



**7-9 Feb**

**SPONSORSHIP BROCHURE**



Ministry of Electronics and Information Technology  
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#startupindia



विज्ञन एवं प्रौद्योगिकी विभाग  
DEPARTMENT OF  
SCIENCE & TECHNOLOGY  
राष्ट्रीय अधिकारी



# About

Product Hack is the collaboration of programmers and designers to code, design, and build innovative solutions that tackle real-world problems. It will be a **36 hours hackathon** and will be held during IIITA's incubation center - IIIC's annual flagship entrepreneurial event: **E-Summit**.

It provides venue for self-expression and creativity.



# About

It is one of a kind hackathon where we're trying a new format to build products that would be bought by people or businesses. Most products built at the hackathon are never used in the future. But, this is the sole purpose of this hackathon, we stress at building products that are usable and complete.



# Format of Hack

This hackathon would be carried out in three phases:

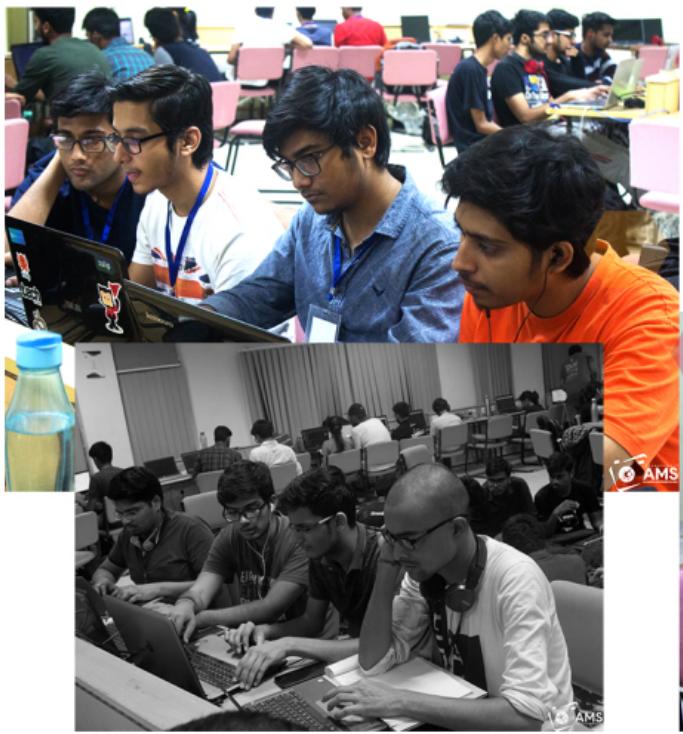
**1. Brainstorming** – In this phase, all the participants would be brainstorming for the idea of the product that they'll be developing in the hackathon. They will be developing their idea with their mentors to know their idea inside out, so as to overcome difficulties and have a full-proof plan.

**2. Coding** – This is the phase where the development of the product happens along with evaluations in between the development.

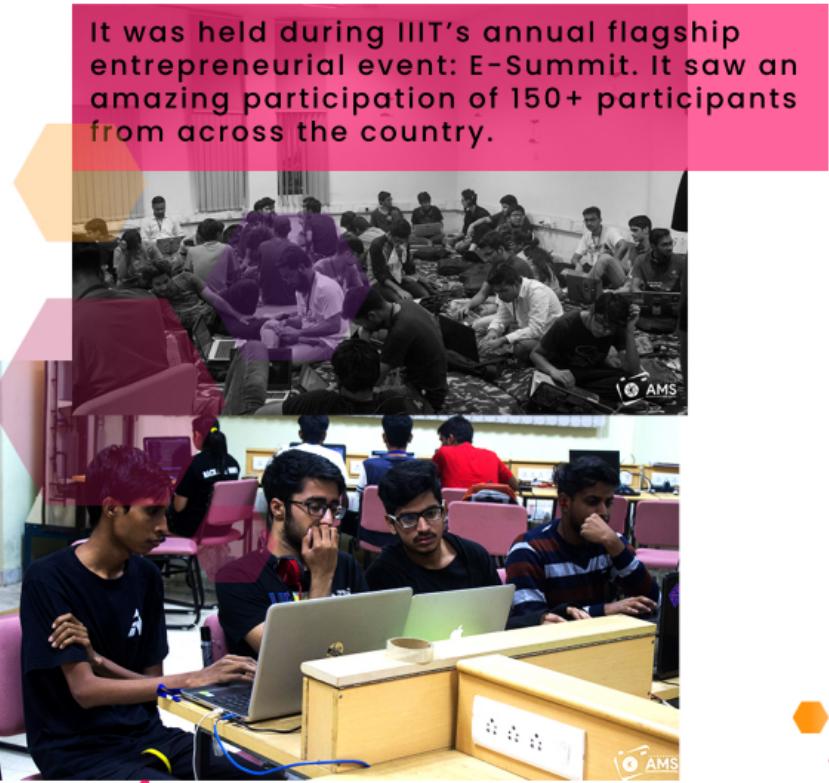
**3. Pitching** – In this phase, the team has to pitch the idea to the judging panel as to why they should use and buy this product and what are its features.



