

1.Introduction

GITAM (Deemed to be University), Visakhapatnam has partnered with Northeastern University, Center for Entrepreneurship Education (NUCEE), Boston, to provide experiential entrepreneurship education to the students of GITAM across all its campuses. Venture Development Centre (VDC) has been established solely to promote and create the entrepreneurship ecosystem. Entrepreneurs Club (E-Club) is a student-driven club within the campuses which is actively involved in designing, organizing and conducting events that promote and seed entrepreneurial thinking among the students.

SmartIDEAthon is for college students (UG & PG level) participants from across the country to showcase their venture ideas.

The target participants in SmartIDEAthon will be those students who are either aspiring to be entrepreneurs or just curious about testing the waters of entrepreneurship. The contest itself will be intertwined with bootcamp-style coaching for the top 100 contestants and one-on-one coaching for the semi-finalists and finalists. Besides very attractive cash and non-cash prizes and recognition on national and international stages, the winner and the first runners-up will be flown to Boston, expenses-paid, for a two-week stay hosted by Northeastern University's NUCEE and CEM, where they will be immersed in the vibrant Boston entrepreneurship ecosystem with trips to local incubators and accelerators and special mentoring by experts.

2.About SmartIDEAthon

SmartIDEAthon is a student pitching competition of ideas built on themes that are currently relevant to our nation and with the aim to create sustainable and resilient communities.

In the year **2022**, SmartIDEAthon-22 collaborated with **Startup India, Invest India, Northeastern University Center for Emerging Markets, Boston and Northeastern University Center for Entrepreneurship Education (NUCEE), Boston** and with an overwhelming response from all Indian States, it had received 1200+ applications. The cash and grant prizes were worth up to 30 Lakhs. Several Entrepreneurs like Prashant Warriar, Jitendra Sharma and others were a part of the event.

SmartIDEAthon program includes providing personalized coaching and grooming students' ideas with bootcamps and coaching sessions for shortlisted candidates

conducted by internationally trained venture coaches.

2.1 SmartIDEAthon 2023 Themes

A) Food and Health: There has been a drastic increase in lifestyle based diseases in recent times. In order to take preventive measures and solve the same, there needs to be more focus on healthy diet, alternatives to rice, gluten & meat and on foods to tackle obesity, malnutrition and other occupational hazards.

B) Toys For S.T.E.M: To have an educational impact in the field of Science, Technology, Engineering and Math among kids and others, Toys can be the new novel medium to impart skills for regular education and special needs. The Toys for S.T.E.M encourages participants to think beyond traditional approaches, incorporating elements of technology, experimentation, and interactive learning to ensure that the toys developed are both educational and captivating.

C) Sustainable fashion: The fashion industry is known to be responsible for their contribution in human-caused greenhouse gas emissions, global wastewater, and usage of more energy. Creating own & zero waste raw materials, recycling fashion items, and building the right disposal process will help the industry be sustainable.

D) Frugal Innovation: There is known to be scarcity of certain resources in our country. Frugal innovation can be effective to solve this as it is often driven by a need to do more with less. Innovations in agriculture, education, transportation, water & sanitation, waste management which has potential to scale up the last mile impact. These sectors represent a few areas where frugal innovation is making a significant impact in India. However, frugal innovation can occur across various industries and sectors, driven by the need to create affordable, sustainable, and impactful solutions for the masses.

2.2 Eligibility

- The competition is open only to current students of undergraduate or postgraduate programs who are enrolled in Full Time courses in recognized universities and also who will be **graduating in 2023 or later**.
- **Indian** citizens studying in India are only eligible for participating in SmartIDEAthon - 2023
- Teams in the advanced Ideation, prototype or research stage will be eligible.

- Founder/Co-Founder are only eligible to apply and represent in the SmartIDEAthon - 2023.
- Founder/Co-Founder both should adhere to the criteria number 1
- During the application process, the students should submit their bonafide certificates and photo based student identification card (ID card).
- In the event of suspicion of candidature, SmartIDEAthon - 2023 team has all the rights to ask for any other additional documents.
- If all members of a team are from the same institute, one joint letter is acceptable.

2.3 The Process:

All student ideas and their student ID proof are to be submitted using a registration link which will be provided at the time of registration.

Round 1

- A one-minute video pitch and a pitch deck should be submitted. Guidelines will be attached to the form.
- Submitted ideas will be reviewed by a panel for completeness, relevance and innovation.
- Shortlisted teams from Round 1 will be notified via email.

Round 2

- Up to 100 Shortlisted applicants will be invited for an online bootcamp session conducted by entrepreneurship practitioners to help enhance their ideas and develop their pitching deck.
- Shortlisted teams will also be provided coaching sessions by the trained venture coaches.
- A presentation/Pitch deck (up to 10 slides max) should be submitted after the bootcamp.
- As part of Round 2 submission, the team would also need to submit a bonafide letter from the college/ Student ID cards identifying them as students/alumni (2023 or later graduates).
- Submitted ideas will be reviewed by a panel for completeness, innovation,

scalability and impact.

