



AI for Business (AI4Biz)

National Preliminary Round Submission Guidelines

Format: Remote / Asynchronous

Objective: To identify teams that balance Visionary Business Strategy with Technical AI Feasibility.

1. Overview

Round 1 is the "AI + Business Concept & Validation" stage. Unlike general business competitions, we require more than just a market idea; we require a clear vision of how **Artificial Intelligence** will drive your business solution.

In this round, your team must submit three (3) distinct components via our portal. Each document serves a specific purpose in evaluating your AI startup.

The Submission Checklist:

1. AI Innovation Narrative (PDF, Max 5 Pages)
2. The AI Pitch Deck (PDF, Max 15 Slides)
3. The AI Pitch Video (URL, 3-5 Minutes)

2. Detailed Requirements

Deliverable A: The AI Innovation Narrative

Purpose: To explain the "Business Logic" and the "AI Architecture" in detail. This is a written report, not a slide deck.

- **Format:** PDF, Maximum 5 pages, Double-spaced, 12pt Times New Roman, 1-inch margins.
- **Required Sections:**
 - 1. The Problem:** Define the specific pain point and why current non-AI solutions fail to address it effectively.
 - 2. The AI Solution:** A non-technical description of your product/service. How does the AI interact with the user to solve the problem?
 - 3. AI Technical Feasibility:**
 - **Data Strategy:** Where is the data coming from to train or prompt your AI? (e.g., Public datasets, scraped data, APIs, synthetic data).
 - **AI Architecture:** What specific AI technologies are you proposing? (e.g., Generative LLMs, Computer Vision, Predictive Analytics, Reinforcement Learning). Be specific about the model type.
 - **AI Ethics & Safety:** How will you mitigate algorithmic bias, hallucinations, and data privacy risks?
 - 4. Competitive Differentiation:**
 - **Value Proposition Matrix:** A table comparing your solution features against the top 2 current competitors.
 - **The "Unfair Advantage":** Explain clearly why your specific application of AI makes you 10x better than the status quo.
 - 5. Business Model:** Revenue streams and cost structure.

Deliverable B: The AI Pitch Deck

Purpose: To provide the visual evidence and financial data supporting your AI business case.

- **Format:** PDF, Maximum 15 Slides.
- **Content Checklist:**
 - **Slide 1:** Title, Tagline, & Team.
 - **Slide 2:** The Problem (Narrative/Statistics).
 - **Slide 3:** The Proposed AI Solution.
 - **Slide 4:** The Competitive Value Curve: (Required) A line graph showing how your solution outperforms competitors on key metrics (e.g., speed, cost, accuracy).
 - **Slide 5:** AI System Architecture: (Required) A flowchart diagram showing Data Inputs -> AI Model Processing -> User Outputs.
 - **Slide 6:** Market Size (TAM/SAM/SOM).
 - **Slide 7:** Go-to-Market Strategy.
 - **Slide 8:** Financial Projections (3-Year Outlook).
 - **Slide 9:** The Ask (What resources do you need to build this AI?).

Deliverable C: The AI Pitch Video

Purpose: To "Visualize" the AI experience. While the Deck is static, the Video is dynamic. This is where you help judges imagine the AI in action.

- **Format:** YouTube or Vimeo Link (set to "Unlisted" or "Public").
- **Duration:** 4 to 5 Minutes.
- **Content Structure:**
 - **The Hook:** Introduce the team and the problem.
 - **The AI Visualization:** Mandatory. Show us how the AI works. Note: You do not need a fully coded app.
 1. *Option A (Prototype):* Screen recording of code or a working app.
 2. *Option B (Mockup):* A "Click-through" design (e.g., Figma) showing the user interface steps.
 3. *Option C (Conceptual):* A storyboard, animated diagram, or physical model demonstrating the user journey and where the AI decision-making happens.
 - **The Market Shift & Impact:**
 1. *The "Before & After":* specifically describe the transformation. (e.g., "Currently, this process takes a human 4 hours. With our AI agent, it takes 4 seconds.")
 2. *The Disruption:* Why does this specific AI application make the old way of doing things obsolete?
 - **All-show Policy:**

If a team has more than one member, all members must show and speak in the video.



