONSHIP (GRIC)

Organised by Global Robotics & Innovation Consortium

STARTUP LEAGUE RULEBOOK

Season: International Round



Global
Robotics & Innovation
Consortium

- * Rules may be updated until the day before the competition.
- * Judges' decisions are final during evaluation.
- * By participating, teams agree to the Terms & Conditions in Section 08.

| | | | |
|-----------------------|------------------------------------|---------------------|----------------------|
| Startup League | Participation Challenger Pro | Team 2–3 members | Format Live Pitch |
|-----------------------|------------------------------------|---------------------|----------------------|

1. Description

Startup League is GRIC's entrepreneurship pitching category. Teams present a startup concept built around a product or service that solves a real problem. Teams should demonstrate strong thinking: clear customer pain, a practical solution, a credible way to reach users, and a plan to execute.

2. Eligibility & Team Requirements

- Team size: 2–3 members (required).
- One entry per team. A participant may join only one team in Startup League.
- All work must be original. Borrowed ideas, images, or code must be credited.
- Mentors are allowed, but the pitch, deck, and decisions must be led by the students.

3. Competition Format

3.1 Submission & Screening

- Teams submit their pitch materials by the announced deadline.
- A screening panel selects finalists for the live pitch round.
- Shortlisted teams may be asked for a brief online clarification call.

3.2 Live Pitch

- Pitch: up to 5 minutes.
- Demo: optional. If used, it must fit within the pitch time unless organisers announce otherwise.
- Time limits are strict. Judges may stop pitches that exceed the limit.

4. Submission Requirements

Submit the following files in PDF format unless otherwise announced. Keep content clean, visual, and easy to evaluate.

| Item | Status |
|--|-------------|
| Pitch Deck (maximum 12 slides) | Required |
| 1-page Executive Summary | Required |
| Evidence of Problem Research (e.g., surveys, interviews, field notes, photos, or data) | Required |
| Prototype / MVP (demo, mock-up, simulation, or clickable design) | Recommended |
| Demo Video (maximum 2 minutes) | Optional |

4.1 Suggested Pitch Deck Structure

This is a suggested structure. You may adjust slide order, but your deck must cover each topic clearly.

1. Title slide: Present your startup name, team name, and the one-sentence description of what you are building.
2. Problem: Explain who experiences the problem, where it happens, and why it matters in real life.
3. Solution overview: Describe what your product/service is and what it does for the user.
4. How it works: Explain the key mechanism, workflow, or technical approach in simple steps.
5. Why now and why your team: Share the insight, research, or advantage that makes your solution timely and credible.
6. Target users and market: Define the primary user group and estimate the market in a simple, realistic way.
7. Business model: Explain how the startup will earn revenue or sustain operations (pricing, partners, or funding approach).
8. Competition and alternatives: Show what people use today and what makes your approach different or better.
9. Validation: Present evidence from tests, pilots, interviews, user feedback, or early results.
10. Roadmap: Outline your next 3–6 months of work with specific milestones (build, test, pilot, iterate).
11. Team and roles: Introduce each member's role and why your team is capable of executing the plan.
12. The ask: State what support you need (funding, mentors, pilot partners, access to users, lab support, etc.).

5. Event-Day Rules & Setup

- Teams must arrive at least 60 minutes before their reporting time.
- Bring your own laptop, chargers, adapters, extension cord, and any demo items. Organisers may not provide these items.
- Internet availability is not guaranteed. Prepare offline backups (PDF deck, offline demo, screenshots).
- No unsafe demos at the venue (open flames, hazardous chemicals, sharp exposed blades, unsafe high-voltage systems).

6. Judging Criteria (100 points)

Judges score teams out of 100. The rubric below may be used in both screening and finals.

| Criteria | What judges look for | Points |
|---------------------------------|--|--------|
| Problem & customer clarity | Clear user pain, strong context, and credible understanding of the target customer | 20 |
| Solution & differentiation | Strong concept with a clear value proposition and meaningful advantage | 20 |
| Feasibility & execution plan | Realistic path to build and deliver; clear priorities and practical constraints | 15 |
| Market & business model | Sensible market logic and a credible plan to sustain revenue/operations | 15 |
| Validation & Prototype progress | Evidence of testing, learning, or prototype development | 15 |
| Pitch quality & Q&A | Clarity, time control, visual quality, teamwork, and confident answers | 15 |

7. Disqualification

- Late submissions or missing required deliverables.
- Plagiarism, false claims, or misrepresentation of progress/traction.
- Disruptive, unethical, or unsafe conduct during screening or event day.
- Any attempt to manipulate judging or violate organiser instructions.

8. Intellectual Property, Media & Terms

Teams retain ownership of their ideas, prototypes, and materials. By participating, teams grant GRIC a non-exclusive, royalty-free license to display and use submitted materials (slides, photos, short clips) for event operations and promotion, with credit to the team where practical.

Participants agree that GRIC may photograph/record the event and publish highlights. If your project contains confidential details, do not include them in public materials or your live pitch.

GRIC is not providing legal, tax, or investment advice. Any investment, partnership, incubation, or sponsorship opportunity (if offered) will require separate due diligence and a separate written agreement.

9. Contact

For questions about Startup League, please contact:

Website : <https://gric.global/>

Email : contact@gric.global



Global
Robotics & Innovation
Consortium