

BUILD YOUR STARTUP (HACKATHON 6.0)

Introduction

Build Your Startup Hackathon 6.0 is the flagship event organized by the Entrepreneurship Cell of Nirma University, held from August 9 to August 11, 2024. This three-day entrepreneurial journey invited participants from across Nirma University to dive into the startup ecosystem. Hackathon 6.0 was meticulously designed to nurture innovative thinking and guide participants through the process of transforming ideas into viable business concepts.

Throughout the event, participants engaged in mentoring sessions, brainstorming activities, pitching workshops, and interactive team-building exercises. They were encouraged to refine their ideas through mock pitches, guest lectures, and a Business Model Canvas (BMC) workshop, culminating in a final presentation on the last day.

The standout teams competed for the main prize of ₹10,000. Additionally, the winners have the chance to pitch their ideas at Nirma University's Incubation Centre, where they can explore further development and funding opportunities. This event served as a crucial platform for aspiring entrepreneurs to bring their ideas to life.

Pre-Event Preparations

Planning

The members of the Entrepreneurship Cell engaged in a series of detailed discussions over the course of a week to finalize key aspects of Build Your Startup Hackathon 6.0. These discussions focused on deciding the event name, duration, activities, speakers, and logistical requirements. A comprehensive proposal was prepared, outlining the delegation of tasks, execution plans, and deadlines. To ensure smooth progress, regular online meetings were conducted where each department provided updates to the head of the Entrepreneurship Cell. Additionally, emails were sent to students to raise awareness about the event and provide follow-up details as the event date approached.

Marketing and Promotions

The graphics, marketing, and content teams collaborated closely to ensure the successful promotion of the event. The marketing plan included a multi-channel approach, utilizing social media platforms such as Instagram, LinkedIn, and WhatsApp. The graphics team was tasked with creating posters and social media posts, while the content team provided captions, WhatsApp messages, and email content. The marketing team promoted the event through social media, class visits, and direct messaging. In the final week before the event, E-Cell members conducted a campus-wide campaign, visiting various institutes within Nirma University to promote the event by distributing posters and banners.

DAY 1

Icebreaking Session, Team Screening, and Team Formation

Timings: 4 pm to 8 pm

Venue: Incubation Centre, E-Block

Icebreaking Session: 4 pm to 6 pm

The event kicked off with an icebreaking session, where the e-cell team welcomed all the participants. The session involved interactive games and activities to help the participants get to know each other better. Some of the games included:

1. Speed networking: Participants had the opportunity to interact with each other and learn more about their fellow participants.
2. Clapping game: Participants had to clap according to the digit spoken by a team member. For example, if the number one was said, they would clap once, and if the number two was said, they would clap twice.
3. Circle game: Participants formed a circle and moved around as music played. When the music stopped and a number (e.g., five) was called out, they had to form a group of that size within 10 seconds.

After these games, random teams of five were formed for a quiz game. The quiz involved guessing brand names through their taglines and founders' names displayed on the projector

screen. Teams earned points for correct answers, and a tie was broken through a game of rock-paper-scissors between two students from each team. The winning team was given the opportunity to volunteer in the upcoming NASA Space App Challenge event organized by the e-cell.

Team Screening and Team Formation: 6 pm to 8 pm

During this session, participants who had startup ideas pitched them to the group. They noted down their startup names and their own names on a paper. A total of 23 startups were pitched, and 15 were selected through a voting process.

Day 2

Timings: 12th November 2022, 9:30 AM to 6:00 PM

Venue: Incubation Centre, E-Block

Business Model Canvas

Timings: 10:00 AM - 12:00 PM

Venue: N-Block 101

Speaker: Mr. Dharmendra Khairakani

The second day began with an insightful Business Model Canvas (BMC) workshop led by Dharmendra Khairakani. The session focused on strategic management and the importance of innovation in business. Mr. Khairakani explained the concept of strategy and highlighted how even replicated ideas, like those of Airbnb and OYO, can succeed with the right approach. He introduced participants to the 5 Ps of strategy—Plan, Ploy, Pattern, Position, and Perspective—and emphasized the importance of ideation, teamwork, and problem identification in building a successful business.

The workshop delved into the critical components of the BMC, guiding participants on how to prioritize these elements based on their business ideas. Mr. Khairakani also discussed the significance of understanding customer segments and revenue streams, providing practical insights for constructing a robust business model. The interactive nature of the session allowed participants to engage in discussions and refine their ideas with the speaker's support, leaving them with a clearer direction for developing their business models.

Pitching Workshop

Timings: 02:00-03:00 PM

Venue: N-Block 101

Speaker: Mr. Sanyam Chhajed

Following the BMC workshop, the participants attended an engaging pitching workshop from 2:00 to 3:00 PM in N-Block 101, led by Mr. Sanyam Chhajed. The session, titled "The Art of Pitching," provided a comprehensive overview of the essential elements of crafting an effective pitch. Mr. Chhajed explained what a pitch and pitch deck are, the importance of pitching in the entrepreneurial journey, and the various contexts in which pitches are delivered. He also offered practical advice on how to structure and present a compelling pitch, ensuring that participants were well-equipped to effectively communicate their business ideas to potential investors and stakeholders.

Mentorship sessions

Time: 3:00 PM to 5:00 PM

Venue: Incubation Centre

After the pitching workshop, the event transitioned into brainstorming and mentorship sessions, where participants received guidance from experienced mentors, including Mr. Harsh Rajnikant Patel, Mr. Yash Bhatt, Mr. Mehul Fanawala, and Mr. Sanyam Chhajed.