# Glimpses



It was held during IIIT's annual flagship entrepreneurial event: E-Summit. It saw an amazing participation of 150+ participants from across the country.



# Why Sponsor Us ?

**Social Media Shoutouts:** IIC has a facebook page through which your company will be promoted and recognized as sponsor via social media, prioritized by the level of sponsorship.

**Offline Promotion:** Your Company Logo will be linked to all relevant banners, IDs, decorations, certificates, posters and flex boards placed throughout the campus based on the level of sponsorship. Your Company will be a part of all relevant publicity campaigns before and during the event.

**Live Feedback & Workshops:** Your Company will get live feedback or promote the use of their APIs and other products from the hackers participating in the hackathon. Your company will be given assistance in hosting workshops and tutorials within the campus premises.

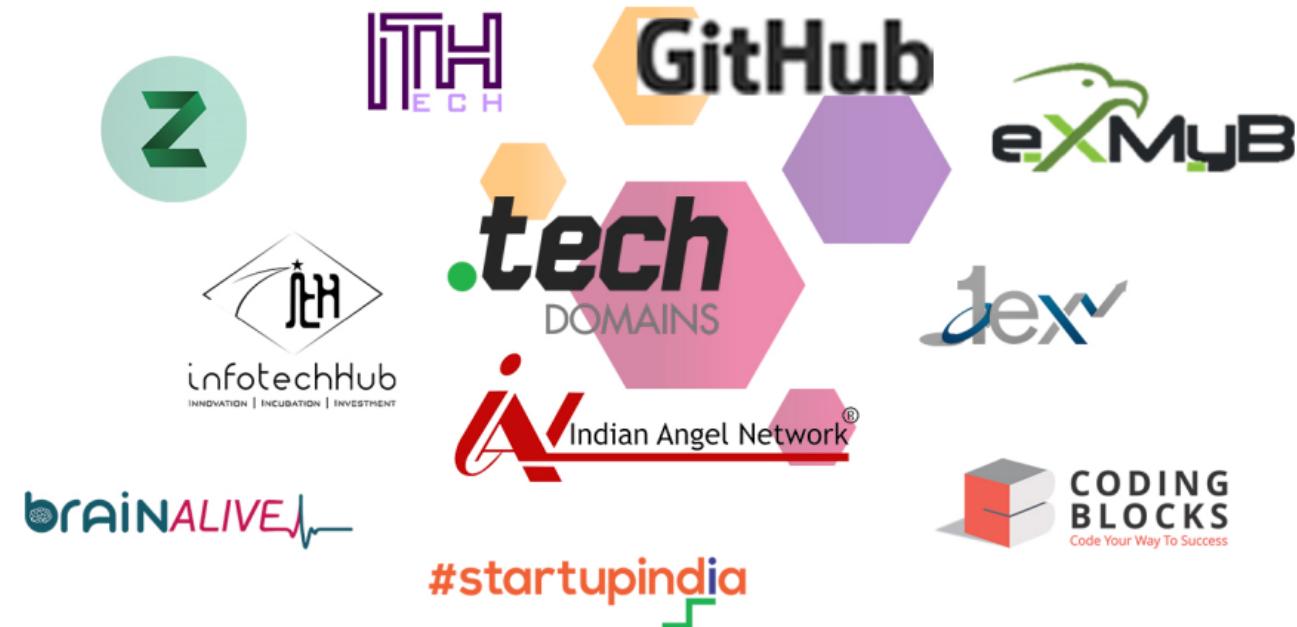


# Our Associations:

- We are associated with **MeITY**(Ministry of Electronics and Information Technology),  
**StartUp India, Indian Angel Network**.
- We are also associated with **DST**(Department of Science and Technology),  
**NSTEDB**(National Science & Technology Entrepreneurship Development Board) and  
**EDII**(Entrepreneurship Development Institute Of India).



# Past Sponsors



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