

AMITY INTERNATIONAL SCHOOL, SAKET

*presents*

ATL TECHFEST

alpha  
bit  
2025

Innovat-a-thon

*handbook*

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# THEME

Participants will merge innovation with enterprise, combining tech ingenuity and entrepreneurial vision to tackle real-world problem statements. They will design impactful UI/UX prototypes and transform their ideas into viable business ventures through strategic pitching and creative execution.

# OBJECTIVE

To challenge participants to analyze a given prompt, ideate an innovative digital solution, and bring it to life through a functional UI/UX prototype complemented by a compelling business pitch. The event aims to test not just technical skill, but also creativity, market understanding, and the ability to transform an idea into a sustainable business model.

# FRAMEWORK

	Prelims (Online)	Finals (Offline)
<b>Duration:</b>	<i>31st October 2025, 8:00 pm to 7th November 2025, 11:59 pm</i>	12th November 2025, 8:30 am
<b>Round Details:</b>	<p>Teams will receive five prompts and must select one. Each prompt will include a brief description and a few suggested features, which participants may incorporate into their design.</p> <p>Submissions will be made online. Shortlisted teams will qualify for the on-site finals.</p>	<p>Teams will pitch their idea, which includes their designs and deliverables, before a panel of judges.</p> <p>Each team will have 15 minutes to pitch their designs.</p> <p>[10 minutes presentation time, followed up by a 5 minutes question-answer round with the judges.]</p>

# PROMPTS

## 1. MindMosaic – The Emotional Companion

### Background:

In 2089, humanity finally mapped the entire emotional spectrum, not just joy, sorrow, or anger, but every micro-shade of human feeling. The project was called Aurora, a neural mosaic designed to preserve emotional diversity across generations. Each person's mind emitted a unique "psyche signature," a pattern of thoughts and memories stored in quantum mind-cores, allowing emotions to be studied, traded, even replicated.

At first, Aurora was a marvel, schools used it to teach empathy, governments to understand social unrest, and artists to turn raw emotion into living, shifting sculptures. But soon, the world discovered the price of emotional immortality. When emotions became data, corporations began curating them, selling preloaded "empathy packs" to those too tired to feel on their own. Depression was "patched," grief was "compressed," and joy was "optimised" for productivity. Humanity, in trying to understand the mind, had begun to outsource it.

Now, Aurora is unstable. Emotional data leaks are distorting people's personalities; overlapping consciousness patterns are merging into new, unpredictable identities. It's time to redesign Project Aurora, a platform that reconnects human emotion with authenticity and safeguards the diversity of the human psyche.

### Task Prompt:

Design an interactive mental-wellness platform that tracks emotions, habits, and patterns through personalized journaling and reflections. Pitch it as a hybrid solution for schools and organizations, combining AI-driven check-ins, therapist connections, and group-support spaces to foster emotional awareness, prevent burnout, and promote holistic well-being.

### Suggested Features:

- Mood tracker with emotion-based journaling
- Optional anonymous sharing circles or peer spaces
- Direct connection to licensed counsellors or helplines
- Guided meditations, grounding exercises, or "daily affirmations"

## 2. HyveLink – The Student Collaboration Nexus

### Background:

By 2085, classrooms no longer had walls. Students learned through neural clouds, vast, digital webs of shared consciousness where lectures streamed directly into thought. Knowledge was instant, collaboration infinite... or so it seemed. Beneath the illusion of progress, isolation grew. Students drifted in silent bubbles, connected to everyone yet truly known by no one.

Then came HyveLink, born from the remnants of the Old Internet, when forums and clubs meant friendship, not metrics. Conceived by a group of student-engineers in the ruins of an abandoned metaverse campus, HyveLink sought to resurrect something ancient: community. It became more than a platform; it was a living campus suspended in the cloud. Here, ideas had gravity. Projects could breathe. Students could co-create worlds, share discoveries, and build futures together.

Assignments became missions, learning became a multiplayer quest, and collaboration was no longer forced, it was felt. The system rewarded curiosity over competition, and knowledge evolved into a shared art form.

