



ITM **BUILDATHON 3.0**

EVERYTHING YOU NEED TO KNOW

- **B.TECH (2023-27)**
- **TECH STACK:**
 - **MERN (MONGODB, EXPRESS JS, REACT JS, NODE JS)**
 - **FERN (FIREBASE, EXPRESS JS, REACT JS, NODE JS)**

TRACK 1

Criterion	Description	Weightage (%)
Technical Execution	Quality of code, proper use of the MERN stack, and best practices in development (folder structure / use of libraries or apis, etc.)	30%
Functionality	How well the app works and whether it meets the problem statement's requirements.	25%
Innovation	Creativity and uniqueness of the idea or its implementation.	15%
Business Model	A clear description of the revenue streams & model	15%
User Experience (UX)	Intuitive design, responsiveness, and ease of navigation.	10%
Presentation	Clarity and professionalism in explaining the project during the demo.	5%
Hosting	Hosting of the application online	Brownie Points

PARTICIPANTS MUST SUBMIT THE FOLLOWING:

- **CODE REPOSITORY: GITHUB LINK WITH A CLEAR README.**
- **DEMO VIDEO: 2–5 MIN VIDEO (YOUTUBE/GOOGLE DRIVE LINK) SHOWCASING KEY FEATURES.**
- **DOCUMENTATION IF IT'S AN APPLICATION / WEBSITE**
- **BUSINESS MODEL**
- **PRESENTATION: 5–10 SLIDES (PDF/PPT) SUMMARISING THE PROJECT.**
 - **PROBLEM STATEMENT**
 - **SOLUTION OVERVIEW**
 - **TECHNICAL STACK**
 - **INSTRUCTIONS AND FUNCTIONALITY**

TRACK 2

- **B.TECH (2024-28) AND BBA (2024-27)**
- **TECH STACK:**
 - **NO-CODE / LOW CODE**
 - **BUSINESS MODEL**

TRACK 2

Criterion	Description	Weightage (%)
Problem-Solution Fit	How well the app solves the identified problem and its potential impact.	25%
Business Model	Viability, revenue model, and target market clarity.	25%
Ease of Use	Simplicity and user-friendliness of the low/no-code app/website.	20%
Innovation	Originality of the idea or the approach taken to solve the problem.	15%
Market Research	Understanding of competitors, market trends, and unique selling points.	10%
Presentation	Ability to pitch the business model effectively and concisely.	5%

PARTICIPANTS MUST SUBMIT THE FOLLOWING:

- **REPOSITORY: INCLUDE ALL SOURCE CODE, ASSETS, AND DEPENDENCIES.**
- **DOCUMENTATION: CLEARLY DESCRIBE THE PROJECT AND STEPS TO RUN IT.**
- **DEMO VIDEO: EXPLAIN THE SOLUTION AND DEMO THE PROJECT IN ACTION.**
- **SLIDES: HIGHLIGHT PROBLEM, SOLUTION, ARCHITECTURE, AND KEY FEATURES. (MAX 10 SLIDES)**
- **BUSINESS MODEL (ON EXCEL OR PDF)**

SUBMISSION PORTAL

**Submit your project via the google form provided to you.
You will need to upload the following:**

- **Repository link**
- **Google Drive folder containing:**
 - **Demo video link**
 - **Documentation file**
 - **Presentation file (MAX 10 Slides)**
 - **Business Model (Excel or PDF)**

**A SUBMISSION LINK WILL BE
SENT ON THE MAILS OF THE
TEAM LEADS ON
7TH DECEMBER, 2024 AT 10AM
AND WILL BE CLOSED
AT 12PM**