8TH CYCLE | 2025

DS VENTURISTS

FOUNDERS FORGE

Redefining Business Value: Profit with Purpose

CATEGORY DETAILS

Think you've got the next big idea? **Founders Forge** is your chance to bring it to life. Step into the spotlight, pitch your startup to a panel of investors, and battle it out in the ultimate test of creativity, strategy, and persuasion. This is more than just a competition - it's where big ideas meet bold impact, and where the next generation of entrepreneurs prove that business can be profitable and purposeful.

Supporting Goals

Your pitch isn't just about making money — it's about making a difference. Every team must align their venture with a social impact. Choose one of these goals to power your business idea:

1. For every product sold, provide a <u>direct benefit</u> such as a meal, book, or resource to <u>someone in need</u>.
2. Build <u>sustainability</u> into the heart of the business by using eco-friendly and ethical sourcing.
3. Create <u>employment</u> and <u>skill-building opportunities</u> for marginalized group such as refugees, people with disabilities, or low-income families.
4. Develop products or services that bring <u>affordable solutions</u> to essential needs like healthcare, education, or hygiene.
5. <u>Reduce waste</u> and <u>protect the planet</u> by adopting recycling, upcycling, or reuse strategies within the business model.

General Guidelines

- Teams must consist of <u>2–4 members</u>.
- <u>Elevator Pitch</u> <u>(2 minutes)</u>: Hook the judges with a powerful, concise introduction to your startup.
- <u>Full Presentation</u>: Showcase your product or service, business model, growth strategy, and financials. Seal the deal by making an equity offer that proves your venture's value.
- <u>Q&A Session (5 minutes)</u>: Face the heat as the judges put your idea to the test — only the sharpest and most convincing will rise to the top.
- The pitch will be evaluated on creativity, originality, clarity, the extent to which it demonstrates business value, and overall presentation.

FOUNDERS FORGE ISN'T JUST AN EVENT. IT'S A LAUNCHPAD FOR IDEAS THAT CAN CHANGE THE GAME. DO YOU HAVE WHAT IT TAKES TO WIN OVER THE INVESTORS AND REDEFINE WHAT BUSINESS CAN BE?