NITTE
EDUCATION TRUST

enigma
ENTREPRENEURSHIP CELL NMIT

IDEATHON 6.0
2025

EVENT
BROCHURE

ANAADYANTA

Anaadyanta is an inter-college annual techno-cultural fest that started in the year 2004 and has attracted the attention of numerous colleges across the nation. The number of colleges and students participating in the events has increased exponentially with an average footfall of over 40,000 seen every year. GeekMayhem is one of the biggest tech-fest by NMIT across the nation which has been the epicenter for events like Ideathon, hackathons, robo-wars, and so on. This is a fest for passionate young minds who intend to solve real-time problems.

IDEATHON 6.0

Ideathon is the flagship event of Enigma - ECell NMIT, the entrepreneurship cell of Nitte Meenakshi Institute of Technology. It is an innovative and intense brainstorming competition that evaluates participants on an individual level, recognizing the unique skills and insights they bring to the table as they tackle real-world challenges.

Providing a platform where creativity and true potential converge to shape the future, Ideathon takes place annually during Geekmayhem, NMIT's renowned tech fest that celebrates technology, innovation, and entrepreneurship. Since its inception in 2020, Ideathon has experienced remarkable growth and success.
ABOUT IDEATHON

01

IDEATION TRACK

ROUND 1

The teams are required to submit their idea online (through Unstop) in a document format. The document must contain the following details:

1. Team name
2. Team leader's name
3. Team leader's email id
4. Track chosen
5. Problem statement
6. Objective
7. Products/services offered
8. Target market
9. Marketing and sales strategies
10. Revenue stream
11. Execution plan
12. USP

ROUND 2

This offline round will take place at the NMIT campus. Each team will have 8-minutes to pitch their idea, followed by a 2-minute Question & Answer session with the panel of judges. The judges will evaluate the presentations and the top three teams will be declared winners

02

PROTOTYPE TRACK

ROUND 1

Teams are required to submit their idea online via Unstop in a document format, which should include:

1. Team name
2. Team leader's name
3. Team leader's email ID
4. Track chosen
5. Problem statement
6. Objective
7. Products/services offered
8. Target market
9. Marketing and sales strategies
10. Revenue stream
11. Execution plan
12. Unique Selling Proposition (USP)

Additionally, participants must shoot a video of their prototype, upload it to Drive, and provide an accessible link.

ROUND 2

This offline round will take place at the NMIT campus. Each team will have 8-minutes to pitch their idea, followed by a 2-minute discussion session with the panel of judges. Based on the judges' assessment, the top three teams will be declared winners.

03

ICEBREAKER SESSION

Teams shortlisted in Round 1 of both the Ideation and Prototype tracks will be invited to attend a virtual Icebreaker Session prior to Round 2, the offline round. During this session, participants will be briefed on the rules and regulations to be followed, and all queries regarding the competition, accommodation, and event flow will be addressed. This session also offers an excellent opportunity to connect with the core team of Enigma and network with other participants of Ideathon 6.0.

PLEASE NOTE:

1. The tracks are mutually exclusive and will occur simultaneously.

2. Each team must consist of 1-4 members only.

3. Teams in the Prototype Track are required to bring their prototypes for the second round.

4. Failure to present the prototype will result in disqualification.

5. For any logistical issues, please contact us.

6. Each team is permitted to participate in one track only.

7. The prototype (app, website, robot, etc.) must be in a fully or partially working condition.

8. Figma prototypes will not be considered.

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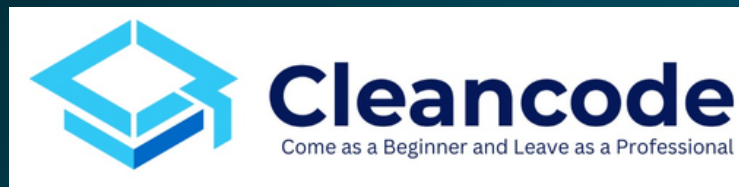
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IDEATHON WEBSITE

https://ideathon6-0.ecellnmit.in/

ECELLNMIT WEBSITE

www.ecellnmit.com

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