



# Innovation Challenge

# INTRODUCTION

The Innovation Challenge would be a combination of Software and Hardware Domains spread over two days. Under the Software Domain the Challenge will contain multiple areas and their respective problem statements for which the innovations are submitted. The event will be co organized by Synergina Pvt LTd and MISER ( Matrix Institute of Science Engineering & Research).

- > 2 Day Innovation Challenge
- > Software & Hardware Domains
- > Fully Online Event
- > All India Challenge

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# 01

## ORGANIZATION & PLANNING

# DEFINITION OF CHALLENGE

What are the areas to be concentrated under the Software and the Hardware Domain. Since the hackathon will be a two day hackathon we will need to have a limited number of areas as well as problem statements.

Going by this scenario. Two areas under the Software Domain & Hardware Domain each and then each having a max of three problem statements under it.

## SOFTWARE

Area 1	Area 2
-> PS 1	-> PS1
-> PS2	-> PS2
-> PS3	-> PS3

## HARDWARE

Area 1	Area 2
-> PS 1	-> PS1
-> PS2	-> PS2
-> PS3	-> PS3

# DAY PLANNING

The Challenge being a two day challenge each day must run for at least 7 hours of continuous program. The seven day program will contain .

- > Plenary Sessions
- > Guest Speaker Sessions
- > Fun Activities
- > Ideathon Round
- > Break/Lunch ( Judging Round)
- > Workshop & Results
- > Indepth Innovation & Mini Prototype
- > Fun Activity
- > Results Announcement
- > Final 10 Presentation
- > Closing Ceremony

**Planning for each and every session must be done with templates being ready for each and every submission to be done. And the judging criteria**



# DIFFERENT PEOPLE WE NEED

- > Judges - for each area
- > Mentors for each area / 10 teams
- > Guest Speakers
- > Workshop Speakers / Hands on Sessions



# **02**

## **TECHNICAL COMPETENCE**

# **PHASE 1**

## **PRE REGISTRATION PHASE**

- > Graphic Outlines - Adobe PSD, Adobe Creative Outlook
- > Ads Generation - Facebook, Linkedin, Google Ads, Communities & Meme Pages
- > Email forwards - MailChimp, SMTP Servers
- > Social Media Generation - Social Media Pages & Post Generations

# **PHASE 2**

## **REGISTRATION PHASE**

- > Attractive Website
- > Registration Form ( Interactive Registration Form)
- > Automated Email Generations - Pycharm, Mailchimp
- > Payment Gateway Integrations - Code and Paytm/CCavenue Integration for API
- > Creation of Communication Channels -> Slack/Discord
- > Interactive Graphics for Promotion of Registration

# **PHASE 3**

## **EVENT PHASE**

- > Online Event Place - Zoom / Zoho / Microsoft Teams
- > Communication Arenas - Slack / Discord
- > Submission Platform - Enterprise Server
- > Automatic Email Reminder throughout event (MailChimp / Pycharm)
- > Mentor Interaction - Personal Gmeets Generated
- > Panel Judging Session ( Zoom/Zoho/Teams for Discussion) ( Marking Sessions )
- > Immediate Graphic Generations

# PHASE 4

## POST EVENT PHASE

- > Automated Certificate Rollout
- > Post Event Communication - Slack / Discord
- > Community Maintenance
- > Newsletter Maintenance
- > Awards & Winner Certificates
- > Appreciation Certificates for Mentors
- > Judge Certificates/ Momentos
- > College Certificates

