



4-6 Dec

SPONSORSHIP BROCHURE

B-HACKS



Ministry of Electronics and Information Technology
Government of India



#startupindia



विज्ञान एवं प्रौद्योगिकी विभाग
**DEPARTMENT OF
SCIENCE & TECHNOLOGY**



About



B-Hacks is a business hackathon organized by the IIITA Info Communication and Incubation Center (IIIC) with the intention of bringing out the best ideas that can be worked upon and can be transformed into a business which generates revenue. We challenge the youth of today to solve the world's socio-economic problems as well as make money, through the creation of for-profit for-good businesses .

About



We intend to promote social enterprises that have the following features:

- Be environment-friendly and socially responsible
- Help those at the bottom of the rung
- Create market efficiency
- Pursue sustainability goals

This intersection of purpose and profit sets us apart from all other product-based hackathons

About



This year, IIC is elated to introduce HULT PRIZE, IITA Chapter which is the world's largest social entrepreneurship competition. The winners of the Hult Prize Global finals receive prize money of \$1,000,000 as startup capital. This program is integrated with B-Hacks as its primary challenge.

2020 will mark the second consecutive year that B-Hacks will be held. In the past we have seen participation of more than **150+ candidates**, and we expect this number to go up even further this year.

Our Theme: Rethinking Food Systems



“Food is the ultimate equalizer.”

The above quote perfectly captures the indispensable role that food plays in the lives of everyone, food defines the human experience, and our relationship with food combines to shape our bodies, our minds, our communities, and the world, and it is also the reason why we have chosen this theme for B-Hacks. Due to the ever-turning wheel of industrialization, food has become cheap, mass-produced, hollow, and cold.

Our Theme: Rethinking Food Systems



Our aim therefore is to force our participants to think about food systems – that is, how do we grow and distribute food – in new, human ways; asking teams to build viable food enterprises that have the potential to impact the lives of 10M people in the next decade while strengthening communities, increasing incomes, feeding the hungry and creating jobs.

In other words, they have to connect food systems to the human experience, and in doing so bring about a change in the cold, mechanical and inhumane supply chains that funnel profit to massive corporations while parents wage a daily battle to nourish their young.

Format of B-Hack



B-Hacks will comprise of 2 Tracks :

a.) The HULT PRIZE Challenge: Food for Good

Choosing this track will make you participate in the HULT Prize 2021. This track will be focused more on the business plan and pitching in the final round rather than the overall development of the prototype. Winning Teams will further proceed to HULT Regionals.

Format of B-Hack



b.) Startups for NewGen IEDC

This track is not focused on ideating a solution on the primary problem statement. However, Participants can develop any product/service which can thrive as a revenue generating business while keeping in mind that the idea must be unique in terms of the solution it provides abiding by the core purpose of this hackathon. The best ideas will be selected for the funding opportunities in NewGen IEDC center at IIIT Allahabad.

In both the tracks, teams will brainstorm the business idea, propose a business plan, develop a prototype, and finally pitch it to the judges in the final round of evaluation.

Glimpses



Why Sponsor Us ?



Get Brand Awareness: Online shoutouts through our facebook pages, websites and promotions as part of pre-hackathon workshops and webinars.

Social responsibility: B-Hacks intends to promote start-ups which actively serve the society in a fruitful way, and gives you the opportunity to do the same and promote your mission.

Opportunities to invest: Given its nature, B-Hacks will serve as a playground for the bright-minded, innovative youth of today to come up with revolutionary new ideas, and as such, get the opportunity to invest in what might turn out to be the next big idea.

Recruiting: Scout for potential hires. Take your pick from the amazing talent pool, providing them internship opportunities.

Judging and Mentorship: We look forward to invite top-notch experts from the industry to judge and mentor our participants.



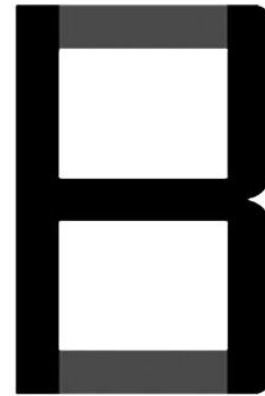
SPONSORSHIP OPPORTUNITIES



	Silver	Gold	Platinum	Diamond
Cost	₹20000	₹35000	₹50000	₹75000
Logo on Website	✓	✓	✓	✓
Send Mentors	✗	✗	✓	✓
Opening Ceremony Introduction	✓	✓	✓	✓
Workshop	✗	✗	45 Min	90 Min
Recruiting	✗	✗	✗	✓
Logo on Certificate	✗	✗	✗	✓
Sponsorship Strip	✓	✓	✓	✓

The donations given as sponsorship are **100% tax deductible**, under **Section 80g and 80gga**. An approved university/educational institution of national eminence is eligible for donations with 100% deduction without any qualifying limit specially customized deliverables can be offered on certain packages kindly contact the team for the same,

SPONSORSHIP OPPORTUNITIES



Title Sponsor presents

B-HACKS

in association with
Associate Sponsor



Title and Associate Sponsors will receive all the benefits of diamond tier sponsorship.

In Addition, **Title and Associate** sponsors will be associated with the B-Hacks logo and all branding materials involving the logo pre/during/post event.

The **Title Sponsor** will be given an avenue for Keynote Speech.

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



infotechHub
INNOVATION | INCUBATION | INVESTMENT



#startupindia

Contact Us:



Rayan Kejriwal : +91 9461873955

Keshab Aggarwal : +91 6370153700



iiic@iiita.ac.in

Indian Institute of Information Technology, Allahabad
Uttar Pradesh, India
211012