

# CONCEPT JULP *ideathon'26*

NATION-WIDE STARTUP AND  
INNOVATION CHALLENGE



# RULEBOOK

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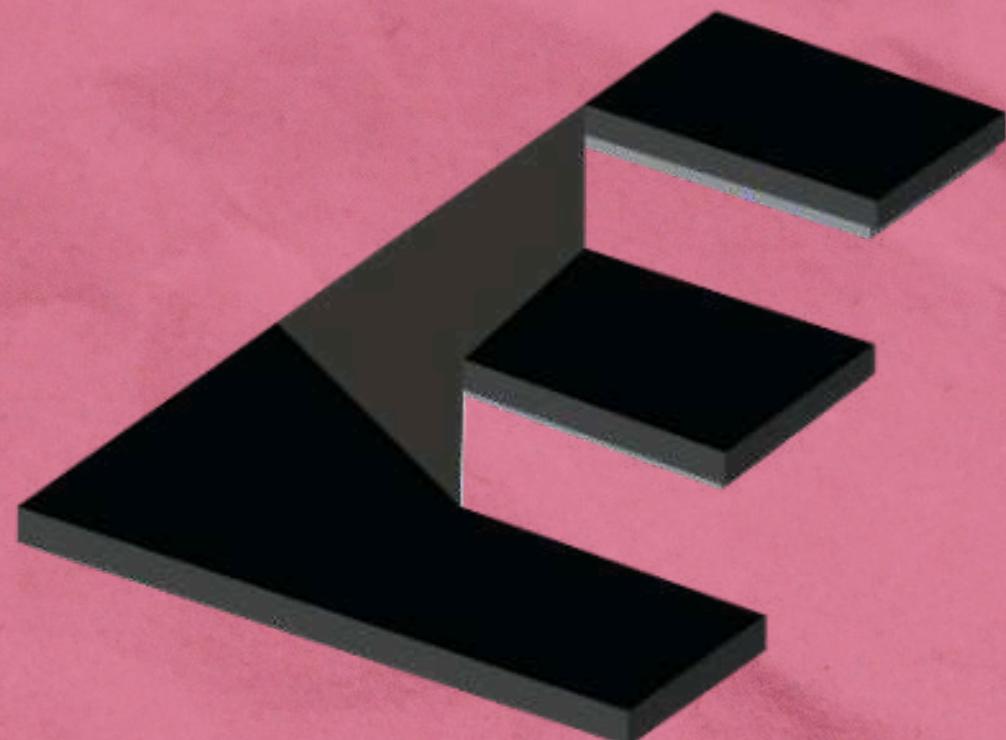
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*growth*

*strategy*



e-cell  
MIT, MANIPAL

# ABOUT E-CELL

The Entrepreneurship Cell (E-Cell), MIT Manipal, fosters innovation and entrepreneurial spirit among students by guiding them through ideation, validation, mentorship, incubation, and funding. It connects aspiring entrepreneurs with mentors, industry experts, and networks to nurture creativity and support startups.



Through workshops, competitions, and collaborative initiatives, E-Cell inspires students to think beyond conventional boundaries. It aims to empower young minds to develop impactful solutions, drive innovation, and become future leaders and changemakers.

# ABOUT CONCEPTIŌ ideathon'26

Conceptiō (Ideathon 2026) is a national-level innovation and ideation initiative organized by the Entrepreneurship Cell (E-Cell), MIT Manipal. It is designed to ignite creativity and entrepreneurial thinking among students, serving as a dynamic platform for aspiring innovators across India to transform their ideas into impactful, real-world ventures. The initiative encourages participants to think critically, explore opportunities, and turn innovative concepts into viable solutions that address modern challenges.

Through a structured process of ideation, creation, validation, mentorship, and proof-of-concept development, Conceptiō 2026 provides participants with expert guidance from industry leaders, mentors, and startup professionals. It aims to foster a strong culture of collaboration, innovation, and problem-solving, nurturing the next generation of entrepreneurs and changemakers who are driven to create meaningful and sustainable impact across the country.

