

# INCUBATE

## Problem Statement

### Introduction

Incubate is organized with an aim to provide participants with an opportunity that can transform their innovation - something as simple and small scale initiative as their summer project or a research endeavor - into real world entrepreneurial ideas. Here, we examine your ability to evaluate the market, customer needs and product usability. Your plan of action should be to safeguard the intellectual rights of your product (majorly by creating entry barrier) and your future research goals associated with the same product or plans to launch parallel products.

In Incubate we are giving you a chance to pitch your startup idea in front of Jury and Audience. The originality and credibility of your idea and your presentation would be of importance to win this event.

### Event Structure:

#### Round I

Submission of the executive summary. Participating teams need to provide an abstract of their idea for which we are providing a executive summary form below. It is mandatory to fill this form to participate in the event. Shortlisting for the next round will be done on the basis of this abstract.

All the documents should be converted to PDF (IEEE FORMAT) and then mailed to [ideas.techzion@gmail.com](mailto:ideas.techzion@gmail.com) with SUBJECT: 'Event Name' Executive Summary, should be submitted in a single mail. Even if you want to submit any document later, attach all the documents in that mail.

#### Round II (Final)

Shortlisted teams have to give a presentation of their abstract at Techzion'19 where they will be judged by our panel of judges. The participants will make a presentation (12 slides and 7 min maximum, including the introduction) summarizing their product and business plan

**3-5 minutes are reserved to answer the questions raised by the judges, if any.**

**Judging Criteria :** It will be based on the following

1. Concept of your idea
2. Market observation
3. Financial Aspects
4. Risk Assessment and Contingency Plans
5. Demonstrated Leadership Ability

### **Event Head (Final Year)**

Aman Dwivedi (CSE)  
Abhishek Agarwal (ECE)

Devesh Srivastava (ME)

Ashutosh Rai (EE)

### **Coordinator (Third Year)**

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