### Task Prompt:

Design a collaborative learning platform that merges social networking, note-sharing, and project management into a unified digital campus, where students co-create, connect, and grow. Pitch it as an institutional ed-tech ecosystem for schools and universities that fosters teamwork, creativity, and skill development through gamified collaboration and partnership-driven integration.

### Suggested Features:

- Smart project-matching and study group recommendations
- Real-time collaborative note editor
- Rewards and badges for collaboration milestones
- Event planner and club-management dashboard
- Teacher/mentor portal with analytics and participation tracking

### 3. Ignitia – The Formula Command Core

#### Background:

By 2091, Formula racing had transcended the limits of physics, it had become an art of precision, data, and pulse. Tracks no longer echoed with mere engines; they glowed with intelligence. Cars weren't just vehicles, they were sentient symphonies of torque, telemetry, and neural computation. Born from this evolution was Ignitia, the Formula Nexus, a living ecosystem uniting every heartbeat of the race.

After the catastrophic Silver Circuit Blackout, when 40% of live data feeds collapsed mid-race, the Federation created Ignitia: a neural-link grid connecting drivers, pit crews, engineers, and fans into one continuous intelligence loop. Each car now communicates through photonic uplinks, its every decision analyzed, predicted, and mirrored in the Ignitia Core, a self-learning network capable of calculating infinite race outcomes in real time. But Ignitia didn't stop in the paddock. It reached the spectators, turning fans into strategists, commentators into collaborators. Audience sentiment, live telemetry, and AI modelling fuse to shape pit calls and tyre changes in ways no human team alone could. Racing became a hive mind, a digital storm of passion and precision.

Now, Ignitia stands as more than a platform. It's the ignition point of the next racing era, where human instinct and machine intellect fuse at 350 km/h, and every victory is co-engineered by the world.

#### Task Prompt:

Design a real-time racing management and fan-interaction platform that unites teams, engineers, and audiences through live telemetry, strategy tools, and immersive engagement features. Pitch it as a motorsport collaboration suite that bridges the gap between technical precision and fan experience, driving sponsorships, insights, and long-term engagement in the digital racing ecosystem.

#### Suggested Features:

- Real-time telemetry dashboard and predictive strategy tools
- Team log-ins with secure data sharing
- “Fan Garage” for live comments, merchandise, and Q&A
- Interactive race replay analytics

## 4. Finovate – The Everyday Finance Mentor

### Background:

By 2042, money had stopped being physical, but confusion about it had only grown. Students graduated fluent in five programming languages, yet unable to explain compound interest. Inflation soared, savings dwindled, and the “instant purchase” culture devoured an entire generation’s sense of financial grounding. Out of this chaos emerged Finovate, not as a bank or a budgeting app, but as a financial mentor, built to rewire how people think about money.

Finovate was designed by a coalition of educators, behavioral economists, and fintech visionaries who believed financial literacy wasn’t a privilege, it was a survival skill. It simulated real-world markets and savings scenarios, transforming abstract economics into living, interactive lessons. Users could invest in virtual shares of companies they admired, create savings challenges with friends, and track their spending habits through dynamic, story-based visuals.

But the brilliance of Finovate lay not in its algorithms, it lay in its empathy. It didn’t just calculate expenses; it understood behavior. If someone spent impulsively after a stressful week, the app offered calming nudges, not guilt. If a student hit a savings milestone, it celebrated with digital rewards tied to real financial perks. Schools, colleges, and even startups soon adopted it as a hybrid education platform, a bridge between theory and financial reality.

### Task Prompt:

Design a smart, interactive platform that simplifies money management while teaching users the art of budgeting, saving, and investing through engaging visuals and real-world simulations. Pitch it as a financial education and empowerment tool that partners with schools, fintech startups, and micro-investment platforms to make financial literacy accessible, gamified, and actionable for the next generation.

### Suggested Features:

- Expense tracker and smart-budget insights
- Virtual wallet for savings goals and rewards
- Stock-market simulations and mini investing tutorials
- Streaks and achievements for hitting savings targets

## 5. MythosMirror – The Living Museum of Stories

### Background:

In 2136, the last public library on Earth went silent. The archives, once brimming with parchment, poetry, and prophecy, had been digitised, compressed, and eventually, forgotten. Humanity, in its pursuit of data, had lost its stories. Cultures blurred into metadata; myths were reduced to keywords. Children could code, compute, and command, but no longer remember. That's when the world's remaining historians launched Project MythosMirror, a digital resurrection of forgotten civilisations.

