

SATYAN

INNOVATION FEST

An Amalgamation of AI and Digital Marketplace



SIF4.0 GUIDELINE DOCUMENT

Survey Introduction: Participating teams have to conduct a survey before entering the contest. The main objective is to get user feedback about the solution developed and scope of improvement.

Survey and Selection Criteria

- Survey Integration: The survey will influence the selection for the Best Team Award, factoring in audience perception and project appeal on Day 1.
- Survey will assess project understanding, relevance, and user impact.
- The survey should have a clear objective that guides its design and content.
- Questions must be directly related to the survey's objectives and of interest to the target audience.
- The survey should be neutral, avoiding leading questions that could bias responses.
- Response Rate: Efforts made to achieve a high response rate, indicating the reliability of the survey results.
- Clarity, accuracy, and organization in presenting the survey results.
- Use of innovative methods or technologies in survey distribution or design to enhance engagement and accuracy.
- The conclusions drawn from the survey data should be logical, supported by the data, and insightful regarding the original objectives.

[SAMPLE SURVEY](#)

Knowledge Quest: Quiz-based competition among participants based on the various workshops that will take place on Day 1 and Day 2.

Knowledge Quest Team Selection:

- Score Cards will be issued to every participating team.
- It is mandatory for every participating team to attend all workshops happening on Day 1 and Day 2 to be considered for the knowledge quest.
- Maha Mentors will ask certain questions during the workshops and score will be updated for every team by Mini Mentors.
- Team with the highest score will be selected and awarded on the final day (Day3)

Pitch Presentation

- Pitch Decks in the form of presentations to be submitted by 4th May 2024 in the form of PDF's at sif@spms.org.in . Presentations after 4th May, 2024 will not be accepted.
- Digital Road Map to be submitted by 4th May 2024 in the form of PDF at sif@spms.org.in
- Presentation Time: 5 minutes per team for pitch presentations.
- 2 minutes for Q&A by Judges after each presentation.
- [Presentation Format](#) to be followed strictly.

Other Prizes and Recognition

- **AI Champ Award:** Presented to the team member with outstanding skills and knowledge in AI as applied in their project.
 - Judging Criteria: Mastery of AI concepts, effective implementation, and innovation.
- **Digital Dynamo Award:** Given to the team member with exceptional skills in digital marketing relevant to their project.
 - Judging Criteria: Creativity in digital strategy & map, engagement tactics, and potential market impact.
- **Knowledge Quest Award:** Awarded to the team with the highest marks in the knowledge quiz.
 - Judging Criteria: Accuracy and speed of responses, breadth of knowledge displayed.
- **Best Survey Response:** Reflects the team's understanding of the audience and the market.
 - Judging Criteria: Insightfulness of survey responses, applicability to the project.

Overall Judging Criteria

- **Innovation:** Originality and creativity of the AI concept.
- **AI Application:** Integration and complexity of AI technologies used.
- **Impact:** Potential for real-world application and benefit.
- **Creativity:** Presentation style and engagement in the pitch.
- **Ethics:** Alignment with ethical AI principles.
- **Cybersecurity:** Implementation of features to protect against cyber threats.

Format for PowerPoint Presentation Submission

Slide 1: Problem Statement

- Define the specific issue your solution addresses.
- Detail the target audience and their needs.

Slide 2: AI-Driven Features

- Describe the AI technologies implemented.
- Explain the necessity and functionality of these features.
- Provide examples of how these features benefit the user.

Slide 3: Usability and Impact

- Outline the ease of use and the user interface design.
- Present data or evidence of the solution's effectiveness.
- Discuss the potential societal, economic, or environmental impact.

Slide 4: Market Demand and USP

- Demonstrate market demand with research data.
- Clarify your solution's unique value proposition.
- Detail your business model, scalability, and sustainability.

Slide 5: Summary Slide (Optional)

- A quick recap or highlights of the key points of your presentation.

Slide 6: Future Scope

- Elucidate the vision for the future development of your solution.
- Address potential expansions and long-term impact.

Format for One-Pager Digital Roadmap Submission

Title: [Your Solution's Name] - Digital Roadmap

Header Section:

- Vision Statement: Briefly state the long-term vision for your product.
- Roadmap Overview: Summarize the key aspects of your digital strategy.

Body Section:

- Yearly Milestones: Break down the roadmap into annual goals for product development, user acquisition, and market expansion.
- Marketing Channels: List the digital channels (e.g., social media, SEO, email marketing) you will utilize to reach your target audience.
- Engagement Strategies: Describe the methods you'll use to engage with your audience on these channels.
- Positioning: Explain how you will position your product in the market to stand out among competitors.
- Customer Journey: Illustrate how potential customers will discover and interact with your product through various digital touchpoints.

Supporting Graphics:

- Include a visual representation (flowchart, timeline, or graph) to complement the written roadmap.

Closing Section:

- **Future Considerations:** Briefly mention any anticipated shifts in digital marketing trends and how your strategy will remain agile.
- **Contact Information:** Provide a point of contact for further information or inquiries.

Additional Suggestions:

- Ensure the roadmap is reader-friendly, with clear headings, bullet points, and concise language.
- Align the visual style with your brand's aesthetic for consistency and professionalism.

Word Count:

- Approximately 300 words, excluding headings and captions for graphics.

Ensure that the documents are meticulously structured, easily understandable, and succinct, effectively communicating a compelling story about your product and forthcoming strategies. Both should reflect a cohesive brand strategy and a deep understanding of your market and audience.

