

# Idea Storm 2023

## Ideathon Details

Organized by Alcove Partners, ā-Hub and TiE Andhra Pradesh

For all you brilliant minds out there - we present Idea Storm 2023. This year's first Ideathon in this region is being organized to showcase the problem solving capabilities of bright young people like you. Your idea can be on any theme that addresses a business problem or social issue.

We hope to see many of these ideas leading to successful startups.

Do read on for more details.

The Ideathon will be conducted in two rounds.

### **Elimination Round:**

This will be an online round where all the registered teams/individuals submit their Problems and Solutions with the required details in a pitch deck (presentation).

### **Final Round: Pitching**

The top 10-15 ideas, as decided by the judges, will be invited to pitch in the final round. Qualifying teams/individuals will present their problem and solution to the jury in-person at Andhra University on Saturday, 25 February 2023. The exact location will be sent with teams selected for the final pitching.

### **Eligibility Criteria:**

- Free and open to all (except registered startups)
- Each team can have 1-4 members
- Team members need not belong to the same institute
- No participant can be a part of more than one team
- No participant is allowed to switch teams mid-contest
- Each team can submit up to 3 ideas but each of those ideas should be distinct from the other two ideas

### **General Guidelines:**

- The name of your team should not reflect the name of your organization
- We do not guarantee any form of funding or investment from jury members
- The deadline for Round I is 9 PM, 15 February 2023
- Finalists will have to make their own travel arrangements
- Certificates will be given to all finalists who make their pitch at the finals

- If two teams submit nearly the same idea, the idea submitted first on the basis of date and time stamp shall be given priority
- The jury's decision will be final and no disagreements will be entertained
- Any form of blatant plagiarism, intended or otherwise, will lead to disqualification
- Teams must be available in their respective time slots

#### Elimination Round Rules:

- Each team/individual's pitch deck should be visible to the organizers and judges
- If a pitch deck (presentation) is not accessible, that team/individual will not be considered for the competition
- The submission format for your pitch deck should contain:
  - Title:
  - Brief Overview of Idea (approx 100 words):
  - Problem (what are you trying to solve and why it is important)
  - Solution/Idea: Explain your solution in detail
  - Implementation duration and cost: how long it will take to complete your solution and how much will it cost to make it market-ready
  - Impact of your solution (if not already explained earlier)

#### Final Round Format:

- Shortlisted teams/individuals will give their final presentation in-person at the Andhra University campus on 25 February 2023
- More details will be provided to the shortlisted teams/individuals

#### Evaluation Criteria:

Ideas shall be evaluated on the basis of a combination of factors such as:

- (a) the power of ideas in terms of its ability to solve a real problem
- (b) its impact in terms of number of people who it touches or potentially touch
- (c) how the idea stands with respect to alternate solutions available
- (d) the ability of the participant to build a startup with the proposed idea

Prizes will be given to the winning idea. The second and third place winners will be recognized. Finalists will also be given participation certificates.

NOTE: Finalists may be approached by mentors or investors to transform their idea into a startup.