It began as a neural experiment: fragments of folklore were extracted from ancient texts, oral histories, and even dream logs collected through cognitive archives. AI "Archaeons" were tasked with reconstructing missing myths, piecing together humanity's spiritual DNA from whispers of the past. A story once told around firelight now flickered in holographic pixels. Users could walk through the streets of Babylon, witness the fall of empires, or speak with digital echoes of long-dead philosophers.

But MythosMirror evolved beyond preservation, it became a dialogue between eras. Modern users could upload their own cultural tales, fusing the mythic past with contemporary identity. Legends of gods merged with tales of algorithms; revolutions retold themselves in virtual parliaments. Slowly, the platform became more than an archive, it became a living civilization of stories, breathing, adapting, remembering.

### Task Prompt:

Design an interactive platform that transforms history into living narratives—using maps, timelines, and reconstructed myths—then pitch it as a digital history companion for classrooms and enthusiasts, offering curated archives, storytelling tools, and global cultural-exchange programs.

### Suggested Features:

- Interactive historical timeline and world map
- AI story-builder reconstructing myths or events
- “Discover of the Week” artifact updates
- Contributions from historians, teachers, and creators
- VR/AR “time-travel” mode to explore monuments virtually

# *SUBMISSION FORMAT*

1. Video Teaser (60-90 seconds) – introduces the product idea and highlights its core value or innovation. (MP4 or MOV)
2. Visual Poster or Design – a static or animated visual summarizing the concept or brand identity. (PNG or PDF)
3. Pitch Deck (PPTX or PDF) – includes problem identification, proposed solution, business model, and target audience etc.
4. UI/UX design – the app should demonstrate creativity, technical execution, and user experience.
5. (Optional) Additional Assets – logos, mockups, brand kits, or prototypes (if applicable).

# *EXPECTED OUTCOMES*

Participants must submit a cohesive project that includes:

1. A UI/UX functioning prototype of their digital solution or a concept for their chosen theme.
  2. A business pitch deck detailing the concept, problem-solution fit, target audience, revenue model, scalability, business plans etc.
  3. A video teaser and visual design to complement their presentation.
- Each submission must clearly address the prelim objectives and incorporate a solution that aligns with the theme's goals.

# *TECHNOLOGY & TOOLS*

**Participants may use any of the following:**

**Design Tools:** Figma, Adobe XD, Canva, Photoshop, Illustrator, or similar for UI/UX and branding.

**Presentation Tools:** PowerPoint, Google Slides, or Canva Presentation.

**Video Tools:** CapCut, Adobe Premiere Pro, Canva Video, or any equivalent editing software.

**Development Tools:** HTML, CSS, JavaScript, React, or any framework for mock demos (optional, not required).

# AUDGING CRITERIA

- 1. Innovation & Originality:** Assesses the creativity, novelty, and uniqueness of the idea, as well as how effectively it challenges conventional solutions.
- 2. Functionality & User Experience:** Evaluates how smoothly the web app or prototype performs, its usability, and how intuitively it enables interaction and collaboration.
- 3. Collaboration & Technical Execution:** Judges the efficiency of technical implementation, including code quality, architecture, and how well the solution supports teamwork or multi-user engagement.
- 4. Business Feasibility:** Examines the practicality, scalability, and sustainability of the proposed business model, along with its potential for market success.
- 5. Presentation & Clarity:** Looks at how clearly and convincingly the idea is communicated through the pitch deck, visuals, and verbal presentation.
- 6. Theme & Market Relevance:** Measures how well the project aligns with the assigned theme, its real-world applicability, and relevance to the intended audience.

# SUBMISSION

All submissions must be completed by **7th November 2025, 11:59 PM** sharp. Participants are required to compile all their design files into a single Google Drive folder and upload the shareable link in the submission form. Please ensure that link access is updated to avoid any submission issues. Once the submission form closes, no further entries will be accepted, so make sure to submit on time. Good luck!

Submission Form Link: <https://forms.gle/YHR2WfPK8hgesFG89>