



**Technology Incubation & Entrepreneurship
Development Cell**
**Jaypee University of Information Technology,
Waknaghat (H.P.) - 173234**



Event: Emerge

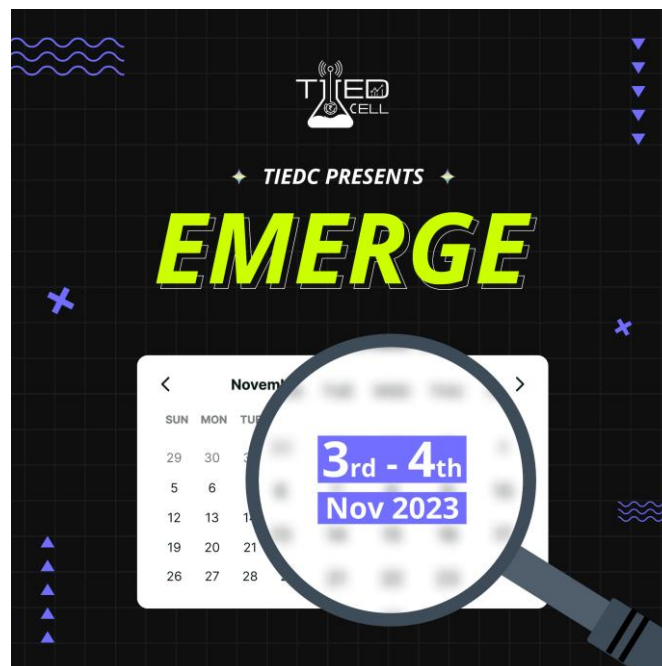
Date: 3rd and 4th November, 2023

Time: 7:00 PM - 2:00 AM

Platform: TIED Cell

Attendees: 70+

Poster:



Event Objective:

To challenge participants to creatively develop a business idea, including a company, its logo, tagline, and a product or product line, based on given problem statements.

Event Summary:

'Emerge', a vibrant business ideathon, was recently held by the entrepreneurship and innovation cell of our college, targeting a young, dynamic crowd of around 60 members, primarily 1st and 2nd year B.Tech students. This two-day event was designed to stimulate creative and innovative thinking, challenging participants to conceptualize and develop a complete business idea.

The event kicked off at 7:00 PM on the first day with an informative briefing session, setting the stage for the intense brainstorming and product development that followed. Participants returned at 9:30 PM to the cell, where they worked tirelessly until 2 AM, focusing on crafting a unique company concept complete with a logo, tagline, and a viable product or product line.

Day two was dedicated to refining these ideas and preparing for the final presentations. In the evening, the teams presented their innovative business concepts to a panel of judges, including the Cell coordinator, a student mentor, and senior cell members. This panel evaluated the presentations based on criteria like innovation, practicality, and the overall presentation of the ideas.

The event concluded around 10:00 PM on the second day with the announcement of the results. 'Emerge' not only fostered a spirit of entrepreneurship among the students but also provided a platform for budding innovators to showcase their talents and learn from their peers and seniors. The event was a resounding success, leaving participants inspired and more knowledgeable about the nuances of starting and running a business.

Event Benefits:

The 'Emerge' ideathon provided an enriching experience by promoting creativity and innovation among participants, who were tasked with developing business ideas, logos, and product lines. This event offered hands-on experience in business development, enhancing skills in teamwork, time management, and problem-solving. Participants benefited from exposure to real-world challenges, networking opportunities with peers and industry professionals, and valuable feedback from judges. This platform not only equipped budding entrepreneurs with practical skills but also inspired and motivated them to pursue their entrepreneurial ambitions with greater confidence.

Event Photos:



