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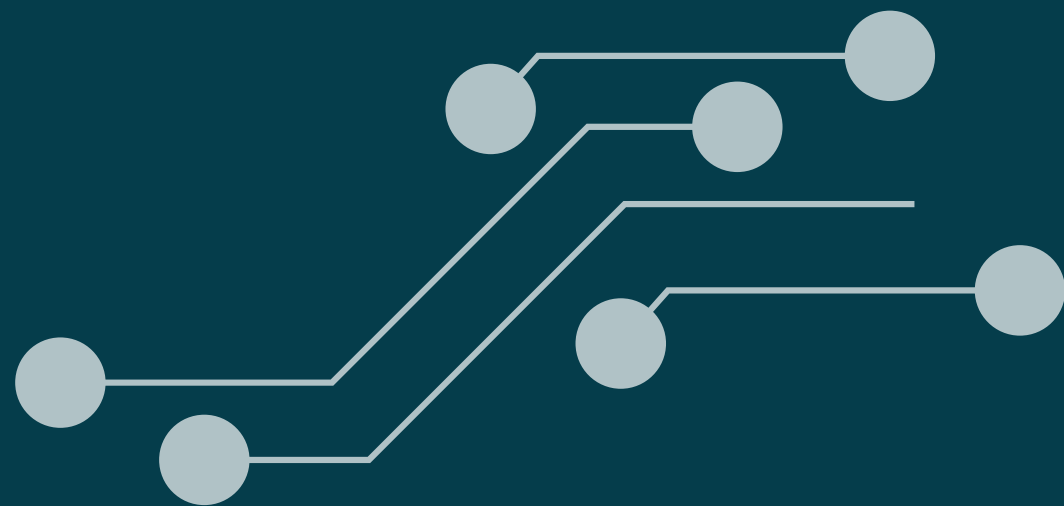
IEEE Women in Engineering
WIE

IEEE SIT SB

PRESENTS

IdEEEas-2K21

IDEATHON





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IDEATHON

What is IDEATHON?

"Ideathon" is about curating ideas and contemplating their benefit to the society. It is an opportune moment for students to propose a rational solution to the challenges existing in the society. In view of this IEEE SIT SB is proud to present it's first ever IDEATHON event.



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IDEATHON

ABOUT:

Ideathon 2021 will be a day-long event where participants will be provided with a problem statement to which they will be proposing a suitable and economically viable model for tackling the issue. The aim of the event is to innovate and gather different ideas through these models and then implement them.



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EVENT FLOW:

The event will have 3 rounds:

- Round 1: Abstract Submission
- Round 2: Marketing
- Round 3: Presentation

Each round is an elimination round.



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Round 1: Abstract submission

In this round the participants will submit an abstract and top 20 teams will be selected. A deadline will be provided within which all abstracts need to be submitted.

Only teams selected after abstract scrutiny will be asked to pay the registration fee.

REGISTRATION FEE - 150/- (20% off for IEEE membership holders)



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Round 2: Marketing

The selected teams will create a short advertisement (maximum 45 seconds) to market their product. This can be done using basic video editing software or applications available. Teams will be given a suitable timeline for submission. Based on the effectiveness of the advertisement the final 7 teams will be shortlisted.



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Round 3: Presentation

The final 7 teams will give a presentation about their idea which will include market analysis, feasibility, scalability etc. The team which presents the best will be adjudged winners.



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TIMELINE **IDEATHON**

**Deadline for
Abstract Submission**

**22/06
10 am**

**Closing of
Registrations & Topic
Announcement**

**24/06
10 am**

**Announcement of
selected teams for
Round 2**

**25/06
10 am**

**Deadline to
make payment**

**25/06
6 pm**

**26/06
10 am**

**Event
Begins**



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RULES:

- Idea submission must be in the specified format only.
- The ideas from all different themes will be allowed.
- Plagiarism of any kind will lead to disqualification.
- The decision made by the judges and the organizing committee will be considered final.



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Judging Criteria:

Innovation | Credibility | Sustainability | Feasibility | Scalability | Relevance

Eligibility:

Only students from 1st and 2nd year can participate. Open to all branches.

Maximum team size : 3

Contact:

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THANK YOU!