- 32 Shortlisted teams from Round 2 will enter the Semi-Final Round and will be notified via email and by phone.

Round 3 (Semi Finals and Grand Finale)

- All teams and their constituent members (founders and co-founders not exceeding two per team) qualified for the Semi-Finals round will be invited to an advanced online bootcamp session.
- Each Semi-Finalist team will be assigned a personal venture coach to help prepare for the semi-final and final rounds.
- Each Semi Finalist team has to submit their final pitching deck of max ten slides and their video pitch , one week before the Semi-Finals.
- The Semi Finals and the Grand Finale will be organized at GITAM, Hyderabad campus.
- The 32 participants will be provided 3-tier AC travel, accommodation and food in GITAM student hostels on a twin-sharing basis. They are expected to make their own travel arrangements (which will be reimbursed) to check in at GITAM ,Hyderabad campus on the designated day to participate in the Semi-Finals round **in-person ONLY**.
- Teams will get ample opportunity to network with industry experts, entrepreneurs and other prominent guests throughout the event.
- In the Semi Final round, each team will be provided 15 minutes (10 min pitch, 5 min Q&A) to pitch their deck of a max of 10 slides. The pitches will be closed door to a panel of judges and a small team of venture coaches and observers.
- 8 teams will be shortlisted for the Finals which takes place on the day after the Semi-Finals
- Final pitches (10 slides, 10 minutes to present and 10 minutes for Q&A) will be to a live audience on stage in an auditorium setting.
- The Semi Finals and Finals will be judged by a panel of national and international experts.
- Grand Finale celebration will include a keynote by a VIP guest followed by an awards ceremony.

2.4 The Prizes

2.4.1 SmartIDEAthon-2023 Winner

- INR 2,00,000 cash prize
- Fully sponsored two weeks trip for two members (Founder and co-founder ONLY) to Boston worth INR 6,00,000). Includes visa fee, roundtrip economy airfare, food, stay and local transportation.
- Goodies worth INR 20,000
- Access to Northeastern University's NU-IDEA Ready-Set-Go Structured Venture Development Program and one on one coaching from VDC venture coaches worth INR 3,00,000

2.4.2 SmartIDEAthon-2023 Runner-up

- INR 1,00,000 cash prize
- Partly-sponsored two weeks trip for two members (Founder and co-founder ONLY) to Boston, worth INR 3,00,000. Includes visa fee, food, stay and local transportation.
- Goodies worth INR 20,000
- Access to Northeastern University's NU-IDEA Ready-Set-Go structured Venture Development Program and one on one coaching from VDC venture coaches worth INR 3,00,000

2.4.3 SmartIDEAthon-2023 Best Social Impact Business Idea

- INR 50,000 cash prize
- Goodies worth INR 20,000
- Access To Northeastern University's NU-IDEA Ready-Set-Go structured Venture Development Program and one on one coaching from VDC venture coaches worth INR 3,00,000

2.4.4 SmartIDEAthon-2023 Best Woman-led Entrepreneurship Idea

- INR 50,000 cash prize .
- Goodies worth INR 20,000
- Access To Northeastern University's NU-IDEA Ready-Set-Go structured Venture Development Program and one on one coaching from VDC venture coaches worth INR 3,00,000

2.4.5 SmartIDEAthon-2023 Leben Johnson People's Choice Award

- INR 50,000 cash prize
 - Selected on the basis of voting by audience during the finals
- All finalists are also eligible to participate in NUCEE's Ready-Set-Go venture development coaching program for one year, worth INR 3,00,000 each. Access to the modules is online with individual personalized coaching for each module.
 - All semi-finalists and finalists will receive a certificate of recognition, jointly issued by GITAM University and NUCEE, Boston, USA.
 - Cash awards are assigned to the team lead, and it is the team's responsibility to decide how the award is shared amongst themselves.
 - Distribution of awards will be through a Cheque/DD or online transfer to the team leader's bank account after any TDS deductions.
 - Decision of the judging panel and the organizers final and binding and should not be contested under any circumstances.

2.5 Event Tentative Timelines

- Call for ideas – 17th May 2023
- Idea Submission Deadline – 25th June 2023
- First Round Selection of ideas – 3rd July 2023
- First Bootcamp for selected ideas – 9th July 2023
- Submission of Updated Pitch Decks by selected ideas – 15th July 2023
- Second Round Selection of ideas (Semi-Finalists) –21st July 2023
- Advanced Bootcamp for second round selected ideas – 23rd July 2023
- Final submission of Pitch – 24th July 2023
- Semi-Finals – 24th August 2023(Offline event at GITAM Hyderabad)
- Grand Finale- 25th August 2023 (Offline event at GITAM Hyderabad)