

AMITY INTERNATIONAL SCHOOL, SAKET

presents

ATL TECHFEST

alpha
bit
2025

handbook

GENERAL FEEDBACK AND GUIDELINES

GENERAL GUIDELINES

1. Reporting and Event Timings

- Registration Time: 8:15 AM to 8:45 AM.
- Event Start: All four events (Innovat-a-thon, Creatica, Q?Bit, and Debug.log) will commence at 8:45 AM sharp.
- By 9:00 AM, all events will be in full progress, no exceptions.
- Please make sure you're settled and ready at your respective venues by then.

2. Internet and Device Policy

- Internet will not be provided by the school.
- Participants are allowed to carry their mobile phones and laptops and may use personal hotspots for internet access.
- The school will not take any responsibility for personal devices. Students are fully responsible for the safety and functioning of their own equipment.
- In case of any technical issue, please approach the organizers or event heads beforehand for assistance.

3. Deliverables and Submission (Innovat-a-thon & Creatica)

- Participants of Innovat-a-thon and Creatica must bring a pen drive containing all their deliverables in an accessible format (PDF, PPT, PNG, MP4, etc.) that can be displayed easily.
- A connector will be provided at both venues in case teams wish to present using their laptops. However, carrying a pen drive is mandatory.
- All teams must email their final deliverables by tonight to the respective event heads:

Innovat-a-thon: Amatra Sejwal (amatra.2009.sejwal@gmail.com)

Creatica: Aditri Bhatnagar (aditribhatnagar132@gmail.com)

GENERAL GUIDELINES

4. Conduct and Discipline

- Participants are expected to maintain decorum and discipline throughout the event.
- Any form of misbehaviour or disrespect towards volunteers, judges, or other participants will result in serious repercussions, including disqualification.
- Teams must adhere strictly to presentation time limits. Exceeding the allotted time will result in a deduction of marks.

5. Communication and Assistance

- For personal feedback or clarification, participants can contact the respective event heads.
- Volunteers and coordinators will be available at all venues for assistance throughout the event.

6. Additional Reminders

- The participants must be in their school uniform and carry their student ID.
- Keep your presentations and files backed up (on both laptop and pen drive).
- Ensure your presentation decks are fully compatible with standard formats (PowerPoint, PDF, Google Slides, etc.).
- Teams are allowed to modify their presentations or deliverables before the finals based on the feedback provided.

GENERAL FEEDBACK

INNOVAT-A-THON

1. Focus on Purposeful AI Integration

So one thing we noticed across a lot of teams was that AI was kind of... just there. You know, like a chatbot or an assistant added just to tick the "AI" box. What we really want to see is why you've used AI, how it fits into your idea and what value it adds. Ask yourself, "Is this something ChatGPT or Claude can already do?" If yes, then maybe it's time to rethink that feature. Try to explore newer tech too, things like AI agents, blockchain, or even Web3, just to bring in that originality and depth that'll make your idea really stand out.

2. Keep It Focused and Impactful

Another thing, a lot of teams tried to do too much. It's like you had five features when one solid, impactful one would've done the job. Don't overcomplicate it. Focus on that one big idea that actually makes your project different and powerful. It's always better to have one strong, well-executed feature than a bunch of half-finished ones.

3. Strengthen Your Business Story

And finally, the business side, this is where most teams fell short. We saw missing or unclear revenue models, text-heavy slides, or presentations that didn't really explain how this idea works in the real world. Your pitch should clearly tell us: what problem you're solving, how your idea works, what makes it unique, and why it actually matters. Make your deck clean, visual, and to the point, something that tells a story, not just information.

GENERAL FEEDBACK

CREATICA

1. Explain Why You Made Your Designs

When you're presenting, don't just show what you've made, talk us through why you made those choices. Tell us what inspired your colour palette, why you picked a certain font, or what idea your concept represents. When there's meaning behind your design, it instantly feels more intentional and believable, like you really know what your brand stands for. Deliverables, such as a document explaining the ideation process, would have been appreciated.

2. Ensure Cohesion Across Elements

Everything you present, your logo, your colour palette, your posters, your pitch deck, should feel like it belongs to the same world. It should look connected. When your visuals are cohesive, it shows that you've thought things through, that there's a system and structure behind your creativity. That's what makes your brand look polished, professional, and clear in its identity.

3. Present With Confidence and Passion

And finally, when you're presenting, own it. Speak with confidence, show that you believe in what you've created. Your energy and passion are what make people listen. Even the simplest idea can feel powerful if you communicate it with conviction and excitement.



SEE YOU SOON!

*Ctrl + Alt + Create.
The Future is Written in Logic.*