

SJM Vidyapeetha®

SJ M INSTITUTE OF TECHNOLOGY

(Recognized by AICTE, New Delhi and Affiliated to Visvesvaraya Technological University, Belagavi)
NH-4 Bypass, P.B.No:73, CHITRADURGA -577502, Karnataka State

NAAC Accredited with B++



Brief Report on

One - day “IDEATHON” Event

Organised by

Entrepreneur Development Cell (EDC)

in collaboration with

Internal Quality Assurance Cell (IQAC)

Resource Person: Prof. Mallesh Kumar K S

Project Manager, Centre of Innovation & Entrepreneurship
JNN College of Engineering, Shivamogga

Venue: Sir M V Seminar Hall

Date: 18th April 2023

Timings: 10.00 am to 5.00 pm

Organised by: Madhu M L

Program Co-Ordinator, EDC Cell,
Assistant Professor,
Civil Engineering Department,
S J M Institute of Technology,
Chitradurga - 577502

IDEATHON POSTER

S J M VIDYAPEETHA ®

S J M INSTITUTE OF TECHNOLOGY

In Collaboration With IQAC and EDC CELL



IDEATHON

WHERE IDEAS SPEAK

Resource Person

Prof. MALLESH KUMAR K S

Project Manager, Centre of Innovation &
Entrepreneurship

J N N COLLEGE OF ENGINEERING

Shivamogga

Discuss about

- Innovation
- Startup and Entrepreneurship
- Role of Incubators
- Govt. Support etc.
- Business Plan
- Swot Analysis.

18 - April - 2023

Venue : Sir. M V HALL

TIMING : 10 AM to 5 PM

Prof. Madhu M L
Program Coordinator , EDC CELL
Civil Engineering Department

Dr. Jagannath M
Coordinator, IQAC CELL

Dr. Bharath P B
Principal

Brief Report

Entrepreneur Development cell (EDC) of SJM Institute of Technology, Chitradurga organised a **One-day "IDEATHON" event** for all the final year students of the SJMIT.

On 18th April 2023, the most awaited event IDEATHON was organised at S J M Institute of Technology. The event lasted the entire day from 10.30 AM to 5.15 PM where in students participated enthusiastically.

The event started with the inaugural ceremony in the presence of the Chief Guest - Prof. Mallesh Kumar K S, Project Manager, Centre of Innovation & Entrepreneurship, JNNCE Shivamoga, and Incharge Principal - Dr. B. G. Kumar Swamy; Prof. Dr. Jagannath N, coordinator, IQAC; Prof. Poral Nagraj, Academic Dean, Prof. Madhu M L, program coordinator EDC, SJMIT.

IQAC coordinator Dr. Jagannath N gave an opening remark about IDEATHON event. He enlightened the students by introducing the idea of startup in various fields. He aimed at motivating students to think out of the box with creativity. Further the resource person of the event Prof. Mallesh Kumar K S brief about the topics he going to touch throughout the event and why a student need to attend an event like this. This followed by end of ceremony.

The event started by 10.30 AM and successfully completed on a good note from students on the same day by 5.30 PM. The event has attracted a great response from the students. About 60 students registered for the event and 52 students successfully attended and completed the event.

About the event:

An ideathon is a short, intensive, brainstorming event to help young talents generate fresh solutions to existing challenges in their communities.

In this event students are asked to form their own team and come up with a idea of their choice as a team. After collectively deciding on an idea to work on, students of the team spend a majority of the event transforming this idea from concept into reality. Ideathon teams bring a project from epiphany to completion all within a time constraint. They present us their ideas on the same day.

Throughout this event, Resource person mainly focused on the following topics:

- a) Business Model Canvas
- b) SWOT Analysis
- c) Startup & Entrepreneurship
- d) Startup Incubators
- e) Government Support for Startup.

a) Business Model Canvas: Formal descriptions of the business become the building blocks for its activities. Many different businesses conceptualisation exists; Osterwalder's 2004 thesis propose a single reference model based on the similarities of a wide range of business model conceptualisation. With his business model design template, known as business model canvas, an enterprise can easily describe its business model.