AI for Business (AI4Biz) Global Final Round Invitational Guidelines

Format: Live Stage Pitch & Defense

Objective: To validate the Technical Execution and Operational Viability of the top AI startups.

1. Overview

Welcome to the Finals. In Round 1, you proved you had a viable concept. In Round 2, you must prove you have the **technical roadmap** and the **business acumen** to execute it.

The Invitational centers on a single, high-stakes event: **The Live Pitch Competition**.

You will present your AI startup to a panel of **Holistic Judges**—industry leaders, founders, and experts capable of analyzing both your code logic and your business model simultaneously. Your goal is to convince them that your team is "The Complete Package."

2. Pre-Event Deliverables (Due 2 Weeks Before Event)

Before arriving at Round 2, qualified teams must submit updated documentation. This allows judges to re-view your technical and business progress in advance to prepare their questions.

A. The Technical Execution Report (PDF, Max 8 Pages)

This replaces your Round 1 Narrative. It is an engineering-focused document, but written clearly enough for a non-engineer to understand the logic.

- **System Architecture 2.0:** A detailed schematic of your AI pipeline. (e.g., How does data flow from user to preprocessing to model inference to post-processing to UI?)
- **The "Build" Log:** Proof of progress. Screenshots of code, GitHub commit history, or version iterations. Show us you are actually building.
- **Risk Mitigation Protocol:** A specific plan for when the AI fails (e.g., "Human-in-the-loop" intervention strategies for low-confidence predictions).
- **3-Year Financials:** Detailed spreadsheet of Customer Acquisition Cost (CAC), Lifetime Value (LTV), and server/API costs.

B. The Updated Pitch Deck

- Refine your Round 1 deck.
- **New Requirement:** Add a "Current Traction" slide (e.g., user surveys conducted, pilot tests run, or partnerships formed).

3. On-Site Competition Format

Total Time Allocation: 10 Minutes Per Team

Breakdown: 5 Minutes Presentation + 5 Minutes Q&A

Setting: Main Stage

Visuals: Slide Deck + Live Demo

A. The Presentation (5 Minutes)

You have a strict 7-minute window to command the room. You must cover the problem, the solution, the business model, and the AI Product Demonstration.



- **The Demo Requirement:** You cannot just talk about the AI; you must show it.
 - **Preferred:** Switch from slides to a live screen-share of your working software or code.
 - **Acceptable:** A high-fidelity, clickable prototype (Figma/Adobe XD) or a pre-recorded video walk-through of the interface embedded in your slides.
 - **Warning:** If you run overtime, you will be cut off immediately. Practice your timing to ensure you can fit the demo within 7 minutes.

B. The Q&A Defense (5 Minutes)

Immediately following your pitch, the judges will have 5 minutes to question you.

- **Holistic Judging:** Judges will not separate “Tech” questions from “Business” questions. They will ask fluid questions covering both sides of your startup.
- **The Pivot:** You must be able to pivot instantly between topics.
 - **Example:** A judge might ask, “Your demo showed a 3-second latency. How does that impact your user retention, and what is the cost implication of speeding that up?” (This is a Tech + Business + Finance question wrapped in one).

4. Rules & Logistics

1.Tech Setup: You must bring your own laptop/tablet to present. We provide HDMI/USB-C connections.

2.Live Code Policy: If your demo relies on the internet and the Wi-Fi fails, have a local backup (offline video or local server) ready. “The Wi-Fi is down” is not a valid excuse during your pitch time.

3.Speaking Roles: We recommend that all attending team members stand on stage, but you may choose how many people speak. However, during Q&A, we encourage different members to answer based on expertise (e.g., the CTO answers tech, the CEO answers business).