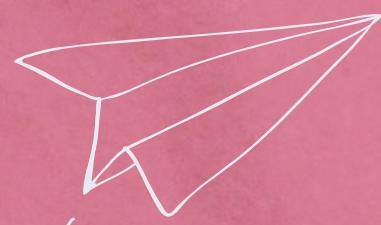


# TIMELINE

Round 1 Form Releases	11th-14th November 2025
Round 1 Form Submission Deadline	1st January 2026
Round 2 Shortlist Announcement	9th January 2026
Round 2 Workshop (Top 60 Teams)	11th January 2026
PoC Development Period	12th-26th January 2026
Round 2 Results	27th January 2026
Round 3 Mentorship Period	28th January-5th February 2026
Finals	7th February 2026

# ROUND 1

## Ideation Round



The Ideation Round marks the beginning of Conceptiō 2026, where participants present their ideas in the form of a Pitch Deck and an Explainer Video. This round focuses on showcasing creativity, clarity of thought, and the ability to identify and solve real world problems through innovative ideas.

## SUBMISSION DETAILS

Teams are required to submit:

- **Pitch Deck:** A concise presentation explaining your idea, the problem it solves, your proposed solution, and its potential impact.
- **Explainer Video (2-3 minutes):** A short introduction to your concept, team, and the vision behind your idea, and discuss in brief about the problem statement briefly.

Team size: Minimum 1, Maximum 4

Each constituent college will conduct an internal evaluation, assessing submissions based on innovation, feasibility, clarity, and overall impact, and will shortlist its top teams for the next phase of the competition.

Top teams from each college will advance to **Round 2 - Proof of Concept (PoC) Development**, where they will receive mentorship to further develop their idea.

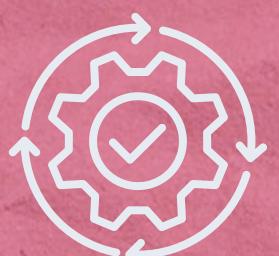


# ROUND 2

## *Proof of Concept (PoC) Development*

The **Proof of Concept (PoC) Round** allows shortlisted teams to transform their ideas into actionable solutions. The objective is to advance shortlisted ideas into basic working models (prototype/mock-up) that show practical use and future scalability.

### PROCESS



- One-day PoC workshop for shortlisted teams
- Two-week development period to design and build prototypes
- Top 15 teams selected for next round

### DELIVERABLES



PoC Prototype or Demonstration Video (maximum 5 minutes). Evaluation of the project based on progress achieved, technical feasibility, and overall implementation potential.

### EVALUATION METRICS



Innovation & Originality, Problem Relevance & Understanding, Technical Feasibility & Execution, Market Potential & Scalability, Business Strategy, Impact & Sustainability, Presentation & Pitch Clarity

Top-performing teams from this round will progress to **Round 3**.

# ROUND 3

Mentorship and  
Final Showcase 

## MENTORSHIP WEEK

The top 15 teams will be paired with industry experts (prominent MAHE alumni from various fields) for one week. Each team will receive one-on-one support to strengthen the prototype, refine the business strategy, plan go-to-market, and improve scalability for the final evaluation.

## FINAL SHOWCASE AT MIT MANIPAL



The culmination of Conceptiō 2026 will feature the teams presenting their validated solutions to an esteemed panel of investors, industry leaders, and startup mentors. Each team will deliver a **7-minute pitch** followed by a **Q&A session** with the panel.

## JUDGING PARAMETERS

- Innovation
- Market Viability
- Sustainability
- Business Model
- Impact

Top teams will be awarded with cash prizes and exclusive incubation and funding opportunities.

*Conceptiō '26 opens the door to MAHE's entrepreneurial ecosystem and beyond.*

### INCUBATION OPPORTUNITIES

(DIRECT ACCESS TO  
MAHE'S INCUBATION  
NETWORK)

### CERTIFICATION & RECOGNITION

(TOP TEAMS GET TO  
SHOWCASE THEIR WORK AT  
INNOVATION MELA 2026)

### CASH PRIZES (75,000 PRIZE POOL)

### BUSINESS CLINIC MENTORSHIP

(WEEK-LONG  
MENTORSHIP  
PROGRAM BY  
INNOVATION  
EXPERTS)

### INDUSTRY EXPOSURE

# BENEFITS & OPPORTUNITIES

# CONTACT US

E-Cell, MIT Manipal has established a strong and engaging online presence across multiple platforms:



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