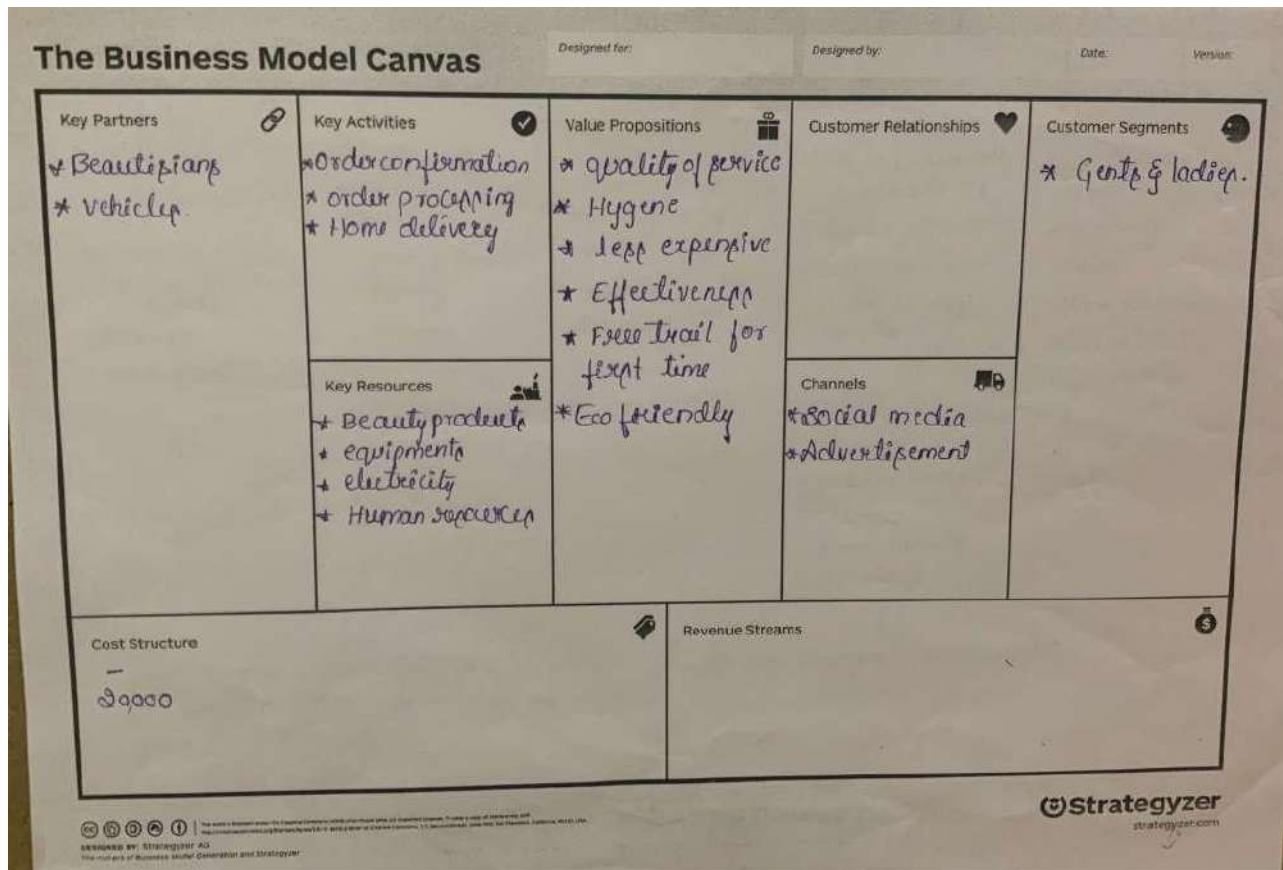
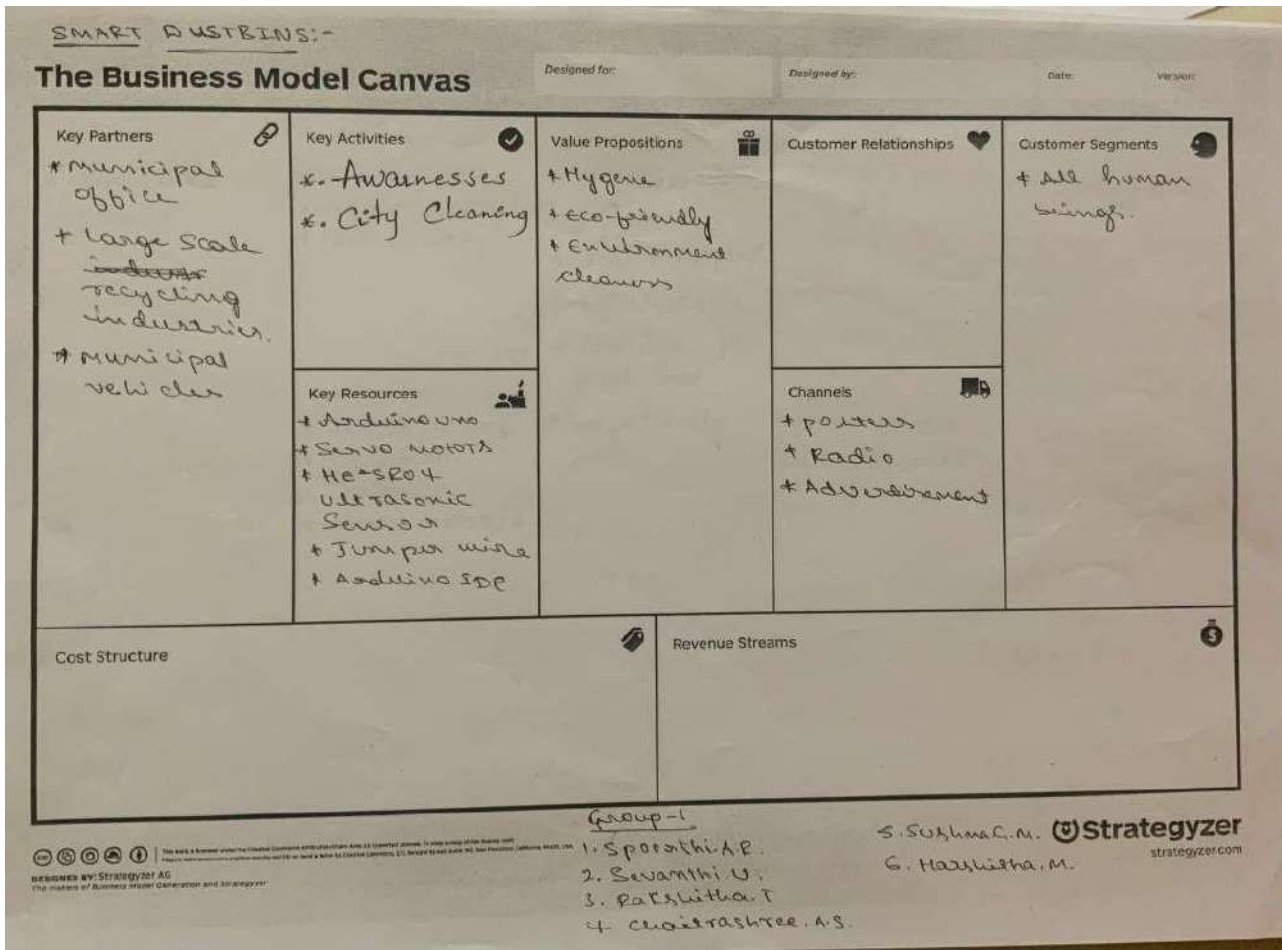
The Business Model Canvas is a strategic management template used for developing new businesses models and documenting existing ones. It offers a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances, assisting businesses to align their activities by illustrating potential trade-offs.

