

## **Finale Problem Statement**

**STEMpreneur: From Innovation to Impact — Build, Brand & Scale Your Startup**  
You've proven your ability to think innovatively. Now, it's time to think like a true entrepreneur.

In the STEMpreneur Finale, your challenge is to transform your STEM-based idea into a scalable, investor-ready startup.

## **Your Challenge**

Take your prototype or concept to the next stage by developing a comprehensive startup plan that demonstrates technical feasibility, market viability, and financial sustainability.

Your presentation should go beyond the product — it should tell the story of your venture: how it will enter the market, grow, and create lasting impact.

## **Key Requirements**

Your final submission must include the following components:

### **Product & Innovation (Technical Feasibility)**

Present your STEM-based solution (prototype, demo, or proof-of-concept).

Highlight the science/technology behind it and how it solves the identified real-world problem effectively.

### **Market Research & Target Audience**

Define your target customers and user segments.

Present data-backed insights — market size, demand, and competitive analysis.

### **Business & Revenue Model**

Explain how your startup will generate revenue and sustain itself.

Include pricing strategy, sales channels, and potential partnerships.

### **Financial Plan & Investment Ask**

Provide a basic 1–3 year financial projection (estimated costs, pricing, revenue, break-even point).

Clearly state your investment requirement (how much funding you need and how it will be used).

### **Branding & Marketing Strategy**

Develop a creative plan to market your product or service (social media, branding, community outreach, etc.).

Demonstrate how your startup will build trust and visibility in the market.

### **Scalability & Future Vision**

Outline your roadmap for the next 3–5 years — expansion, partnerships, or technological evolution.

Show how your idea can make a measurable impact aligned with one or more UN SDGs.

### **Investor Pitch Presentation**

Deliver a 5–7 minute pitch simulating a real investor meeting.

Focus on clarity, confidence, storytelling, and business insight.

### **Evaluation Criteria**

Innovation & Technical Depth

Business Viability & Financial Planning

Market Understanding & Impact Potential

Presentation & Pitch Quality

Long-Term Vision & Scalability

Final Thought

This is your moment to bridge innovation with entrepreneurship — to not just build a great idea, but to launch a real startup that could change the world.