**IDEATHON, MBM UNIVERSITY**

**About Ideathon**

Welcome to the epicenter of innovation!

The Ideathon at "The Techno Thar", a technovation fest is your opportunity to witness the collaborative power of creativity, knowledge, and technology. A Start-Up: Ideathon is a competition being held in our campus spaces in which participants brainstorm, pitch, and develop creative Start-Up ideas after realizing the prevailing societal and environmental issues. Our objective is to inspire young minds, cultivate their entrepreneurial spirit, and provide a platform to help them realize their potential and come up with feasible solutions relevant to the designated theme.

**THE MAIN PURPOSE OF IDEATHON**

The event encourages students to showcase their creativity, inventiveness, and technical ability by demonstrating ideas and proposing solutions to current concerns. The purpose of the fest's Ideathon is to inspire students to brainstorm creative solutions that can have a substantial influence on society, to discover their hidden potentials, and to cultivate their entrepreneurial spirit. The event allows students to network with like-minded individuals, establish cordial teams, acquire hands-on experience in software development and entrepreneurship, and obtain assistance and funding from sponsors to put their ideas into action.

**What to Expect:**

• **Diverse Disciplines**: The projects span across an array of disciplines, including engineering, computer science, artificial intelligence, robotics, and more. This diversity reflects our commitment towards fostering interdisciplinary collaboration.

• **Innovative Solutions**: Ranging from sustainable energy solutions to healthcare advancements, our projects are focused on addressing real-world challenges. Witness the potentials of our students proposing innovative ideas in order to make substantial impact on societal progress.

• **Student Interactions**: Engage in significant discussions with the creators themselves. Learn about their inspiration, design process, and prospects for future endeavors. This is an unprecedented chance to meet tomorrow’s innovators.

**Event Itinerary :**

Stage 1: Idea presentation on the Template

Stage 2: Pitching of the idea among Jury

**Participation Guidelines**

**Rules and Regulations**

To ensure fairness in the arranged event**, The Techno Thar’s** one of its kind, **IDEATHON** has established the following rules and regulations. We kindly request all participants to carefully read and adhere to these guidelines throughout the scheduled event’s tenure:

* Registration is open to all college students.
* A student can participant individually or in a team of 3 members.
* Each participant is expected be member of just one team at a time.
* Ideas should be original and innovative, addressing real-world problems or offering unique solutions.
* Plagiarism or infringement of intellectual property rights is strictly prohibited.
* Each team will be allocated a specific time slot for their presentation and pitch.
* Presentations should be concise, clear, and well-structured, highlighting the key aspects of the Startup idea.
* Violation of any of the aforementioned rules and regulations may lead to disqualification from the event.
* Participants are expected to abide by the event's code of conduct, ensuring a safe and inclusive environment for everyone. Participants will be immediately disqualified if they are found indulging in malpractice.

**Judgement criteria**

Individual or the team’s idea will be judged on the basis of following criteria –

* Innovation

An individual or team is able to propose their budding idea which is unique and creative and inspired by the prevailing societal concerns.

* Sustainability

Whether your proposed/pitched idea keeps a check on the provisions of sustainable development concerns.

* Feasibility

Your solution, should not be solely influenced by imagination only rather we desire innovative, feasible solutions for the market wherein we exploit resources efficiently and maximize its utilization.

* Impact

Will judge your project based on the measures of its substantial impact on the society or market. Project must possess standards that are cordial with the contemporary world.

* Competitive advantage

Must possess specifications that give your project an edge over the existing products in the market. It must culminate desired specifications in order to seamlessly cope with the persisting competitions.

Participants will also be judged on the basis of their communication skills as well as presentation skills.

**Prize**

For Single member:

**1st – 10K**

**Runner-up – 5K**

For 3 members Team:

**1st – 20K**

**Runner-up – 10K**

**Registration Fee**

For Single member = 150 rupees

For 3 members Team = 300 rupees

**JOIN US ON**

**15-16 September at**

**Seminar HAll**