

Ideathon: College level Startup Idea Competition

Elevate your vision with Ideathon and ignite the path to innovation and incubation at MITAOE!

Organized by the *Entrepreneurship Club* at MITAOE, this event is designed to inspire students to turn their ideas into real-world startup ventures. This document outlines the rules, guidelines, and event flow to ensure a smooth and exciting experience for all participants.

Event Flow:

Ideathon Consists of 2 Independent Round Events

Round 1: PPT presentation

Participants will submit a PPT giving full analysis to their topic. This is the link to [sample.ppt](#) to guide you in structuring your pitch effectively. **Teams must present original startup ideas. Submitting ideas that closely resemble existing businesses will result in disqualification.**

College faculty will assess the PPTs and select **top 14 teams overall**. The evaluation will consider the clarity of the idea, its innovation, feasibility, and market potential.

Last date to submit video: 6th November 2024

Judging criteria

Faculty will judge the PPT on various aspects, including how well the problem and solution are presented, the creativity and uniqueness of the idea, the feasibility of turning it into reality, and the market relevance.

Judging criteria	Marks distribution(0-1)	Marks distribution(2-3)	Marks distribution(4-5)
Clarity of Idea	Problem and solution are unclear.	Problem and solution are mostly clear.	Problem and solution are perfectly clear and well-defined.
Innovation	Solution is somewhat creative, but there are elements that resemble existing solutions without much originality.	Solution is mostly creative with some unique aspects, bringing fresh approaches to existing problems.	Solution is highly original, creative, and demonstrates significant innovation compared to existing ideas.
Market Potential Level	Market is vaguely defined or lacks substantial demand for the solution.	Target market is defined, with moderate demand for the solution.	Clearly identified target market with strong demand for the solution.
Feasibility	Idea faces significant challenges in terms of resources or skills required, but some aspects may be achievable.	Idea is feasible but may face some challenges. The necessary resources are mostly available.	Idea can be realistically implemented with the resources and skills readily available. Few challenges expected.

Round 2: Live pitching with Polling

These 14 teams will be assigned Day 1 and Day 2. Participants will present their startup ideas live to a panel of judges and an audience (Creating a poster for your idea is **optional**, not compulsory) Each team will have a total of **7 mins** to present (5 minutes for pitching, followed by 2 minutes for questions from the judges.) Then there will be live polling along with questioning by judges.

The final judgment will be of weightage:

Judges evaluation- 60%

Polling-40%

Pitch Evaluation

Judges will assess the presentations based on several key factors, including the clarity of the problem and solution, the potential market impact, and how effectively the team responds to questions.

Date and Time

The live pitches for Day1 teams will take place on **8th November, starting at 2:00 pm in CRPC auditorium** and for Day2 teams on **9th November, starting at**

Judging Criteria	Marks distribution(0-1)	Marks distribution(2-3)	Marks distribution(4-5)
Understanding of Problem	Little understanding; poorly defined problem	Good understanding; adequately defined problem	Comprehensive understanding; clearly defined problem statement
Market Potential	Little to no market analysis; unclear target audience	Adequate market analysis; identifies target audience with minor gaps	Strong analysis of market demand and target audience; realistic projections
Business Model	No clear business model; poorly explained	Good outline of business model; some research done.	Clearly outlines revenue generation; well-researched
Q&A Handling	Poor responses; lacks understanding and confidence	Partially true answers, lack of research	Excellent responses; demonstrates deep understanding and adaptability

ALL IN ONE SHOT

Event Details	Description
Event Name	Ideathon: College level Startup Idea Competition
Organized by	Entrepreneurship Club, MITAOE
Event Date	8th & 9th November 2024
Rounds	1. PPT Submission(Round 1) 2. Idea pitching(poster optional)(Round 2)
Team Size	Individual, dual, or groups of 3 to 5 members
PPT Sample	PPT Template
Location	Day1: CRPC auditorium

Why You Should Participate

Gain practical experience in converting projects into marketable products.

Both Rounds will have their separate winners.

Win exciting prizes, including seed funding for your startup

Opportunity for incubation in ED Cell MITAOE.

Key Objectives

1. Transform ideas into market-ready products.
2. Develop a comprehensive understanding of the process, planning, budgeting, impact, and profit aspects of product development.
3. Foster collaboration among team members and exchange innovative knowledge.

Prizes

Rs.5K+ and GOODIES!

Event Registration

Registration is now open from **1st November 2024 till 6th of November 11:59 PM**

Registration fees is **Rs. 50** applicable per team or individual (**Non-refundable**)

Contact Information

If you have any questions or need further information, please feel free to contact us at:

- **Email:** ecell@mitaoe.ac.in

- **Phone No.:** [+91 7276455510]

All decisions made by E-Cell are final, and no team is allowed to question or dispute any decision made during the event.

Prepare to bring your vision to life and take the first step toward becoming the innovators of tomorrow!

Best Regards,
Entrepreneurship Cell, MITAOE