



NIRMITI 2024

4 and 5 October, 2024



RERF Group of Institutions

Startup Summit Showcase

Rules and Guidelines

A) General Rules and Guidelines

- 1. Date and venue of Event:** The date of the event is 4th and 5th October, 2024. The participant must be present at the venue, Regent Education and Research Foundation Group of Institutions Campus for these two days from 10 AM to 6 PM. The absence of participants of a team will lead to automatic cancellation of the candidature.
- 2. Eligibility:** The employees and their family members of Regent Education and Research Foundation Group of institutions, Regent Institute of Science and Technology and Swami Vivekananda Institute of Modern Studies are strictly prohibited from participating in the competition. Check the eligibility criteria of each Tier carefully for more details.
- 3. Team Composition:** Each Tier 1 and 2 startup team can have a maximum of 6 members in their team, preferably one female member. In the case of Tier 3, the maximum member count in a team is 3.
- 4. Application Process:** All participating startups must complete the online application form by the 15th September, 2024. Our Screening Committee will scrutinize and verify each application. The team will be allowed to participate only when the application passes the Screening Committee. No questions can be raised against the judgment of the Screening Committee.
- 5. Registration Fee:** Nill.
- 6. Innovation Focus:** Startups must present innovative solutions in their respective fields.
- 7. Originality:** The ideas presented must be original and the startup's intellectual property.
- 8. Ethics:** All participants must adhere to ethical guidelines, including no plagiarism or use of unlicensed technology. The organizing committee will not take any responsibility if any team is found guilty of violating any IPR law of India.
- 9. Code of Conduct:** All participants must adhere to the event's code of conduct, promoting respect, integrity, and collaboration. All the participants must submit a self-declaration form stating that they will abide by all rules and regulations of the event.
- 10. Confidentiality:** Startups must respect the confidentiality of other participants' ideas and technologies.



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11. **Disqualification:** Any team found violating the rules or engaging in unethical behavior will be disqualified from the competition.

B) 12 Pavilions (broad Areas) of Participation

- 1. Technology and Innovation:** Includes Artificial Intelligence (AI) and Machine Learning (ML), Blockchain and Cryptocurrency, Internet of Things (IoT), Augmented Reality (AR), Virtual Reality (VR), Cybersecurity, Fintech, Health-tech, Biotech
- 2. Social Impact and Sustainability:** Includes Clean Energy and Renewables, Social Entrepreneurship, Any of the Sustainable Development Goals (SDGs), Green Technologies, Agri-tech, Water and Waste Management
- 3. Business and Finance:** Includes Startup Funding and Venture Capital, Financial Technology (Fintech), E-commerce, Business Development and Growth Strategies, Marketing and Branding, Sales and Customer Acquisition
- 4. Education and Talent Development:** Includes Edu-tech and Online Learning, Skill Development and Training, Workforce Management, Innovation in Education, Entrepreneurship Education

- 5. Healthcare and Wellness:** Includes Digital Health and Telemedicine, Medical Devices and Diagnostics, Biopharmaceuticals, Mental Health and Well-being, Fitness and Nutrition
- 6. Media and Entertainment:** Includes Content Creation and Distribution, Gaming and Esports, Music and Entertainment Technology, Digital Media and Advertising
- 7. Smart Cities and Urban Development:** Includes Urban Mobility and Transportation, Smart Infrastructure, Real Estate Technology (Prop-tech), Public Safety and Security
- 8. Consumer Products and Services:** Includes Retail and Consumer Goods, Food and Beverage Innovation, Travel and Hospitality, Lifestyle and Fashion
- 9. Logistics and Supply Chain:** Includes Supply Chain Optimization, Logistics Technology, E-commerce Fulfilment, Inventory Management
- 10. Legal and Regulatory:** Includes Legal Technology (Legal-tech), Regulatory Compliance, Intellectual Property and Patents
- 11. Automobile & EVs:** Includes EV/ Vehicle Manufacturing, Battery Technology, Charging Infrastructure, EV Fleet Management, Vehicle-to-Grid (V2G) Technology, Electric Aviation and Maritime, Autonomous EVs / Vehicles
- 12. Other Sectors:** Includes Renewable Energy Integration in EVs, Energy Management



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Systems, Sustainable Transportation Solutions,
Policy and Regulation, Others

C) Competition Levels

Tier 1 (Beginner's level) - Startups with Technology Readiness Levels (TRL) 1 to 3.

1. Eligibility:

- **TRL 1: Basic principles observed and reported**

Startups must have an idea or concept that is in the very early stages of development. This means there should be theoretical foundations or literature to support the concept, but no experimental validation is required.

- **TRL 2: Technology concept and application formulated.**

Startups should have a clearly defined technology concept and potential applications. While no practical demonstration is needed, there should be a logical framework or plan that outlines the envisioned technology's application.

- **TRL 3: Analytical and experimental critical function and/or characteristic proof of concept.**

Startups need to present preliminary analytical or experimental data supporting their concept. This could involve simulations or basic lab

experiments that indicate the feasibility of the idea.

