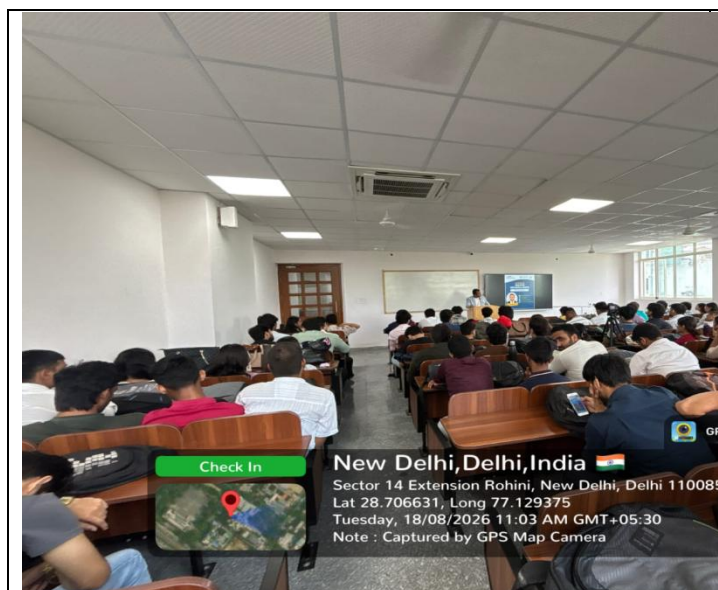


**IIC SESSION**  
**USING AI FOR FUNDRAISING &**  
**INVESTOR PITCH PREPARATION**  
**18<sup>TH</sup> AUGUST 2026 (TUESDAY)**



The IIC session titled “USING AI FOR FUNDRAISING & INVESTOR PITCH PREPARATION” was conducted at Gitarattan International Business School (GIBS) in the Seminar Hall, 3rd Floor, from 10:00 a.m. onwards. The session was organized by the IIC–GIBS for students of BBA 3<sup>rd</sup> Semester and BBA (Integrated) with the objective of raising and managing funds for start-ups. The resource person for the session was Mr. Shubham Mishra, Co-Founder & Strategic Growth Advisor, Startup & Fundraising Mentor who shared his successful journey from past 10 years of experience with the students. This workshop aims why investor pitches often fail not due to weak ideas, but due to poorly structured narratives, unclear value propositions, and a lack of data-driven presentation. This workshop also lay importance why students often struggle to explain “why us” and “why now.” AI analyses the product/service description and suggests concise, compelling value propositions that highlight unique benefits and differentiation.

More than 100 students were trained in practical AI applications such as *Microsoft Excel + Copilot*, *Gamma. app* (to generates complete, well-designed pitch decks from a simple text prompt. Excellent for structure, visuals, and storytelling.), *Tome* (Creates narrative-driven, modern pitch decks with AI-generated content and layouts.) for fundraising readiness. Participating teams developed improved, AI-refined pitch decks with stronger narratives and data-backed content, help them better to approach investors and seek funding or mentorship. The workshop also increased institutional awareness and adoption of AI-enabled tools, strengthening the campus innovation ecosystem. Tools like AI-powered presentation builders create clean, investor-ready slides with consistent design, charts, and icons. This raises the perceived professionalism of the pitch deck without needing advanced design skills.

## FLYER OF THE EVENT



|                                |                                                                        |
|--------------------------------|------------------------------------------------------------------------|
| <b>TYPE OF EVENT</b>           | IIC                                                                    |
| <b>VENUE</b>                   | Seminar Hall, 3 <sup>rd</sup> floor, GIBS                              |
| <b>TIME &amp; DURATION</b>     | 10:00 am Onwards                                                       |
| <b>CONDUCTED BY</b>            | IIC- GIBS                                                              |
| <b>ORGANISED FOR</b>           | BBA 3 <sup>rd</sup> Semester (Morning + Evening), BBA (Integrated)     |
| <b>NAME OF THE COORDINATOR</b> | Dr. Neha Agarwal, Dr. Nimisha Verma                                    |
| <b>ATTENDANCE</b>              | 129                                                                    |
| <b>RESOURCE PERSON</b>         | Mr. Shubham Mishra<br>Co-Founder & Strategic Growth Advisor, Startup & |

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | Fundraising Mentor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>OBJECTIVES OF THE EVENT</b> | <ol style="list-style-type: none"> <li>1. To familiarise students with AI tools and platforms that support start-up fundraising and investor pitch preparation.</li> <li>2. To enable participants to design clear, data-backed, and compelling pitch decks using AI-assisted analysis and design techniques.</li> <li>3. To build participants' understanding of articulating value propositions, market insights, and financial projections effectively for investors.</li> <li>4. To prepare shortlisted start-up teams and student innovators to confidently approach investors and funding opportunities.</li> </ol> |
| <b>LEARNING OUTCOME</b>        | <ol style="list-style-type: none"> <li>1. A minimum of 40 students will be trained in the practical use of AI tools for fundraising and pitch preparation.</li> <li>2. Participating start-up teams will produce improved, AI-refined pitch decks with stronger narratives and data-backed content.</li> <li>3. A pool of student teams will become investor-pitch ready, better positioned to seek funding and mentorship support.</li> <li>4. Increased institutional awareness and adoption of AI-enabled tools for entrepreneurship, strengthening the innovation ecosystem on campus.</li> </ol>                     |
| <b>SHORTFALL DURING EVENT</b>  | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>LINK OF ONLINE VIDEO</b>    | <a href="https://youtu.be/hQH59nI98fs">https://youtu.be/hQH59nI98fs</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



Gitarattan International Business School

Grade 'A' Accredited by NAAC

**PREPARED & SUBMITTED BY: DR. NEHA AGARWAL, ASSISTANT PROFESSOR,  
CMS, GIBS.**