



IDEATHON^{7.0}
2026

**EVENT
BROCHURE**

28TH FEB 2026

ANAADYANTA

Anaadyanta is NMIT's annual inter-college techno-cultural fest that has been running since 2004 and has grown into a nationwide platform, attracting students from colleges across the country. With participation increasing every year, the fest now records an average footfall of over 40,000 students annually. GeekMayhem, the flagship tech fest of NMIT, stands out as one of the biggest in the nation, bringing together some of the brightest and most passionate young minds through events like ideathons, hackathons, robo-wars, and more, with a strong focus on innovation, creativity, and solving real-world problems.



IDEATHON 7.0

Ideathon is one of the flagship events organized by Enigma, the Entrepreneurship Cell of Nitte Meenakshi Institute of Technology [NMIT]. It brings together bright minds from across the country for an intense and creative brainstorming experience, where participants pitch innovative ideas aimed at solving real-world problems.

The event challenges participants to build a complete business plan – from defining the product or service and identifying the target audience to planning finances, marketing strategies, and management structure. Ideathon acts as a launchpad for aspiring entrepreneurs, giving them the opportunity to refine their ideas, present their vision, and receive valuable feedback from experienced industry professionals.



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 5 minutes to pitch their idea, followed by a 3-minute Question & Answer session with the panel of judges. The judges will evaluate the presentations and the top three teams will be declared winners.

PROTOTYPE TRACK

ROUND-1

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

- Team name
- Team leader's name
- Team leader's email ID
- Track chosen
- Problem statement
- Objective
- Products/services offered
- Target market
- Marketing and sales strategies
- Revenue stream
- Execution plan
- Unique Selling Proposition (USP)

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

Note: The prototype must be in fully or partially working condition.

ROUND-2

The offline round will be held at the NMIT campus, where each team will be given 6 minutes to present their idea, followed by a 4-minute discussion with the panel of judges. Based on the judges' evaluation, the top three teams will be selected as winners.

ICEBREAKER SESSION

Teams shortlisted in Round 1 of both the Ideation and Prototype tracks will be invited to a virtual Icebreaker Session prior to the offline Round 2. During this session, participants will be briefed on the event rules and guidelines, and all queries related to the competition, accommodation, and overall event flow will be addressed. The session also provides an opportunity to interact with the Enigma core team and network with fellow participants of Ideathon 7.0.

PRIZE POOL : 80 K

IDEATION : 30 K

1ST PRIZE : 15K
2ND PRIZE : 10K
3RD PRIZE : 5K

PROTOTYPE : 50 K

1ST PRIZE : 25K
2ND PRIZE : 15K
3RD PRIZE : 10K

PLEASE NOTE

1. The tracks are mutually exclusive and will occur simultaneously.
2. Each team must consist of 2-5 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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