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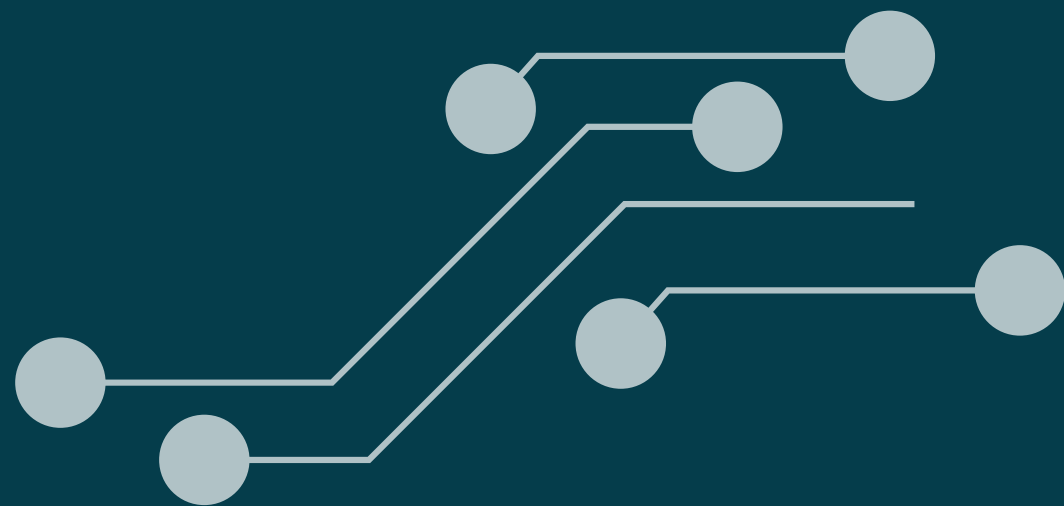
IEEE Women in Engineering  
*WIE*

IEEE SIT SB

PRESENTS

**IdEEEas-2K21**

**IDEATHON**





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**IdEEEas-2K21**

**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.



## **IdEEEas-2K21**

# **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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## **IdEEEas-2K21**

# **IDEATHON**

### **EVENT FLOW:**

The event will have 3 rounds:

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

Each round is an elimination round.



## **IdEEEas-2K21**

# **IDEATHON**

### **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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# **IDEATHON**

### **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.



## **IdEEEas-2K21**

# **IDEATHON**

### **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!**

