

# **Bouncer.**

*Make a short, hard pitch.*

*Bounce your idea to a panel of experts.*

*(FAQ's)*

## **What is the idea behind BOUNCER initiative?**

Many startups come up with ideas/products which many not have right product market fit resulting in failures. Startups may be working on a problem or an opportunity which may not have the potential for exponential growth. After investing time and money into the venture they realises the fact that they were working on a poor business idea which doesn't have a scalable and sustainable business model. Therefore IIMK LIVE has come up with an initiative were the startup can present their venture to an expert panel and seek their inputs on validating their business plan and for taking their startup to next level.

## **What is BOUNCER Initiative?**

Bouncer initiative gives an opportunity to individuals and start-ups with a business idea to present and discuss in front of IIMK professors about their venture and get their business idea/model validated. This programme is designed for a one to one interaction with panel to get proper inputs and strategies to make their venture successful.

## **Who constitutes the panel?**

IIMK Professors will form the panel to advice you on the business venture.

## **How will you benefit from this programme?**

This programme will help you to validate the potentiality of the problem/idea which you are working on. You will also get proper idea on the business opportunity, sustainability and scalability of the venture. Apart from this inputs will be given to make your venture a successful one.

## **What is the process for attending this programme?**

Start-ups interested in this programme can apply through IIMK LIVE website ([www.iimklive.org](http://www.iimklive.org)) and submit a one page write up as per the attached format along with duly edited PPT template

## **Who is eligible to apply for this programme?**

Any individual or Start-up with an Idea or has started working on an idea can apply for this programme.

## **Can an early stage startup participate in this programme?**

Yes early stage start-ups can participate in this programme

## **Should the start-ups be a registered company, LLP or a partnership firm before they apply for this programme?**

No, it is not necessary for the start-up to be a registered company to take part in this programme

**What would be the nature of advice being offered by the Panel?**

The panel will examine the idea and the business model presented by the startup, based on that the panel will help them to validate their business idea & opportunity, re shape their business model and advice them to make their venture successful. The advice or suggestions of the panel are only recommendatory nature.

**How confidential will be my Idea?**

First of all the panellists are IIMK Professors who are willing to support the startups to make their venture successful rather than external experts who runs their business parallelly secondly panellist will not explore how the solution/product is created, what technology and techniques are being used in its making etc. The entire intention of the programme is to help the startup identify right problem with right solution with a scalable and sustainable business model that make the venture successful.

**Is there any particular format in which an applicant should apply for this programme?**

Yes, we have recommended a specific presentation template to be followed by the participants. We expect startups to follow this template. To download the template click [here](#)

**Will IIMK LIVE offer incubation facility to the participants as a part of this programme?**

No IIMK LIVE will not offer any incubation facility to participants of bouncer programme however they can apply for the normal incubation programme separately through the LIVE website [www.iimklive.org](http://www.iimklive.org).

**How much money/seed fund do I get as a part of this programme?**

This programme doesn't offer any type of funding support to participants/ startups

**How many startup founder/co founders can take part in this programme?**

Only two founders/co-founders from a startup are allowed to participate in this programme

**What is the fee for attending this programme?**

The startup will have to pay Rs 2500 to attend this programme.