



Technical affairs- IIITDM Kancheepuram



E- Cell IIITDM



Day - 2

The Startup and Innovation Hackathon

Date: 02/07/2025

Duration : 24 Hours

Challenge Brief

Identify a real-world problem that impacts people in their everyday life and propose a practical, innovative, and scalable solution.

Objective

We're not asking you to build rockets. We're asking you to look around — at your hostel, your kitchen, your neighborhood, your routine, and spot what's broken.

From inefficient mess systems to urban mobility, waste segregation, mental health, student finance, or even local shopping, we want to see how you'd approach solving what most people ignore.

You don't need to be a coder or a designer. You need to be a problem-solver.

Need Inspiration

Back in 2008, **Deepinder Goyal** — a regular office employee — just wanted to order food. But he couldn't find the restaurant menus. That small daily inconvenience sparked the idea that eventually became **Zomato**.

Today, Zomato is one of India's biggest startups — all because someone spotted an everyday gap, and decided to fix it.

Real impact doesn't start in labs. It starts in your lunch break.

General Guidelines

- Open to all students of IIITs
 - Individuals or teams (up to 2 members)
 - Students from all disciplines welcome
 - Submit your ideas and documents as a single ZIP folder or a shared Google Drive link and submit in the gform shared.
 - Only one member needs to fill the submission form.
 - In the "Name" section of the form, clearly mention both names in this format:
Name1 & Name2.
 - Subject Line: TeamName_StartupInnovationHackathon
 - Include: Names, Roll Numbers, Departments, Contact details
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Deliverables

You can submit **as much or as little** of the following — but the **clarity of your idea** will carry the most weight.

- **Problem Statement**

What is the everyday issue you're trying to solve? Why does it matter, and who is it affecting?

- **Solution Idea**

Describe your product, service, or system. How does it solve the problem? What makes it unique?

- **Execution Plan**

How would you implement or build this solution? Outline the key steps or approach you'd take.

- **Financial Model** (optional)

Include a basic idea of costs, pricing, or how the model sustains itself. Even a rough sketch of a revenue model or unit economics is welcome.

- **Prototype / Mockup** (if available)

Attach any visuals — wireframes, sketches, screenshots, or early prototypes — that help explain your idea

- **Pitch Deck** (mandatory)

Upload a clear and concise PDF deck that presents your idea as if you're pitching to an investor, customer, or user. This pitch deck must include your marketing pitch and the core elements of your idea in a compelling narrative.

- **Branding Touch** (optional but valuable)

If you're feeling creative: Suggest a **name** for your startup, A **tagline or motto** Even a **rough logo sketch** that captures your idea's vibe.

Not mandatory, but it adds personality — and sometimes, that's what makes an idea unforgettable

Evaluation Criteria

PARAMETER	WEIGHTAGE
Relevance of Problem	25%
Clarity & Creativity of Idea	30%
Feasibility & Scalability	20%
Business Viability	15%
Bonus (Prototype, Financial models, etc.)	10%

Prizes and Perks

- **Top Team(s) will be inducted into the exclusive E-Cell Incubation Bootstrap Program, where:**
 - You'll receive continuous mentorship from the E-Cell core team
 - Get connected to startup incubators, domain professionals, and early-stage investors
 - We'll work with you to shape your idea into a Prototype → MVP → Market-Ready Product
- **Campus Recognition, Certificates, and Goodies**
- **Featured across all E-Cell social platforms**
- **Fast-track entry** into Pitch on Pitch and various ideation challenges at **E-Summit 2026**

Support

For any queries, reach out to:

Email

ecell@iiitdm.ac.in

technical.affairs@iiitdm.ac.in

Name & contact:

Asmit Kumar Sahoo – *Head Core, E-Cell* | +91 7569563400

Vishal Singh – *Head Core, E-Cell* | +91 8000146235

WhatsApp Community: <https://chat.whatsapp.com/CEjhrp1QoLYLs1m40gslMT>

Submission

Please Submit here - <https://forms.gle/uV7ZXBaHxTNSGAU17>



Provide Your Feedback Here.

<https://forms.gle/UC3RbHfAPRZMuAyZ6>



Connect Us On Various Platforms.

<https://linktr.ee/iiitdm.technical>

Thank You !