



IDEATION CLUB

Date: 28/02/2024

Sub: A report on Ideathon 2K24 (Exhibition of Prototypes) Conducted at Chaitanya Bharathi Institute of Technology, Proddatur.

Description about the Program:

EDC along with **IIC** conducted an **Ideathon 2K24** (exhibition of prototypes) by the student of I, II, III, IV B.Tech of all branches, Polytechnic & MBA, Chaitanya Bharathi Institute Technology, Proddatur on **27/02/2024**.

Brief Description about the Program:

A prototype is a product built to test ideas and changes until it resembles the final product. You can mock-up every feature and interaction in your prototype as in your fully developed product, check if your idea works, and verify the overall user-experience strategy.

A model tends to lend itself to the aesthetics side of things, used to demonstrate look and feel. A Prototype is more geared towards testing to see if the final piece will work as intended. Whether that is its physical size, geometry or function.

Using basic sketches and rough materials, the prototype may be a simple drawing or rough model that helps innovators determine what they need to improve and fix in their design. For example, engineers may complete a working model prototype.

The prototyping model is a systems development method in which a prototype is built, tested and then reworked as necessary until an acceptable outcome is achieved from which the complete system or product can be developed.

This model works best in scenarios where not all the project requirements are known in detail ahead of time. It is an iterative, trial-and-error process that takes place between the developers and the users.



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Profile of the Chief Guest/Judges:

Prof. Daniel Prabhakaran is a professional engineer with a background in Automobile Engineering and a specialization in Internal Combustion Engineering. He has held roles as a Process Engineer (New Product Development) and Quality Engineer in various manufacturing companies. Additionally, he served as an Executive in the Tamil Nadu Startup and Innovation Policy under the Entrepreneurship Development Innovation Institute, Government of Tamil Nadu. In his capacity as the Chief Executive Officer at Annamalai Innovation and Incubation Foundation, EDII, Annamalai University, Daniel led the incubator to achieve recognition as one of the top 12 Incubators, awarded by Startup TN in its inaugural year. Under his leadership, over 30 potential startups were identified and nurtured, resulting in incubated startups raising seed funding amounting to 12 Crores. Additionally, 15 success stories were generated, and more than 120 programs were successfully organized. Daniel also onboarded over 10 ecosystem partners during his tenure. Presently, Daniel operates a consulting firm that supports and mentors 15 startups and 5 institutions in their efforts to secure grants from various government agencies. Furthermore, he serves as the Head of the Incubator at Sathyabama Innovation Council, supported by the Sathyabama Institute of Science and Technology, where he is nurturing 35 startups specializing in DEEP Tech. Notably, more than 10 startups under his guidance have successfully secured grants totaling 90 lakhs.

Mr. Venkata Gudipati as Director Strategy Operations at CrossBorders Global, he applied my design thinking skills and over 20 years of experience in various domains to create innovative and effective solutions for businesses and social causes. CrossBorders is a start-up accelerator firm that helps early start-up founders in India. He is the Founder at Maarifaa Foundation, a social enterprise that empowers Indian-Africans through collaboration and opportunity. With a passion for creating positive social impact and fostering cross-cultural exchange, He lead the strategic vision and execution of Maarifaa and our partners, connecting and supporting people from the diverse cultures of



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India and Africa. His mission is to build a vibrant and inclusive community that promotes collaboration, opportunity, and empowerment.

As IIC – Activity :

On 27/02/2024, In our college (Chaitanya Bharathi Institute of Technology, Proddatur) IIC activity “**Ideathon 2K24**” has been conducted. The students participated in this event are **293** No.s of I, II, III, IV B.Tech of all branches, Polytechnic & MBA along with **16** faculty members (**03** - Innovation Ambassadors) have attended the program. Also, the prizes were award to the best performed students.