The nine "building blocks" of the business model design template that came to be called the Business Model Canvas are as shown in the template below.



Ap_plication: The Business Model Canvas can be printed out on a large surface so that groups of people can jointly start sketching and discussing business model elements with post-it notes or board markers. It is a hands-on tool that aims to faster understanding, discussion, creativity, and analysis.

Building Canvas Model prepared by various teams:



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners - medicine supply companies - Ayurvedic medicine producer - Storage providers	Key Activities - collection of medicines of all kinds - store, preserve, display	Value Propositions - providing all types of medicines - Home delivery	Customer Relationships - Apps (products availability) - 24x7 services - advertisements - customer help service	Customer Segments - person who takes medicine regularly - patients - those who need nutritional supplements
	Key Resources - medicines producers - storage providers		Channels - TV advertisement - posters - e-advertisements - banners - Home services	
Cost Structure - Rent, Human resources, cost required for home services, electricity, storage space		Revenue Streams - service charge, whole sale		

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

1. Yadhushree . M
2. Sanjana . N
3. Amulya . S
4. Suchitra R . V
5. Syeda Misha Anjum
6. Komala K . V
7. Rajini . T

Strategyzer
strategyzer.com

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners - Rohith Agro fertilizers - a Pvt. Ltd - Siddeshwara Jewellers - Agriculture department	Key Activities - Soil Testing - delivers water and nutrients - dripper emits drop fertilizers	Value Propositions - needed materials - Composition of Raw materials and sensors. - Create it as a own model and it will sell	Customer Relationships - Advertising - News paper article - pamphlets - Service	Customer Segments - Farmer
	Key Resources - ground water source - Surface water source - Small and Big dam - Sensor		Channels - Convenient transportation	
Cost Structure - Sensor — 2,350 Rs - Materials — 800 Rs Total 2,700 Rs		Revenue Streams Profit - 550 1 Set of drop irrigation model cost 2700		

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

- Rohith Babar
Vinith . J
Pavan Kumar . @Naik . N . T
Shreyas . S . M
- Architha . B
Vibha Soni . S

Strategyzer
strategyzer.com

Group - 11

Team Aspire

The Business Model Canvas

Designed for Cyber Security Services

Date: 18-04-23 Version

Key Partners <ul style="list-style-type: none"> * CrowdStrike * CyberArk * Cyber reason * Fortinet * Citicorp partner * Microsoft * Mimecast * Associate security consultant * Malinal defence * Health care industries * Software related industries 	Key Activities <ul style="list-style-type: none"> * providing security against active cyber threats * providing security for personal devices like mobile & laptop 	Value Propositions <ul style="list-style-type: none"> * Security for personal data * Security for public and governmental data * protection of personal devices from trackers * protection against vulnerable threats 	Customer Relationships <ul style="list-style-type: none"> * With the help of customer helpline services * with the help of bug bounty rewards 	Customer Segments <ul style="list-style-type: none"> * Office employees * Software industry * Business people * Regular system users * Regular smart phone users
Key Resources <ul style="list-style-type: none"> * DataCore software * Celaxe * CIRCL * Secursoft * Industrial Internet Consortium 		Channels <ul style="list-style-type: none"> * With the help of softwares * Collaborating with various computer manufacturers 		
Cost Structure <ul style="list-style-type: none"> * 		Revenue Streams <ul style="list-style-type: none"> * Charging the users for monthly and yearly subscription of the cyber security solutions 		

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners <ul style="list-style-type: none"> 1) Pradeep 2) Kavya (Colleagues) 3) Fashion designer industry 4) manufacturing industries 5) Sales Executive 	Key Activities <ul style="list-style-type: none"> 1) Providing a service 2) Sales 	Value Propositions <ul style="list-style-type: none"> 1) Articulates how the service being sold solves the specific problem 2) communicate with audience - specific intangible & quantifiable benefits of the soln 	Customer Relationships <ul style="list-style-type: none"> 1) Quality 2) Solving customer issues through website 3) Analyzing customer feedback through survey & customer service 	Customer Segments <ul style="list-style-type: none"> 1) To All 2) Low to high
Key Resources <ul style="list-style-type: none"> 1) Bank Building 2) manufacturers 3) Transport 4) fashion designer 		Channels <ul style="list-style-type: none"> 1) website 2) media 3) Fashion Advisor - met 4) Camp (selling) 		
Cost Structure <ul style="list-style-type: none"> 1) Fixed cost - (rent, salaries) 2) Human Resource 		Revenue Streams <ul style="list-style-type: none"> 1) Sales of clothing 2) providing ads in website 3) Marketing our company app by the customer 		

b) SWOT Analysis:

A SWOT (strengths, weaknesses, opportunities, and threats) analysis could help you identify different strategies to implement to improve your business. Here are some examples of the types of questions to ask yourself while filling out the table, but don't limit yourself to these questions.

Strengths and weaknesses are internal factors that are directly related to your business. You affect your strengths or weaknesses by taking action.

STRENGTHS that your business has, which help it stand out from the competition.

- What does your business already do well?
- Which products or services are most profitable?
- Do you offer any unique products or services?
- Why do your best customers continue buying from you?
- How do new customers find you?
- Do you have good relationships with your suppliers?

WEAKNESSES within your business that could make it difficult to achieve your goal.

- Why do customers stop buying from your business?
- Why don't customers come into the store?
- What types of complaints do you receive?
- Do you have trouble repaying your debts?
- Do you have trouble finding or keeping suppliers?
- Have you had to turn down work due to a lack of money or employees?

Opportunities and threats tend to be external factors. Even though you still have to plan for them and deal with their impact, they could be more difficult to influence.

OPPORTUNITIES that are outside of your business that could help you, or that you can use to achieve your goal.

- Have you identified potential ways to make more money from current customers, or attract new customers, but haven't acted yet?
- Are there any nearby areas with lots of potential customers but no competing businesses?
- How are customers' preferences changing and how could your business take advantage of those changes?

THREATS that are external to your business and could impact your progress.

- Do you compete with a large company that could open a location near yours?
- Do competitors offer a similar product or service at a lower price?
- Is the demand for what you sell decreasing?
- Could a change in the law impact your business?

Instructions: Think about your business while filling out the table. You can also ask each employee or business partner to complete a SWOT analysis and then compare your results.

SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

SWOT Analysis carried out by various teams

Team

Aspire.

Group 11



Cyber Security Services SWOT Analysis Worksheet

• For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<ul style="list-style-type: none"> * AI offers automation processes to protect the assets. * Cyber insurance companies help to improve security practices to reduce risks. 	<ul style="list-style-type: none"> * WFA created a larger attack surface. * Challenges to allocate cybersecurity budget. * Global security talent shortage * Lack of mature technical defenses
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
<ul style="list-style-type: none"> * New concepts and tools arise in the market. * Companies increase cybersecurity awareness training. * Ensuring backup and restore processes are secure and working. 	<ul style="list-style-type: none"> * Increase in number and sophistication of phishing attacks with support from AI (eg. spamware) * Governments and health care organizations increasingly targeted by cyber attackers.

Team no : 03

Name: Team Passion

Topic: Home Salon



SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<ul style="list-style-type: none">* Safety* Hygienic Surrounding* Less expensive	<ul style="list-style-type: none">* Limited Staff* limited equipments* Perceived Professionalism
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
<ul style="list-style-type: none">* Greater mass employment opportunities* Save customer time & travelling charges.	<ul style="list-style-type: none">* Time complexity may lead to reduced customer rate

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SWOT Analysis Worksheet

Strengths	Weaknesses
<ul style="list-style-type: none">* privacy* Familiar environment* less expensive	<ul style="list-style-type: none">* staff complex* limited Equipment* Perceived Professionalism
Opportunities	Threats
<ul style="list-style-type: none">* Greater more employment opportunities* Gave customer time and traveling charges	<ul style="list-style-type: none">* time complexity may lead to Reduced customer rate

c) Startup & Entrepreneurship:

A startup or start-up is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable business model. While entrepreneurship includes all new businesses, including self-employment and businesses that do not intend to go public, startups are new businesses that intend to grow large beyond the solo founder. At the beginning, startups face high uncertainty and have high rates of failure, but a minority of them do go on to be successful and influential.

d) Startup Incubators: A startup incubator is a collaborative program designed to help new startups succeed. Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. The sole purpose of a startup incubator is to help entrepreneurs grow their business.