# DIFFERENT SOFTWARES/ TECHNICALITIES NEEDED

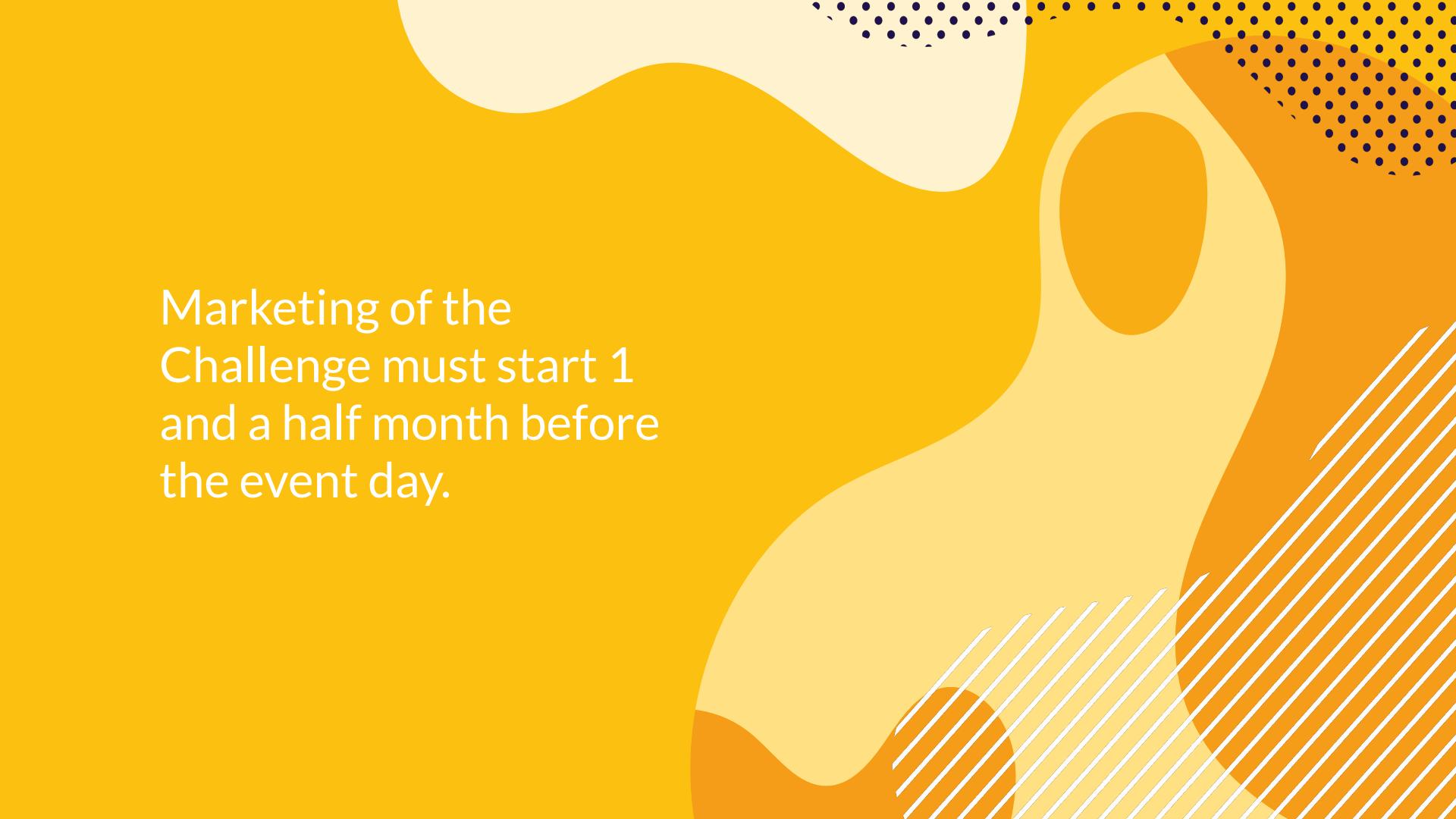
- > Payment Gateways & Invoice Generators
- > Email Automation Softwares / Email Servers
- > Website & Server
- > Submission System Development & Cloud Server
- > Video Communication Channels - Zoom Pro/ Microsoft Teams
- > Message Platforms -> Slack Pro / Discord
- > Automatic Certificate Generators
- > PSd Softwares
- > Google Workplace





