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12 Hostels, 7 Days, 1 Title!

Technical Board
IIT Guwahati

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IIT GUWAHATI

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E-Cell's STARTUP SPRINT

GC Points – 450

Final Date – 28/10/2019

Venue – CONFERENCE ROOM, NEW SAC

Time – 6 pm

Contact Details
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"A hacker who has learned what to make, and not just how to make, is extraordinarily powerful". What this translates to, is we, the students as engineers and designers, apart from learning the technical skills should also divert our energy towards looking for real-life problems and then solving them.

The motivation behind this event in one line is just that, to "solve real-life problems". The competition format tries to showcase a possible way by combining the most popular techniques about how after the inception of a problem, you can go about finding an effective solution.

Traditionally, it was required for you to solve a campus problem for the Sprint, however, this year, you can think of problems that affect the day-to-day lives of general consumers, ie, B2C, so that it can be implemented and tested with real users on campus, which is a very essential part of the sprint journey. Just like last year, each hostel has to build the prototype for its product/service and implement it on the campus for a week.

What is the Sprint format, this year?

Round 1: Identify a problem in the B2C(Bussiness to Consumer) space or any campus problem, find a solution to it and ideate how you can implement your solution during the Sprint. You will have at least 3 days before the official duration of the sprint to do this.

Round 2 [The Sprint]: Implement the prototype of the solution in the campus for a week(may or may not be revenue-generating), with a goal of talking to real users and figuring out the possible future of your startup idea

Round 3[The final pitch]: From the problem to the idea to your sprint journey, all of it has to present in front of a jury.

The Idea, efforts, and the future:

All that a hostel does will be judged holistically by these 3 parameters:

1. The potential of your idea
2. The efforts that your hostel puts in during the sprint to solve the problem you have selected
3. The kind of insights and strategies you collect during the sprint for the future of your startup idea

How can one measure the idea potential? [This is just a general list and by no means exhaustive]

- Popular: How popular is the problem that you are trying to solve, ie, the size of the potential user base.
- Growing: How fast is this user base growing
- Urgent: The urgency of the problem that you are trying to solve, ie, the problem is of the present and already has people who are affected by it
- Mandatory: How mandatory it is for people facing this problem to get rid of it
- Frequent: How frequently do people face this problem and will use your product/service

It will be a bonus here to have some kind of technical innovation in your idea.

What kind of efforts to put during the Sprint?

The major efforts should be directed towards gathering insights about how can the solution to your problem look like and how you can reach your relevant consumer base. Startups try to achieve this by talking to their users.

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You can achieve this easily by doing some kind of **user interviews**. They may be done personally, via online forms or by both. These interviews should be done at every stage of your sprint journey - while formulating the first solution and after developing a prototype. A key part here would be to ask the right questions!

You also have to figure out a business model for your product/service during this sprint as it will be part of the final pitch. Also, you can work towards Revenue Generation, Market Research, creative branding, etc.

The week is still fairly open-ended and you can try out a lot of different things depending on your idea. Make sure you record/document your sprint journey at every step and share it with us at the end. [A few User Interviews must necessarily be part of these]

*** Market Research is meant to validate and show your idea potential, while user research is to develop specific insights from the users facing this problem that helps you build the right solution.

Planning for the future

At the end of the sprint, you must have gathered sufficient insights as to how to proceed if you were to continue with your idea. You need to build a plan or strategy regarding this. It should not be things like build a team, raise money, etc but things derived from insights gained and should sound something like "this is how the product should look like", "this is how I will price it" and so on.

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Submissions Summary:

Round 1 Submission:

A pdf containing the following;
1. The problem you are trying to solve
2. Your idea to solve it
3. Your specific plans for the sprint

Deadline: 23:59 18-oct-2019

Round 2 Submissions:

1. **The pitch deck[2a]**: The deck that will be used by you to pitch your idea in front of the jury. You can refer a classic pitch deck example here:
https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable

2. **Sprint Journey[2b]**: A summary(in PDF) of all the things you have done along with any relevant photos and videos. Submit a collective zip file of these things.
3. **Future Plans & Strategy[2c]**: As explained earlier, this should contain results derived from your sprint experience about the possible future of your startup idea[in PDF]

Deadline: 23:59 25-oct-2019

Round 3 : [No submissions in this round]
The Pitch: The final solution for the problem you are trying to solve has to be pitched before the jury, which must include an **Investor Pitch** and a **Business Model**

Canvas(BMC). Also, describe the future strategies, that you have planned to make your solution market fit and consumable in the market.

More information regarding the pitch and BMC will be conveyed later.

Date:18:00 onwards, 28-oct-2019

Scoring & Weightage Split up:

Round 1: 20/100
Marks will be awarded on the basis of the potential of your idea and it's proposed solution.

Round 2: 50/100
This round will judge the efforts put by each hostel during the sprint and how they use the results derived from sprint to plan future strategy.

Round 3: 30/100
Judging here would be on your pitching skills and business model.

Final Rules and Guidelines:

- A maximum of 6 participants can be present in front of the jury for the final presentation and these only would be considered as the participants for the event. However, during the sprint, there is no limit on the people who work for the execution of the idea. There is only one limitation which is all those involved must be of the same hostel
- All submissions to be sent to edc@iitg.ac.in in the following format:
    - EDC_round_number_<hostel_name>
    - For round 2, use round2a/round2b for the different submissions

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- The deadlines mentioned are tentative and may change. The schedule changes, if any, will be conveyed well in advance
- Fund limit per hostel is Rs 6,000

For any queries, contact

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People Involved in designing the problem statement/not allowed to participate

Utkarsh Mishra
Deepak Gami
Pranay Garg
Rythum Singla
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Mohnish Kumar
Rishi Pathak
Nishtha Rautela
Mahendra Yadav