Startup incubators are usually non-profit organizations, which are usually run by both public and private entities.

What are the Most Common Startup Incubator Services?

Here is a list of the most common services provided by business incubators:

- Help with business basics
- Networking opportunities
- Marketing assistance
- High-speed Internet access
- Accounting/financial management assistance
- Access to bank loans, loan funds and guarantee programs
- Help with presentation skills
- Connections to higher education resources
- Connections to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel

e) Government support for startup: Launched on 16th January, 2016, the Startup India Initiative has rolled out several programs with the objective of supporting entrepreneurs, building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by a dedicated Startup India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT).

Key Pillars of Support for Startups

Under the Startup India Initiative



Simplification and Handholding

Easier compliance, easier exit process for failed startups, legal support, fast tracking of patent applications and a website to reduce information asymmetry.



Funding & Incentives

Exemptions on Income Tax and Capital Gains Tax for eligible startups; a fund of funds to infuse more capital into the startup ecosystem and a credit guarantee scheme.



Incubation & Industry-Academia Partnerships

Creation of numerous incubators and innovation labs, events, competitions and grants.

For further information one can visit the website: <https://www.startupindia.gov.in>

Photo Gallery





Photo Gallery - Ideathon Poster making by different teams







Final Group Photo at the end of the event



Documentation supporting the invitation offered to the resource person

Ideathon event 18th April 2023, SJMIT, Chitradurga.  Inbox 

 me 10 Apr
to JNNC ^



From: madhu maddy madhu6479@gmail.com
To: JNNC - Malleesh Sir malleeshkumarks@jnnce.ac.in
Date: 10 Apr 2023 at 3:25 PM

Respected Sir

Thanking you sir for accepting our invitation to visit our esteemed institution to be a resource person for the event titled Ideathon scheduled on 18th April 2023. Please do confirm your presence for this event by replying to this mail.

Kindly furnish your travel plans for making arrangement from our end. (Scheduled your talk on 18th April 2023).

Any queries please feel free to contact.

Thanking you sir


Madhu M L

Assistant professor

Department of Civil Engineering

SJMIT, Chitradurga

9686101627

 Malleesh Kumar K S 11 Apr
to me ^



From: Malleesh Kumar K S malleeshkumarks@jnnce.ac.in
To: madhu maddy madhu6479@gmail.com
Date: 11 Apr 2023 at 11:25 AM

 Standard encryption (TLS)
[Learn more](#)

Dear Sir, thanks for the invitation. I hereby confirm my participation as a resource person for the ideathon. It will be a hands-on event where the student groups will do the SWOT analysis, prepare Business Plan and do poster presentation. I will also discuss about Innovation, Startup and Entrepreneurship, Role of Incubators, Govt. Support etc.,
I will share the templates and other details to you soon.

thanks & best regards,

Malleesh Kumar K S,
Project Manager, Center for Innovation & Entrepreneurship
K-Tech District Innovation Associate,
K-Tech District Innovation Hub, New Age Innovation Network Center
J N N College of Engineering,
Shivamogga, Karnataka.
Contact No: +91 7676284239