# **03**

## **MARKETING & ONBOARDING**

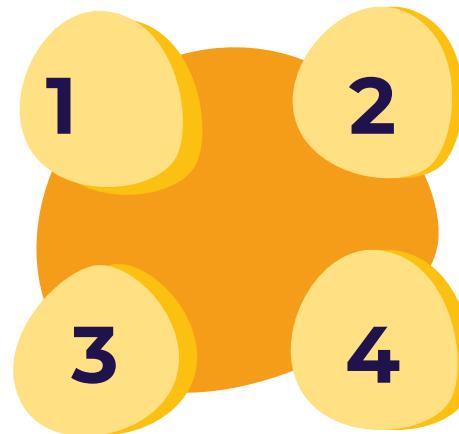


Marketing of the  
Challenge must start 1  
and a half month before  
the event day.

# Marketing Mediums

Social Media  
Marketing or  
Advertisement  
Marketing

Email Marketing



College  
Marketing

Community  
Marketing

# SOCIAL MEDIA MARKETING

ADVERTISEMENTS IN VARIOUS  
PLATFORMS

1

CONTINUOUS  
SOCIAL MEDIA  
CAMPAIGNS

2

COLLEGES SOCIAL  
MEDIA PAGES

3

MEME PAGES  
MARKETING

4



# EMAIL MARKETING

COLD EMAILS

1

TARGETED EMAIL  
MARKETING

2

AUTOMATED  
RESPONSES

3



# COLLEGE MARKETING

SIGNING UP COLLEGES AS  
ASSOCIATE PARTNERS

1

PROVIDING SPONSORSHIP  
OPPORTUNITIES TO  
COLLEGES

2

HAVING VARIOUS COLLEGES  
ON BOARD TO IMPROVE THE  
BRAND VALUE

3



# COMMUNITY MARKETING

SIGNING UP VARIOUS  
COMMUNITIES AS COMMUNITY  
PARTNER

COMMUNITIES SUCH AS GIRLSCRIPT,  
MACHINE LEARNING INDIA, IEEE  
SOCIETIES ETC

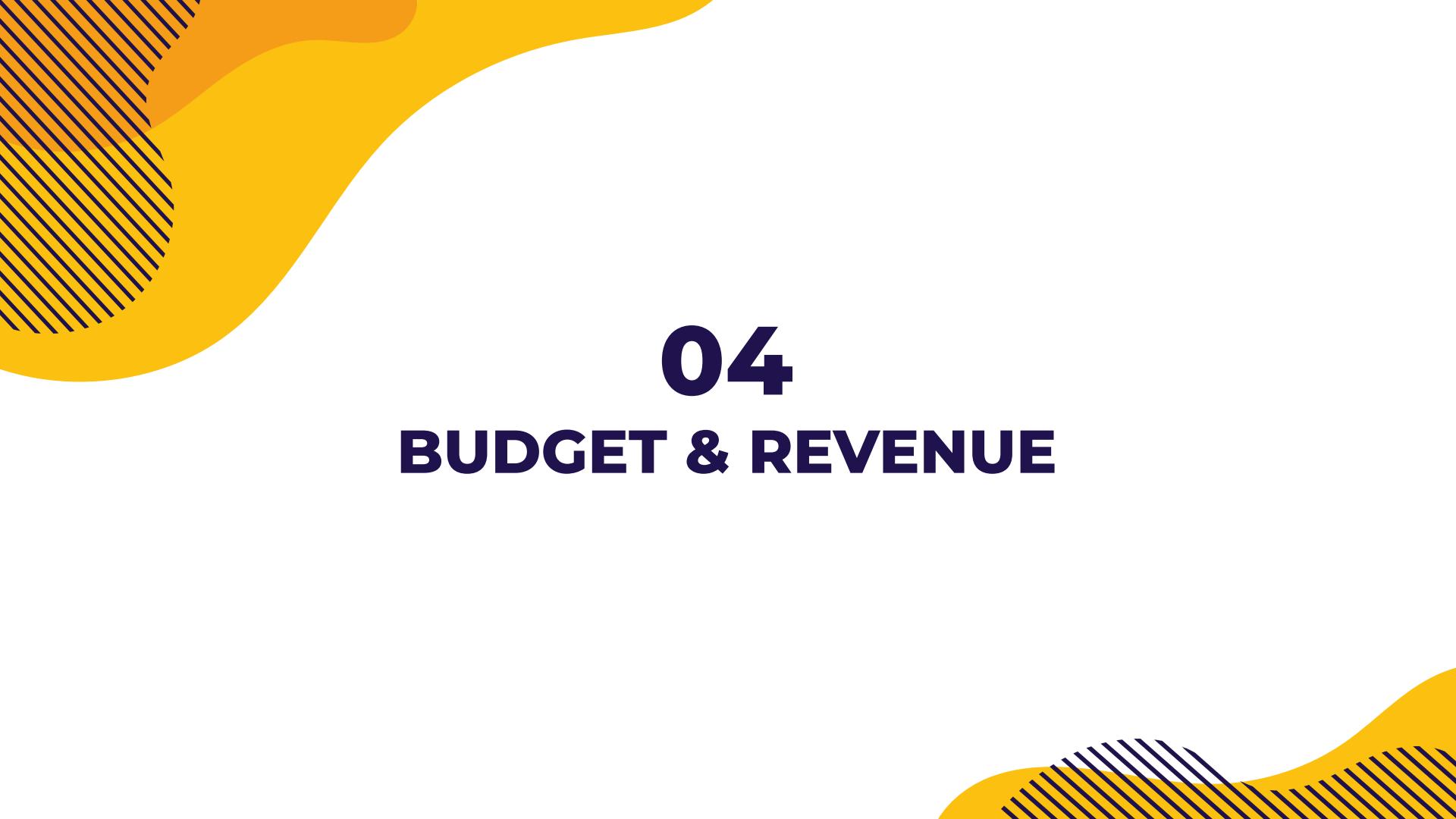
COMMUNITY INTERNS (  
MENTOR GATHERING)

1

2

3





# **04**

## **BUDGET & REVENUE**

# OUR PLANS

**#1**

- Team of four
- No College Sponsor
- Individual Signup

**Rs. 800/ per  
team**

