**Proposal**

**Ideathon 2025: *Solving Societal Challenges***

The **Center of Business Incubation and Innovation (CBII)** at Shivalik College of Engineering, Dehradun, is committed to fostering entrepreneurship and innovation. The CBII is conducting Ideathon 2025 and Bootcamp for innovators to get incubation opportunities at CBII. The initiative aims to provide a platform for innovators, budding entrepreneurs to present their innovative ideas to solve the given problems and receive a cash prize along with incubation support in terms of mentorship, funding, infrastructure, and networking opportunities.

**1. Objectives**

1. To identify and nurture innovative ideas with market potential.
2. To provide structured incubation support, including mentorship and funding guidance.
3. To create a collaborative ecosystem that fosters innovation and entrepreneurship.
4. To bridge the gap between academic knowledge and industry requirements.

**2. Themes Aligned with SDGs**

1. Sustainable Energy & Environment (SDGs 7, 11, 13, 15)
2. Smart Cities & Infrastructure (SDGs 9, 11)
3. Healthcare & Wellbeing (SDG 3)
4. Food Security & Agriculture (SDG 2)
5. Governance, Security & Disaster Response (SDG 16)

**3. Program Details**

**Phase 1**

* Idea pitching and first round of evaluation

**Phase 2**

**Day 1: Workshops & Hands-on Sessions:**

* Introduction to **Design Thinking & Problem Solving**.
* Understanding societal challenges through **UN SDGs**.
* **Tech modules**: IoT, AI, Robotics, Blockchain, CPS (Cyber-Physical Systems), Sustainability Engineering.
* **Mentorship**: Sessions led by industry leaders and academic experts.
* **Team Formation**: Interdisciplinary teams of students and startups.
* **Problem Statement Exploration**: Challenges from sectors like Health, Agriculture, Energy, Water, Infrastructure, Environment, Governance, Security, etc.

**Day 2:**

* Final round of evaluation at CBII, Shivalik College of Engineering

**Phase 3**

* Induction of selected teams at CBII
* Incubation of Idea and Product/Service Development

**4. Eligibility Criteria**

**Institute/Startup**

1. Open to students, alumni, and faculty members of Shivalik College of Engineering/College of Pharmacy.
2. Open to students, alumni, and faculty members of other Institutions.
3. External startups with high-impact ideas will be considered.
4. The startup should focus on technology, sustainability, or social impact-driven solutions.
5. The team should demonstrate commitment, technical feasibility, and market viability.

**Schools**

1. Open to school students (Grade 9th to 12th)

**5. Pitching Format & Guidelines**

Each team will be required to deliver a structured pitch covering the following aspects:

1. **Problem Statement:** Define the problem being addressed and its significance.
2. **Solution & Innovation:** Present the proposed solution and its uniqueness.
3. **Market Analysis:** Outline target customers, market size, and competitive landscape.
4. **Business Model:** Explain revenue generation, pricing strategy, and scalability.
5. **Technical Feasibility:** Highlight the technological foundation of the startup.
6. **Financial Projections:** Provide an overview of initial investment, expected revenue, and breakeven analysis.
7. **Team Strength:** Showcase the expertise and roles of team members.
8. **Call to Action:** Specify the kind of support required from CBII (mentorship, funding, workspace, networking, etc.).

**6. Evaluation Criteria**

A panel of industry experts, academicians, and startup mentors will assess each pitch based on the following parameters:

1. Innovation & Uniqueness (30%)
2. Market Viability & Scalability (20%)
3. Technical Feasibility (20%)
4. Team Capabilities & Execution Plan (20%)
5. Business Model & Financial Feasibility (10%)

**7. Benefits of Incubation at CBII**

Selected teams/startups will receive:

**Institute Students/Startups**

|  |  |  |
| --- | --- | --- |
| **Position** | **Prize** | **Incubation Support (if being Incubated at CBII)** |
| 1st | Rs. 25000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 5 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 2nd | Rs. 15000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 5 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 3rd | Rs. 10000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 5 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 4th – 10th |  | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 1 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |

**School Students/Startups**

|  |  |  |
| --- | --- | --- |
| **Position** | **Prize** | **Incubation Support (if being Incubated at CBII)** |
| 1st | Rs. 15000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 1 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 2nd | Rs. 10000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 1 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 3rd | Rs. 5000/- | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 1 Lacs of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |
| 4th – 10th |  | * Co-working space & Infrastructure support * Mentorship from industry experts and faculty * **Access to funding opportunities (up to Rs. 50000 of seed money) & investor networks** * Technical and business development training * Networking events & startup showcase opportunities |

**8. Application Process**

First Round Evaluation:

* Interested candidates must register and submit an online form detailing their idea, and must pitch their idea on the specified day at the corresponding venue.
* Shortlisted teams will be invited for an initial screening and mentorship session at CBII.
* Finalists will pitch their ideas in front of the CBII evaluation panel.
* Selected teams/startups will be onboarded into the incubation program for structured support.

CBII at Shivalik College of Engineering is dedicated to empowering the next generation of entrepreneurs. This startup pitching initiative will provide an opportunity for innovators to transform their ideas into successful businesses through structured incubation support. We invite all aspiring entrepreneurs to participate and take advantage of this opportunity to accelerate their entrepreneurial journey.

For further inquiries, contact

1. Mr. Yashendra Sharma, 9317227139, [yashender.sharma@shivalikcollege.edu.in](mailto:yashender.sharma@shivalikcollege.edu.in)
2. Dr. Abhishek Jha, 8236823641, [abhishek.jha@sce.org.in](mailto:abhishek.jha@sce.org.in)
3. Mr. Ashish Kumar Gupta, 9557502208, [ashish.gupta@sce.org.in](mailto:ashish.gupta@sce.org.in)

or visit [**https://shivalikcollege.edu.in/ihub-cbii/**](https://shivalikcollege.edu.in/ihub-cbii/)

Idea Pitching (1st Round Evaluation)

**City: Dehradun**

**Date:**

**Venue:** Birla Open Minds International School, Dehradun

**City: Haridwar/Roorkee**

**Date:**

**Venue:**

**City: Tehri**

**Date:**

**Venue:**

**City: Uttarkashi**

**Date:**

**Venue:**

**City: Rudraprayag**

**Date:**

**Venue:**

**City: Pauri**

**Date:**

**Venue:**

**City: Chamoli**

**Date:**

**Venue:**

**City: Almora**

**Date:**

**Venue:**

**City: Bageshwar**

**Date:**

**Venue:**

**City: Pithoragarh**

**Date:**

**Venue:**

**City: Champawat**

**Date:**

**Venue:**

**City: Nainital**

**Date:**

**Venue:**

**City: Rudrapur**

**Date:**

**Venue:**

**School Students (Grade 9th -12th )**

**Institute Students/Startups**

**Date:**

**Venue:** Roorkee/Haridwar

**Date:**

**Venue:** THDC

**Date:**

**Venue: BTKIT**

Almora

**Date:**

**Venue: GB Pant**

Pauri, Garhwal

**Date:**

**Venue:**

Haldwani

**Date:**

**Venue:** Shivalik College of Engineering, Dehradun