List of students registered for the IDEATHON Event

**S.J.M.VIDYAPEETHA®
S.J.M.INSTITUTE OF TECHNOLOGY, CHITRADURGA - 577502
DEPARTMENT OF CIVIL ENGINEERING**

IDEATHON-2023

Sl No	Name of the student	USN	Branch	Signature
01	Siddesh N	4SM19CS058	CSE	Siddesh N
02	Harysha S R	4SM19CS060	CSE	Harysha S R
03	Ajashha B	4SM19CS003	CSE	Ajashha B
04	Aishwarya K	4SM19CS006	CSE	Aishwarya K
05	Abrishka A	4SM19CS002	CSE	Abrishka A
06	Mohan Krishna	4SM19CS007	CSE	Mohan Krishna
07	Pa? Kavin	4SM19CS052	CSE	Pa? Kavin
08	Deepak M.L	4SM19CS019	CSE	Deepak M.L
09	Sahana H.L	4SM19CS050	CSE	Sahana H.L
10	poornima B	4SM19CS042	CSE	poornima B
11	pooja B.S	4SM19CS041	CSE	pooja B.S
12	Bindushree B.S	4SM19CS015	CSE	Bindushree B.S
13	Likitha R	4SM19CS032	CSE	Likitha R
14	Yadhu Sheela M	4SM19CS071	CSE	Yadhu Sheela M
15	Sanjana N	4SM19CS055	CSE	Sanjana N
16	Surbhira AV	4SM19CS064	CSE	Surbhira AV
17	Shruti Mishra Anjum	4SM19CS066	CSE	Shruti Mishra Anjum
18	Ananya S	4SM19CS008	CSE	Ananya S
19	Komala KV	4SM20CS400	CSE	Komala KV
20	Rajani T	4SM20CS401	CSE	Rajani T
21	Poojamma C	4SM19CS043	CSE	Poojamma C
22	Anchana dayanand V	4SM19CS010	CSE	Anchana dayanand V
23	Rakshitha M.B	4SM19CS046	CSE	Rakshitha M.B
24	Sanjay R	4SM19CS048	CSE	Sanjay R
25	Ashwini H	4SM19CS005	CSE	Ashwini H
26	Aarshita N	4SM19CS012	CSE	Aarshita N
27	sushma G.M.	4SM19CS402	CSE	sushma G.M.
28	Sevanti U.	4SM19CS056	CSE	Sevanti U.
29	Chaitrashree A.S.	4SM19CS016	CSE	Chaitrashree A.S.
30	Spoorthi A.T.	4SM19CS063	CSE	Spoorthi A.T.
31	Rakshitha T.	4SM19CS047	CSE	Rakshitha T.
32	Harshitha D.	4SM19CS024	CSE	Harshitha D.
33	Rohith Sabar	4SM19CS048	CSE	Rohith Sabar
34	Aarshitha B	4SM19CS011	CSE	Aarshitha B
35	Vibha Soni S	4SM19CS068	CSE	Vibha Soni S
36	Devan Kumar Nair M	4SM19CS087	CSE	Devan Kumar Nair M
37	Vithu Vinith - J	4SM19CS069	-IT-	Vithu Vinith - J
38	Shreyas	-IT- 057	-IT-	Shreyas

	Name of the student	CBN	Branch	Signature
39	Mayeesh. B	4SM19EE007	EEE	Mayeesh. B
40	Bharath	4SM19EE003	EEE	Bharath
41	Naya B. V	4SM19EE009	EEE	Naya
42	Veeresh	4SM19EE018	EEE	Veeresh
43	Swamy SM	4SM19EE015	EEE	Swamy
44	Sachin TV	4SM19EE013	EEE	Sachin
45	Abdel Rajaak	4SM18EE001	EEE	Abdel
46	Mansunath TS	4SM20EE403	EEE	Mansunath
47	Nandan	4SM20EE404	EEE	Nandan
48	Chetan Naik	4SM19EE008	EEE	Chetan
49	swamy GM	4SM18EE002	EEE	swamy
50	Harsha	4SM18EE010	EEE	Harsha
51	Shashank	4SM19EE014	EEE	Shashank
52	Ganind Raj	4SM20EE402	EEE	Ganind

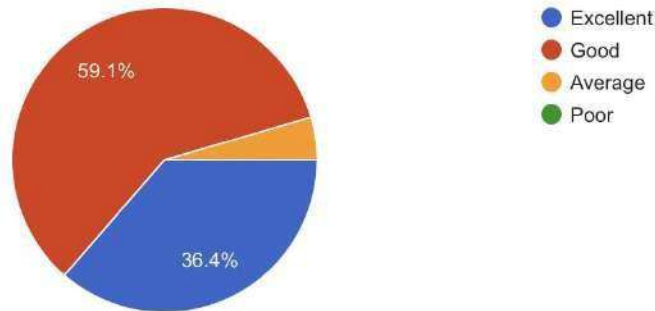
Feedback from students

Google form generated for feedback: <https://forms.gle/sXgHjK8UhpKy56g59>

How would you rate the session in terms of meeting your expectations?

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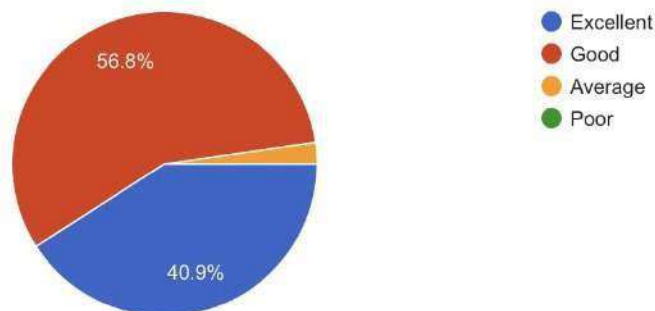
44 responses



How do you rate the materials or slides presented?

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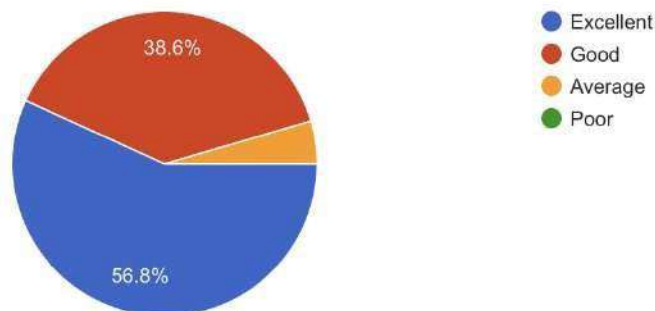
44 responses



How would you rate the speaker's presentation skills?

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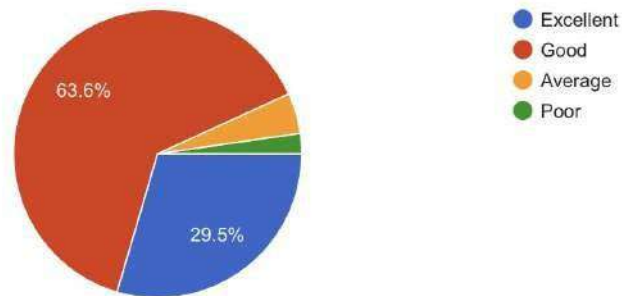
44 responses



How useful was the information presented in the event?

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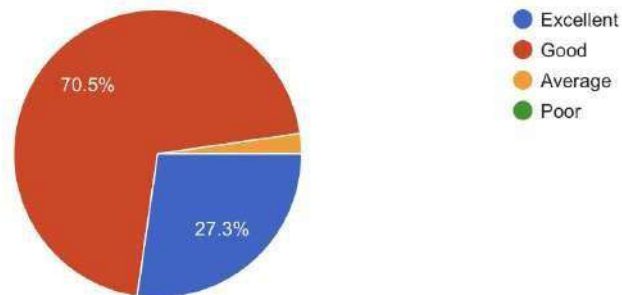
44 responses



How was the experience overall?

 Copy

44 responses



What could have been done better?

21 responses

Yes

Nothing

Good

giving an external information about various businesses presentation ideas

Actually its a usefull and good program, but please keep this program before 8th semester.

No comment better session

If the ideathon was of 2 days it would be great

-