**#2**

- Team of four
- College Partner
- Min number of Teams

**Rs. 600/ per  
team**

**#3**

- Team of Four
- College Sponsor
- No min number of teams

**Rs. 500/ per  
team**

# BUDGET

## TECHNICAL SUPPORT

1. Zoom Pro - 4k/ month Approx
2. Website Domain & Server - 4k Approx
3. Email Server ( MailChimp ) - 8k Approx/ per month
4. Submission Platform - Cloud ( 7k Per month ) - 20k per month
5. Automatic Certificate Generator - 3k / month
6. Communication Channels - 3k / per Month

Total - 50k Approx

# BUDGET

## ADS & MARKETING

1. Google ADs - 5k / Month
2. Instagram Ads - 5k/Month
3. Meme Pages Advertisement - 10k
4. Community Advertisement - 10k
5. Linkedin/Facebook - 5k / month

Total - 35k Approx

# REVENUE

## EXPECTED NO. OF TEAMS : 500

No of People :  $500 * 4 = 2000$

Minimum Revenue :  $500 * 500 = \text{Rs. } 2,50,000$  //// Prize Pool : 1 Lac (4 Areas) = 25k Per Area

Maximum Revenue :  $800 * 500 = \text{Rs. } 4,00,000$  //// Prize Pool : 1.5 Lac( 4 Areas) = 37.5k Per Area

## EXPECTED NO. OF TEAMS : 750

No of People :  $750 * 4 = 2000$

Minimum Revenue :  $500 * 500 = \text{Rs. } 3,75,000$  //// Prize Pool : 2 Lacs ( 4 Areas) = 50k Per Area