- Only school students and students registered under any recognized university for a Diploma, UG, and PG degree will be eligible to apply.

2. Requirements:

- ✓ Submission of a detailed concept note explaining the innovative idea.
- ✓ Presentation of initial research findings and theoretical groundwork.
- ✓ A preliminary business model outlining potential applications and target markets.
- ✓ The entire report must be submitted in the prescribed format through our portal.

3. Evaluation Criteria:

- Novelty and Innovativeness of the idea.
- Feasibility of the concept.
- Clarity and thoroughness of the research.
- Potential impact and scalability.

Tier 2 (Intermediate Level) - Startups with Technology Readiness Levels (TRL) 4 to 6.

1. Eligibility:

- **TRL 4: Technology validated in a lab environment.**

Startups should have conducted lab tests that demonstrate their technology's functionality. This could include small-scale experiments



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showing that the technology works as intended in controlled conditions.

- **TRL 5: Technology validated in a relevant environment.**

Startups must have moved beyond the lab and validated their technology in a relevant real-world environment. This may involve pilot projects or field tests that demonstrate practical applicability.

- **TRL 6: Technology demonstrated in a relevant environment – Precommercial assessment.**

Startups should have a working prototype that has been tested in relevant operational conditions. This means the technology should be functional and show potential for practical use, but it may not yet be commercially available.

- A team with an annual turnover of Rs. 5 Lakh or less can apply here. A team without any turnover can also apply in this category if they fulfil the criteria below given.

2. Requirements:

- ✓ Submission of a working prototype or proof-of-concept.
- ✓ Demonstrate technology validation through lab and/or relevant environment testing.
- ✓ Detailed business plan including market analysis, competitive landscape, and go-to-market strategy.

- ✓ ITR/ Revenue proof must be submitted if a company is already formed to ensure that the turnover is equal or below INR 5 lakh.
- ✓ The entire report must be submitted in the prescribed format through our portal

3. Evaluation Criteria:

- Effectiveness of the technology demonstration.
- Market potential and competitive advantage.
- Robustness and reliability of the prototype.
- Viability of the business plan.

Tier 3 (Advance Level) - Startups with Technology Readiness Levels (TRL) 7 to 9

1. **Eligibility:** Startups must have developed a prototype that has been demonstrated in a real-world operational environment. This means the technology should be operational and ready for further testing or refinement.
 - **TRL 8: Actual system completed and qualified through test and demonstration.**
Startups should have a fully developed product that has undergone comprehensive testing and validation. The product should be ready for market entry and should have met relevant performance and safety standards.
 - **TRL 9: Actual system proven through successful mission operations.**



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Startups need to provide evidence of successful deployment and operation of their technology in real-world applications. This includes data or testimonials demonstrating that the technology is effective, reliable, and has been successfully utilized in its intended environment. A startup with an annual turnover above Rs. 5 Lakh and less than 20 Lakh can apply here.

2. Requirements:

- ✓ Demonstration of a fully operational system or product.
- ✓ Evidence of successful qualification and testing in operational environments.
- ✓ Comprehensive business strategy including scaling, production, and deployment plans.
- ✓ ITR/ Revenue proof must be submitted to ensure that the turnover is less than or equal to INR 20 lakh and Greater than INR 5 Lakh.

3. Evaluation Criteria:

- Performance and reliability of the operational system.
- Evidence of successful testing and qualification.
- Strategic plan for market entry and expansion.
- Long-term sustainability and growth potential.

D) Judging and Awards

1. **Judging Panel:** The panel will include industry experts, investors, and academics. Employees of Regent Education and Research Foundation Group

of institutions, Regent Institute of Science and Technology, and Swami Vivekananda Institute of Modern Studies and their families will not be part of the Judging panel.

2. **Scoring:** Each startup will be scored based on the evaluation criteria specific to their competition level. The details of the scoring system will be available in our website in due course of time.
3. **Feedback:** All participating startups will receive detailed feedback from the judges to help them improve and advance their technologies.
4. **Funding:** This event is a platform to introduce new startup ideas/concepts to different investors. So, there is always an option of winning funds from investors if they like your startup. However, the event organizer will never interfere directly with any business deal. They only intend to invite investors to come to the event and feel the vibe of the new innovative India.
5. **Loan:** There will be multiple Kiosks of different banks in this event. The Startups can meet them and acquire the necessary information about getting loans.
6. **Prizes:** Prizes will be awarded to the top performers in each tier, including cash prizes, mentorship opportunities, and potential funding. The toppers of all three categories will get free of cost assistance from RERFI



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	Tier 3	Tier 2	Tier 1
<i>Winner</i>	INR 50000/-	INR 25000/-	INR 15000/-
<i>1st Runner Up</i>	INR 25000/-	INR 15000/-	INR 10000/-
<i>2nd Runner Up</i>	INR 15000/-	INR 10000/-	INR 5000/-