



Innovation Conference

Transform your idea into your next business venture

RULEBOOK

About

Icon (Innovation Conference) is one of the flagship events of Amalthea which aims to bring together hidden innovative ideas of aspiring entrepreneurs. Icon provides a platform for young entrepreneurs to share their ideas, get inspired, and gain recognition from acclaimed judges by collaborating with them. The vision of Icon is to promote the entrepreneurship culture and contribute towards a self-reliant India.

After the wave of covid crises, several problems have emerged in the society. This provides an excellent opportunity for entrepreneurial minds to find out several innovative responses to unsolved social problems and needs. Therefore, this time Icon would like to invite projects based on the theme: ***Social Impact Innovation through Digitalization***.

The participants will be allotted a specific time slot in which they would be expected to do a presentation of their scheme and can demonstrate their idea. During this time, they need to showcase the significant points of their project and present it to the experts. This shall be followed by a short questionnaire by the experts.

Conduction of Event

Participants will have to register for this event online by submitting brief information about themselves. As the participant submits the registration form, an auto generated mail containing the submission form will be sent to the participant. In the submission form, the participant has to

fill an annexure explaining a brief description of their startup idea and **1-minute elevator speech video**. The shortlisted participants will have an online workshop giving insights on the entrepreneurial journey to them. Participants would then be again shortlisted based on their performance in the workshop.

The selected participants will be invited to IIT Gandhinagar to present their idea in front of the panel of judges on the D-Day (**12 December 2021**) of Amalthea.

NOTE: The deadline for registration is 11:59 PM, 1st November 2021.

Participants can use one or more following options to present their ideas on the D-day.

- Slides/Powerpoint
- Audio Presentation
- Video presentation

We recommend that you include a prototype of the project in your presentation. After all the teams have finished their presentations, they will be given an opportunity to interact with the experts.

Submission Guidelines

1. Participants are required to fill up an **annexure** where they are supposed to answer certain questions regarding their idea and also attach prototypes or images as required. Participants are required to submit the **annexure** and a video **1-minute elevator speech video** through Google Forms.

NOTE: The submission deadline is 11:59 PM, 3rd November 2021.

2. Only shortlisted teams will be allowed to attend the workshop. Teams will be further shortlisted on the basis of their performance in the workshop.

NOTE: Exact details of the workshop will be provided to the shortlisted participants later on.

3. The shortlisted participants will then have to submit their final presentations before **8 December 2021**. These submissions will be the final presentations that the participants will have to present in front of the judges on D-day. No further opportunities will be given to the participants to modify their presentations.

Judging Criteria

1. Uniqueness of Idea
2. Technological Innovation
3. Team Capability - understanding of technology and market
4. Clarity of action plan
5. Potential of scale up

Judges and chief guests who will be present on the D-day, will be ecosystem players of their domain who are successful entrepreneurs, businessmen, venture capitalists, business consultants and mentors from IIEC.

Incentives to Participants:

1. The participants selected in the first round will be given an opportunity to attend an online workshop by mentors from IIEC. The workshop will help the participants to get better acquainted with the complete know-how of the entrepreneurship journey, starting from ideation to initial funding, and how to effectively pitch their idea and startup presentations in front of the VC's and judges.
2. ICon will also be forming a vibrant community of like-minded entrepreneurs or entrepreneurial enthusiasts. The community will consist of ICon participants and judges from the last 4 four years along with the IIEC mentors and IIT Gandhinagar alumni pursuing entrepreneurial journey.
3. ICon will provide the top 3 startups a 3 months free preincubation opportunity at IITGN from IIEC. In addition, the top 5 startups will also be provided an opportunity for 1-1 direct mentorship from IIEC top-class mentors along with funding opportunities.

Rules and Regulations:

1. The team should register their team name and team leader on the Registration form. We will only communicate with the person registered as the team leader.
2. Late submission will not be accepted and no plagiarism will be tolerated.
3. All selected teams are required to be present on their respective date of the event (**12th December 2021**) and report on time. Further details regarding the event will be provided through email.
4. If any team is found to be involved in an unethical practice such as cheating, plagiarism, copying, copyright violation, etc., they shall be disqualified immediately.
5. At a later stage, if a team is accused of violation of the copyright of any particular idea or research, then Amalthea and ICon will not be responsible and accountable for any charges held against them.
6. ICon only has the responsibility of conducting the event smoothly, and the results of the event shall be solely decided based on the interactions the teams have with the experts. The decision of our judges will be considered as the final decision.
7. ICon holds the right to change the event format, medium or structure at any point without prior notice to the participants.
8. ICon will not be reimbursing the travel expenses of any of the shortlisted participants. The participants will have to come to IIT Gandhinagar by their own means.

Prize Policy:

Certificates issued by Amalthea will be awarded to all the participants who are shortlisted for the workshop. The winners will be awarded cash prizes worth Rs 50,000.

The Prize distribution is as follows:

Winning Team:	Rs. 25,000
First Runner Up Team:	Rs. 15,000
Second Runner Up Team:	Rs. 10,000

These prizes are also accompanied by various incentives involving guidance and opportunities as mentioned previously. The event would provide the participants with an opportunity to connect with like-minded individuals and mentors. Teams also have a chance to get support for their startup from any of the experts if they are interested in their idea.

Covid Safety:

1. All the guidelines regarding social distancing under Covid 19 norms will be followed.
2. A maximum of 3 team members from each shortlisted team will be allowed to come to IIT Gandhinagar on D-Day to ensure social distancing.
3. Participants will have to sign an undertaking consisting of the following points:
4. Participants will come to campus on their own consent.
5. Participants will have to abide by the covid instructions issued by the Institute regarding wearing masks, social distancing, etc.
6. In case of adverse situations, if covid cases increase, then we may have to shift ICon to online mode.

Contact Details:

Kevin Shah
email : kevin.shah@iitgn.ac.in
contact: +91 70457 69850

Anavart Pandya
email: anavart.pandya@iitgn.ac.in
contact : +91 84695 31581



AMALTHEA '21



IIT GANDHINAGAR



Reliance
Industries Limited



GIDB



Innovation and
Entrepreneurship
Center



visit us at
amalthea.iitgn.ac.in