Maximum Revenue :  $800 * 500 = \text{Rs. } 6,00,000$  //// Prize Pool : 3 Lacs ( 4 Areas) = 75k Per Area

# REVENUE

## EXPECTED NO. OF TEAMS : 500

No of People :  $500 \times 4 = 2000$

Minimum Revenue :  $500 \times 500 = \text{Rs. } 2,50,000$  - Prize Pool : 1 Lac (4 Areas) = 25k Per Area = Remaining (1.5 Lac)

Maximum Revenue :  $800 \times 500 = \text{Rs. } 4,00,000$  - Prize Pool : 1.5 Lac(4 Areas) = 37.5k Per Area = Remaining (2.5 Lac)

## EXPECTED NO. OF TEAMS : 750

No of People :  $750 \times 4 = 2000$

Minimum Revenue :  $500 \times 500 = \text{Rs. } 3,75,000$  - Prize Pool : 2 Lacs ( 4 Areas) = 50k Per Area = Remaining (1.75 Lac)

Maximum Revenue :  $800 \times 500 = \text{Rs. } 6,00,000$  - Prize Pool : 3 Lacs ( 4 Areas) = 75k Per Area = Remaining (3 Lac)

# REVENUE

## EXPECTED NO. OF TEAMS : 500

No of People :  $500 * 4 = 2000$

Minimum Revenue :  $500 * 500 = \text{Rs. } 2,50,000$  - Prize Pool : 1 Lac (4 Areas) = Remaining (1.5 Lac) - 70k = 80k

Maximum Revenue :  $800 * 500 = \text{Rs. } 4,00,000$  - Prize Pool : 1.5 Lac(4 Areas) = Remaining (2.5 Lac) - 70k = 1.8 Lac

## EXPECTED NO. OF TEAMS : 750

No of People :  $750 * 4 = 2000$

Minimum Revenue :  $500 * 500 = \text{Rs. } 3,75,000$  - Prize Pool : 2 Lacs ( 4 Areas)= Remaining (1.75 Lac) - 70k = 1.05 Lac

Maximum Revenue :  $800 * 500 = \text{Rs. } 6,00,000$  - Prize Pool : 3 Lacs ( 4 Areas) =Remaining (3 Lac) - 70k = 2.3 Lac

# SPONSORSHIPS - COLLEGES

**Rs. 20,000**

- > 2 nd Recognition in Marketing
- > Special Discounted Price of Rs. 550 for your students
- > 2 Minute mention in the Program

**GOLD**

**SILVER**

**BROZE**

**RS. 25,000**

- >1st Recognition in Marketing
- > Special Discounted Price of Rs. 500 for your students
- > 3 Minute mention in the Program

**Rs. 15,000**

- >3rd Recognition in Marketing
- > Special Discounted Price of Rs. 600 for your students

# SPONSORSHIPS - COMPANIES/SOCIETIES

**Rs. 25,000**

- > 2 nd Recognition in Marketing as Silver Sponsor
- > Call of Attention with Logo as Group of 3
- > 2 Minute mention in the Program

**GOLD**

**SILVER**

**BROZE**

**RS. 30,000**

- >1st Recognition in Marketing as Gold Sponsor
- > Special Call of Attention during Workshop - With Logo
- > 3 Minute mention in the Program

**Rs. 20,000**

- >3rd Recognition in Marketing as Bronze Sponsor
- > Call of Attention with Logo as a Group of 5

# PARTNERS

## Minimum of 30 Submissions

- > 2 nd Recognition in Partner
- > Special Discounted Price of Rs. 600 for your students
- > 1 Minute mention in the Program



## Minimum of 40 Submissions

- > 1st Recognition in Marketing as Partner
- > Special Discounted Price of Rs. 550 for your students
- > 2 Minute mention in the Program

## Minimum of 25 Submissions

- >3rd Recognition in Marketing as Partner
- > Special Discounted Price of Rs. 650 for your students



# THE END