During these sessions, teams presented their ideas and discussed challenges they were encountering, such as generating revenue from apps and minimizing costs. The mentors provided valuable insights, helping participants identify potential obstacles and offering strategic advice on how to navigate these issues.

The mentorship sessions proved to be highly beneficial, as the participants gained greater clarity and direction for their business ideas. The mentors effectively highlighted potential problems or speed bumps that the teams might face, ensuring that the sessions fulfilled their purpose of refining and strengthening the participants' concepts.

Innovation Workshop

Time: 5:00 PM to 7:00 PM

Venue: Auditorium, C-Block

Speaker: Dr. Anil K Gupta

The innovation workshop, the final session of the day, was conducted by Dr. Anil K Gupta, a distinguished visiting faculty member at the Indian Institute of Management, Ahmedabad, with an extensive academic career spanning four decades, including teaching at IIT Bombay. Dr. Gupta is a renowned figure in the field of grassroots innovation, having founded the Honey Bee Network, the National Innovation Foundation, SRISTI, and GIAN. His mission is to bridge the gap between informal and formal sectors by fostering innovations that benefit creative communities, individuals, and students, while promoting frugal and empathetic platforms for open innovation.

The workshop was both inspiring and insightful, as Dr. Gupta emphasized the transformative power of ideas and the importance of sharing them openly without fear of judgment. He encouraged students to recognize their potential and to realize the vast innovations that can stem from a single idea. His key message was to be purposeful and resourceful in contributing to society, urging participants not to suppress their ideas but to pursue them with determination. Dr. Gupta also advised students to focus on their strengths rather than attempting to excel in areas they are not passionate about.

After his presentation, Dr. Gupta engaged with the audience, answering every question thoughtfully. He listened intently to the students' ideas, concerns, and queries, offering advice that resonated deeply with everyone in attendance.

High Tea and Jamming Session

The second day concluded with a well-deserved high tea break, providing students with a moment to relax and recharge after a day filled with intensive workshops and mentoring sessions. This was followed by a lively jamming session from 7:00 to 8:00 PM, where participants unwound and enjoyed a fun, informal atmosphere, further strengthening the camaraderie and creative energy that had been building throughout the day.

Day 3

Timings: 9:00 AM to 5:00 PM

Venue: C-Block auditorium and Incubation centre

Mock Pitching

Timing: 10:00 AM to 1:00 PM

Venue: Incubation Centre

The third day commenced with mock pitching sessions, where all the teams presented their pitches to the E-Cell members. After each pitch, the teams received valuable feedback, focusing on areas for improvement such as delivery and presentation design. Following the mock pitches, the teams returned to refine their presentations, with E-Cell members readily available to assist with any doubts or challenges. By the end of the session, the participants were well-prepared and confident to present their final pitches, aiming to convince the judges of the merit of their ideas.

Final Pitch

Timing: 2:00 PM to 5:00 PM

Venue: C-block auditorium

The final pitching session took place in the C-Block Auditorium, where all participants, E-Cell members, and the judges gathered for the culmination of the event. The judging panel featured two distinguished professionals: Mr. Abhishek Desai, the founder of Cricheroes and an esteemed alumnus of Nirma University, and Mr. Sahil Shah, a renowned digital marketer, social media strategist, and TEDx speaker. Their presence added a level of prestige and expertise to the event.

As each team stepped up to present their ideas, there was a palpable mix of nerves and excitement in the room. Despite the pressure of the final stage, the participants delivered their pitches with confidence, reflecting the hard work and dedication they had invested throughout the event. Each team was given 6 minutes to present, followed by a Q&A session where the judges probed deeper into the concepts, asking insightful questions that challenged the participants to think critically about their ideas.

The presentations were a testament to the event's core mission: to nurture and develop innovative concepts into viable business ventures. The growth and refinement of the participants' ideas were evident in the quality of their pitches. Once all the presentations were completed, the session concluded with the much-anticipated announcement of the top three winning teams, whose ideas stood out for their originality and feasibility.

The event concluded on a high note with a ceremony honoring the judges. Mr. Desai and Mr. Shah were presented with mementos as tokens of appreciation for their valuable contributions. Their closing speeches were both inspiring and motivating, leaving a lasting impact on all attendees, encouraging them to continue pursuing their entrepreneurial ambitions.

Winners

The competition was fierce, but **Team Biocastic** emerged as the first-place winners with their groundbreaking idea to develop biodegradable plastic. Their concept, aimed at addressing the global issue of plastic pollution, impressed the judges with its potential for large-scale environmental impact and its innovative approach to sustainability. The team's dedication to creating a viable alternative to traditional plastics set them apart from the rest.

Securing second place was **Team Flother**, who presented an equally impressive idea centred around transforming floral waste into eco-friendly leather. Their project demonstrated a creative solution to the problem of waste management, particularly in areas where large quantities of flowers are discarded. By repurposing floral waste, the team not only proposed a sustainable material but also highlighted the potential for reducing the environmental footprint of the leather industry.

Team No Tax claimed the third position with their sophisticated AI-driven platform designed to help individuals manage and minimize their tax liabilities. The team's idea stood out for its practical application and relevance in today's complex financial landscape. Their AI solution promises to offer personalized tax management advice, making it easier for people to navigate the often-confusing world of taxes and ultimately save money.

Each of the winning teams was awarded certificates, recognizing their creativity, hard work, and the potential impact of their ideas. These awards not only celebrated their achievements but also encouraged them to continue developing their concepts and pursue further opportunities to bring their ideas to fruition.

With this, the event came to an end.